

Week 11:



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Case

MIS 3537: Internet and Supply Chains



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2003: [Video](#)





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7 C's of Strategic Collaboration

1. Connection with Purpose and People
2. Clarity of Purpose
3. Congruence of Mission, Strategy and Values
4. Creation of Value
5. Communication between Partners
6. Continual Learning
7. Commitment to the Partnership

Ref: *Collaboration Challenge: How Nonprofits and Businesses Succeed Through Strategic Alliances* James Austin



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2003 - Present

- 2004: new purchasing guidelines attracted more growers than expected
 - Higher Price
 - Incentive of being SBX Preferred Supplier (stable, hi-price buyer)
- 2004: C.A.F.E. – Coffee and Farmer Equity practices launched
 - Quality: meets SBX quality standards
 - Economic Accountability & Transparency: Suppliers submit evidence of how much of price gets to the farmer
 - Social Responsibility: 3rd party verify rights of workers
 - Environmental Leadership: 3rd party verify (waste, water, energy, emissions, carbon storage, biodiversity)

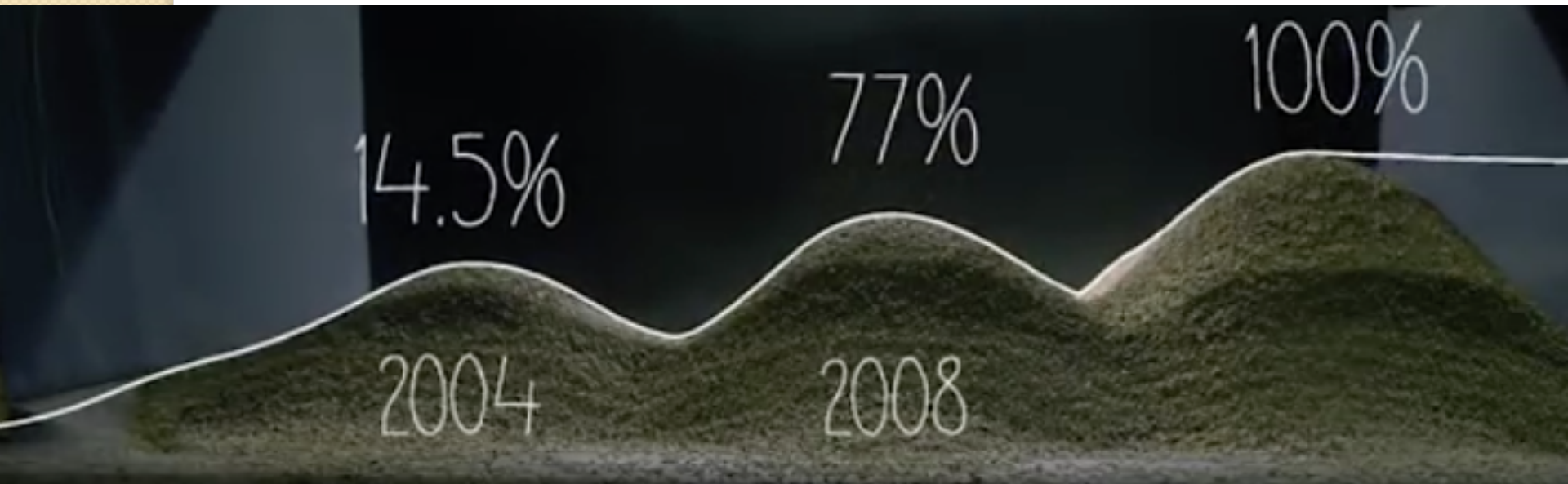


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- Starbucks verified **99% of their coffee** (> 400 mm pounds) as ethically sourced through C.A.F.E. Practices.
- With CI over a **million coffee farmers** on **four continents** have benefitted





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Present

- <http://www.starbucks.com/responsibility/global-report>

GM China launches 2017 Green Supply Chain project

2 March 2017

General Motors China has launched the 2017 Green Supply Chain project. The yearlong initiative aims to improve energy efficiency and reduce emissions at 16 China-based parts and components suppliers that provide parts to GM's operations around the world.

Building on the success of the 2016 program, GM China will offer the new group of suppliers training, energy audits and other support. The focus will be on reducing their energy consumption and increasing their recycling of materials.

The 2016 program involved eight suppliers, which implemented 64 energy-saving proposals. By decreasing their consumption of electricity and natural gas, the suppliers collectively reduced carbon dioxide by over 5.5 million kg and saved more than RMB 9.3 million (US\$1.35 million).