**ACHIEVING SUSTAINABILITY OF THE ENVIRONMENT:**

**A SUPPLY CHAIN MANAGEMENT PREROGATIVE**

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**ABSTRACT**

Research conducted at the Entertainment Supply Chain Academy has revealed that environmental sustainability is a source of potential competitive advantage. Principles of supply chain management have been based on optimizing the fundamental factors of product, information, and money from end to end amongst trading partners. Today, with the challenges of potential climate change and the astronomical rise in cost of energy, the perspective of the supply chain has to be expanded to include additional dimensions. Visionaries have come to believe that environmental sustainability presents a competitive advantage in the form of reduced costs and risks, higher revenues, and enhanced brand value. The data from this study suggests that companies that actively pursue environmental leadership outperform companies that do not have a coherent environmental strategy.

Eco-leaders make environmental thinking fundamental to the organization’s mission statement. This includes closely tracking environmental performance, actively redesigning products and extended supply chains and distribution networks with environmental objectives front and center, and building an eco-advantage culture that engages both top managers and line employees. Many of the eco-leaders base their strategies on addressing major environmental challenges, with particular focus on their industry’s environmental “footprint.” A well-crafted plan of attack, based on the eco-advantage best practices, crystallizes initiatives in terms of short-term, medium-term, and long-term actions, pulling together all the elements of eco-advantage into a prioritized and coherent environmental execution plan for the company. The purpose of this presentation is to highlight a case study of the DVD industry that has identified opportunities for ensuring sustainability of the environment while achieving profitability. Some specific issues addressed in the study include: spotting strategic environmental issues that could affect competitiveness, identifying essential elements of a successful environmental strategy, and crafting and executing a sound environmental strategy with clarity and transparency.