

GREEN SUPPLY CHAIN MANAGEMENT

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WHAT IS GREEN SUPPLY CHAIN MANAGEMENT?



The term 'Green supply chain management' (GSCM) refers to the concept of integrating sustainable environmental processes into the traditional supply chain.

Since last couple of decades, environmental issues have been increasing and traveling faster than forest fire, country to region, region to world level territory, which is a serious cause of climate change and global warming. Undeniably, the basic ideology behind green concept is to enhance environmental sustainability, but firms adopt green concept as "kill two enemies with one bullet".



Because green supply chain can reduce the environmental pollution and production costs and it also can spur economic growth, create competitive advantage in terms of greater customer satisfaction, positive image and reputation and provide better opportunity to export their products in pro-environmental countries.

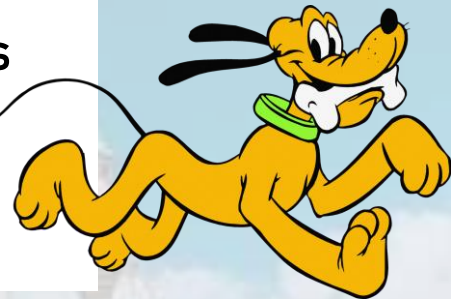


INTRODUCTION TO THE WALT DISNEY COMPANY



Walter Elias Disney was an American entrepreneur, animator, writer, voice actor, and film producer. A pioneer of the American animation industry, he introduced several developments in the production of cartoons.

Commonly known as Disney is an American diversified multinational mass media and entertainment conglomerate headquartered at the Walt Disney Studios complex in Burbank, California.



THE ORIGIN OF MICKEY MOUSE

To replace Oswald, Disney and Iwerks developed Mickey Mouse, possibly inspired by a pet mouse that Disney had adopted while working in his Laugh-O-Gram studio, although the origins of the character are unclear. Disney's original choice of name was Mortimer Mouse, but Lillian thought it was too pompous, and suggested Mickey instead. Thus, the invention of mickey mouse.

RESPONSIBLE SUPPLY CHAIN MANAGEMENT

Ethical sourcing is an important focus of The Walt Disney Company's overall corporate responsibility efforts. The company is committed to respecting human rights, monitoring the safety and integrity of products, and reducing the environmental footprint of our supply chain.

Responsible sourcing

The Company's Strategic Sourcing organization works with all their business segments and their suppliers around the world to establish the best value for The Walt Disney Company. Strategic Sourcing provides opportunities for suppliers to work with the Company to provide goods and services. This approach is designed to create a mutually beneficial relationship between suppliers and The Walt Disney Company. Disney sourcing professionals seek out and contract with companies of all sizes and capabilities, from local and regional suppliers to those with a global reach, to find suppliers for a specific Company division or the entire enterprise.

INTERNATIONAL LABOR STANDARDS

Disney's International Labor Standards (ILS) Program evaluates and helps improve working conditions in facilities producing Disney-branded products. Disney's ILS Program is administered by a dedicated staff of over 100 professionals located in 13 countries around the world. The breadth and diversity of the company's consumer products business means that Disney-branded products are produced in tens of thousands of facilities in approximately 100 countries.



Given the scope of the business and the fact that many Disney-branded consumer product agreements are licensing relationships, Disney faces unique challenges in achieving and monitoring performance against our high expectations and requirements. Nevertheless, Disney continues to develop innovative approaches to manage this extended supply chain.

The company works collaboratively with their licensees and vendors to educate them about labor rights expectations, require social compliance audits to assess labor conditions, and work with external organizations to foster safe, inclusive and respectful workplaces wherever Disney-branded products are made.

4 WAYS THE DISNEY COMPANY IS ENVIRONMENTALLY SUSTAINABLE



The Walt Disney Company has made a commitment to being socially responsible and environmentally sustainable for more than 60 years. There are multiple Disney park locations around the world, located in 6 major cities. While each park has their own projects in place to promote environmental sustainability, The Company strives to meet universal goals relating to environmental sustainability. Over the years, Disney has set goals to produce zero emissions, protect water and oceans, reduce waste, utilize lower impact products, and build sustainability overall.

ZERO EMISSIONS

Zero Carbon Electricity

In 2019, Disney brought online a new 270-acre, 50 megawatt solar facility at Walt Disney World, built in collaboration with the Reedy Creek Improvement District and Origis Energy USA. This facility is anticipated to generate enough power from the sun to operate two of our four theme parks in Orlando annually.

Fuel Innovation

Due to the large amounts of fuel used in daily operations, Disney is on the search for a low-carbon fuel alternative. The steam trains and the Mark Twain Riverboat at Disneyland Resort in California run on biodiesel made from our own recycled cooking oil. Their film and TV productions are also piloting electric generators on set.

Worldwide Projects

In order to balance any remaining carbon emissions, The Company is working on projects across the world to restore natural ecosystems and benefit local communities.

PROTECTION OF WATER AND SEAS



Water is a precious resource, and sometimes scarce in some areas of the World. Disney recognizes that their operations use millions of gallons of water daily. Water not only affects Disney, but the local communities surrounding Disney operations. Starting in 2021, Disney is implementing watershed stewardship programs in order to conserve local natural water systems.

Disney recognizes that seafood is an important fixture to their business and impacts the future of our planet. As a result, Disney has made commitments to serve responsibly sourced seafood.



WASTE REDUCTION

- The Walt Disney Company made a commitment in 2009 to reduce overall waste at all of their operations with aims to becoming zero waste in the future.
- They have installed waste management programs that encourage the practice of reducing, reusing, recycling and donating.
- The goal to become zero waste will take effort from everyone involved in Disney operations, including guests.



USING LOWER IMPACT PRODUCTS

The Walt Disney Company has assessed their environmental impact overtime and have identified several key areas where their environmental impact is significant. Those areas are forest products, textiles, and plastics. The Company has set goals in order to reduce their environmental impact in those areas.

Forest Product Goals

By 2030, Disney aims to use 100% recycled material in branded packaging, use wood from sustainable or recycled sources, and use only certified sustainable palm oil and palm kernel oil.

Plastic Goals

By 2030, Disney hopes to limit plastic usage by ensuring all branded packaging can be reused or recycled and produce plastic with 30% or greater recycled materials. They are still seeking better alternatives to plastic use.



Textile Goals

By 2030, Disney aims to use "recycled or certified sustainably sourced content, or be made from lower impact alternatives," for all of their branded textiles.



CONCLUSION

The Walt Disney Company has set various goals to build a sustainable future with intentions of impacting every area of their operations (Environmental Sustainability, 2021). As stated by The Walt Disney Company, the goals include:

"To minimize emissions of new projects, our buildings will be designed to near net zero – maximizing energy efficiency, electrification to reduce fuel use, and on-site renewables.

“ New projects will minimize water consumption through efficiency measures, water capture and reuse, and maximizing use of non-potable sources.

“ New projects will be designed for zero waste operations, including planning for reuse where possible, particularly in restaurants and kitchens, and providing dedicated areas for waste sorting.

“ For over a decade, Disney has invested in nature-based climate solutions.

These natural places provide habitats for animals and resources for local communities through food, shelter, and income, all while helping reduce the impact of climate change.

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