

Evaluation of BCom Brief from a scientist's perspective

Initially it's difficult to tell exactly what the "Go Greener" project aims to do differently to other sustainability consultation companies, or how you aim to influence households and individuals. Aside from education programs and promoting existing products, it's hard to see any relevance to individuals. Sustainability consulting is a fast growing industry, and will likely prove viable if a proper niche can be carved out. Finding a way to properly differentiate yourself from the competition with a strong value proposition will be critical.

From what is mentioned on the provided Padlet your team has some important and relevant skills. A diverse skillset including backgrounds in science will prove to be an "unfair advantage" in the market, multidisciplinary teams can be difficult to manage so having multifaceted team members will prove extremely useful.

One approach to consider, is that of personal sustainability consultants. Similar to therapy or fitness instructor apps that connect individuals with sustainability consultants through an app or website. A free model including blog posts and community forums for users, and a subscription/appointment model to connect users with a consultant to assist them with reducing their environmental footprint. Business to business consulting is harder to make unique, your team's skillsets is more suited to establishing a value proposition than mine.

Answers to questions in the BCom briefing document

What are the top supply chain practices in our industry, refer to the practices of the global top 100 companies (by revenue).

This question doesn't seem relevant for a consultancy company, as you aren't aiming to supply, manufacture, or transport goods yourself. If you do intend to produce or transport goods, an article written by the Harvard Business Review details the supply chain practices of multinational corporations deemed to be sustainable to determine common factors. This is available here:

[2] <https://hbr.org/2020/03/a-more-sustainable-supply-chain>

Companies such as Corporate Knights aggregate a list of the top 100 sustainable companies ranked by percent sustainable revenue and investment. Taking a look at the supply chain practices of these companies can provide a better insight into what makes a successful and sustainable company. The full list is available here:

[1] <https://www.corporateknights.com/rankings/global-100-rankings/2023-global-100-rankings/2023-global-100-most-sustainable-companies/>

What are the common issues in supply chain management in this field?

Common issues in sustainable supply chain management revolve around how data is collected and handled. Many companies will select parameters that aren't reflective of the waste present in their supply chain. Parameters such as order accuracy, and inventory turnover can provide information on the efficiency of logistics. Part of this is the need to benchmark before and after any changes or improvements made in order to gauge its effectiveness, choosing the right parameters makes the process of determining areas for improvement much easier.

How can we employ data (provide specific examples) to accurately calculate the consumption and production outputs of our proposed business operations?

As mentioned previously, selecting the right metrics is critical. If you're interested in determining and reducing emissions it can be worthwhile determining emissions of transit methods, GHG emissions and water usage. For material and time wastage, important metrics include turnover rate, perfect order percentage, and freight cost per ton shipped. Setting goals for these metrics is important, being sure to benchmark before and after to gauge the improvement.

What scientific methods or models can be applied to evaluate and enhance the resource efficiency of our production processes based on secondary quantitative research?

- **Life Cycle Assessment (LCA)**

LCA is a method used to assess the environmental impacts associated with all the stages of a product's life, from raw material extraction through materials processing, manufacture, distribution, use, repair and maintenance, to disposal or recycling. This helps identify areas where the most significant environmental improvements can be made.

- **Stochastic Models**

Stochastic models take into account the randomness (variability) of process parameters in production. These models can be used for planning under uncertainty, allowing companies to prepare for various scenarios and optimize their resource management strategies accordingly.

- **Lean manufacturing / Toyota Production System**

A method of manufacturing and management prioritising continuous improvement and waste reduction. More of a manufacturing/management philosophy than a quantitative measure. This method focuses on eliminating waste in everyday processes in production and logistics.

- **Benchmarking**

Benchmarking against industry standards or leading practices can aid in identifying areas for improvement. Benchmarking is especially important when implementing new improvements or changes to a process, to determine if the change is having a positive effect.

These examples are limited, by far the most important takeaway is to pick specific metrics and measure them against industry standards for sustainable companies. Continuous improvement and creating a culture of consistent improvement is critical to ensure a company minimises waste at every level.

References

- [1] Corporate Knights. (2023, 1 18). *100 most sustainable companies of 2023 still flourishing in tumultuous times*. Retrieved from Corporate Knights:
<https://www.corporateknights.com/rankings/global-100-rankings/2023-global-100-rankings/2023-global-100-most-sustainable-companies/>
- [2] Harvard Business Review. (2020, 3 15). *A More Sustainable Supply Chain*. Retrieved 4 12, 2024, from <https://hbr.org/2020/03/a-more-sustainable-supply-chain>
- [3] Toyota. (n.d.). *Toyota Production System* . Retrieved from toyota-europe:
<https://www.toyota-europe.com/about-us/toyota-vision-and-philosophy/toyota-production-system>

Statement of use of referenced literature

References [1] and [2] were provided as information sources for the Bcom team, for further research into sustainable companies and practices. Reference [3] was used primarily for clarification and specifics around Lean manufacturing, a practice I have been learning as part of a work placement opportunity.

Note: No GAITs or LLMs such as ChatGPT were used to produce this consultation document