

# ERSCP 2012: Workshop Design Sheet

## Workshop Design and Content

### **Title of Workshop \***

Bridging Asia and Europe with sustainable supply chains:

### **Subtitle**

Cases from SWITCH-Asia Network

### **Objectives**

To share cases from SWITCH-Asia Programme on sustainable supply chain management (SSCM) approaches: What promising cases are there in SWITCH-Asia Programme?

To present mechanisms identified by the SWITCH-Asia Network Facility for institutionalizing SSCM: How can SSCM be multiplied and spread?

To investigate collaboration opportunities and synergies with ERSCP participants

### **Short Description of Workshop Outline (max. 2000 characters) \***

including Relevance and Background

Sustainable supply chain management (SSCM) provides a market-based approach to improving sustainability across a wide range of producers that can have positive benefits that go beyond government policy and regulation, particularly in countries with less rigorous sustainability standards. SSCM involves development and enforcement by (typically) end product manufacturers of sustainability standards, such as Suppliers' Codes of Conduct, to upstream suppliers (and their suppliers further up the chain). Rigorous application of these standards may include regular monitoring or auditing of suppliers by the end product manufacturer. SSCM may also serve to influence suppliers in a more indirect way, if these suppliers improve their production processes in anticipation of gaining new business from other customers demanding sustainable products.

In SWITCH-Asia Programme (<http://www.switch-asia.eu/>), engaging of Small and Medium sized Enterprises (SMEs) in regional or global supply chains and encouraging improvement of their environmental and social performance is one of the key implemented strategies to reach the Programme's overarching aim of promoting uptake of sustainable consumption and production.

In this workshop, several of the SWITCH-Asia projects involving supply chain engagement to promote the uptake of sustainable production will be presented. Market pull and push factors for 'sustainable products' will be reviewed. In addition lessons learned concerning 1) types of partnerships; 2) process of establishing partnerships, and 3) long-term sustainability i.e. institutionalization of these supply chain partnerships will be explored.

The first one and a half hours will concentrate on non-forest and timber products fed into furniture and construction sector. The second one and a half hours will focus on electrical and electronic equipment as well as automotive parts supply chains. Each workshop will include presentations followed by a World-Café discussion.

### **Expected Outcomes and Results**

Awareness raised about the SWITCH-Asia Programme

Ways of replication SCP through engagement within supply chains collated

Collaboration opportunities and synergies identified