Introduction

I created a module that focused on “sustainable supply chain management practices” as a way for MBA students to consider the role that leaders of businesses and organizations play in sustainability efforts.

My objectives were to:

- Challenge students to define supply chain sustainability.
- Introduce students to the complexity of managing supply chain sustainability.
- Describe the influence of privatization and governmental control of public resource.
- Describe Communal Pool Resource planning as a way to consider innovation in complex problem in achieving sustainable supply chains.

Actions

1. Discussed a business case study about McDonald’s working with Greenpeace to stop deforestation by some suppliers.
2. Introduced the Tragedy of the Commons with an in-class game
3. Lectured on Communal Pool Resource planning.

Outcomes

McDonald’s aims to be a leader in its industry in sustainability and is able to use its power in the supply chain to create communities of suppliers, competitors, NGOs and governments to create standard practices that are self-governed and sustainable.

McDonald’s Case Study

Greenpeace and McDonald’s worked together to make a change in rain forest depletion among McDonald’s 3rd tier suppliers.

Impact

The Tragedy of the Commons in-class game helped students to internalize the problems with communal decision making over scarce resources.

Supply Chain Management = Trust and Cooperation

Local and global leadership is required to lead profitable sustainability efforts.