





Navigating Sustainability: Overcoming Challenges in Adopting Green Practices within Business Procurement

01

Introduction

SUSTAINABILITY

A hand holding a globe with leaves on top, symbolizing sustainability. The background is a dark blue gradient with a faint image of a hand holding a globe and some leaves.

Development that “[meets] the needs of the present without compromising the ability of future generations to meet their own needs”

Brundtland Commission

Navigating Challenges in Green Production

- **Triple Bottom Line Approach:**
Businesses must integrate societal, economic, and environmental considerations [1]
- **Sustainable Procurement:**
Assessing environmental impact, resource efficiency, and pollution [2]
- **Supplier Collaboration:**
Given supply chains emit more emissions than individual entities [3]
- **Material Availability:**
Minimize Costs and Ensure Material Availability through Proactive Adoption [4]
- **Related UN Sustainability Goals:**



[1] Rinalducci, Simone Nulli; 2023

[2] Backsæther, Mathias; 2023

[3] Oyewobi, Luqman Oyekunle and Jimoh, Richard Ajayi; 2022)

[4] Fredershausen, Anna-Christina et al. (2022)

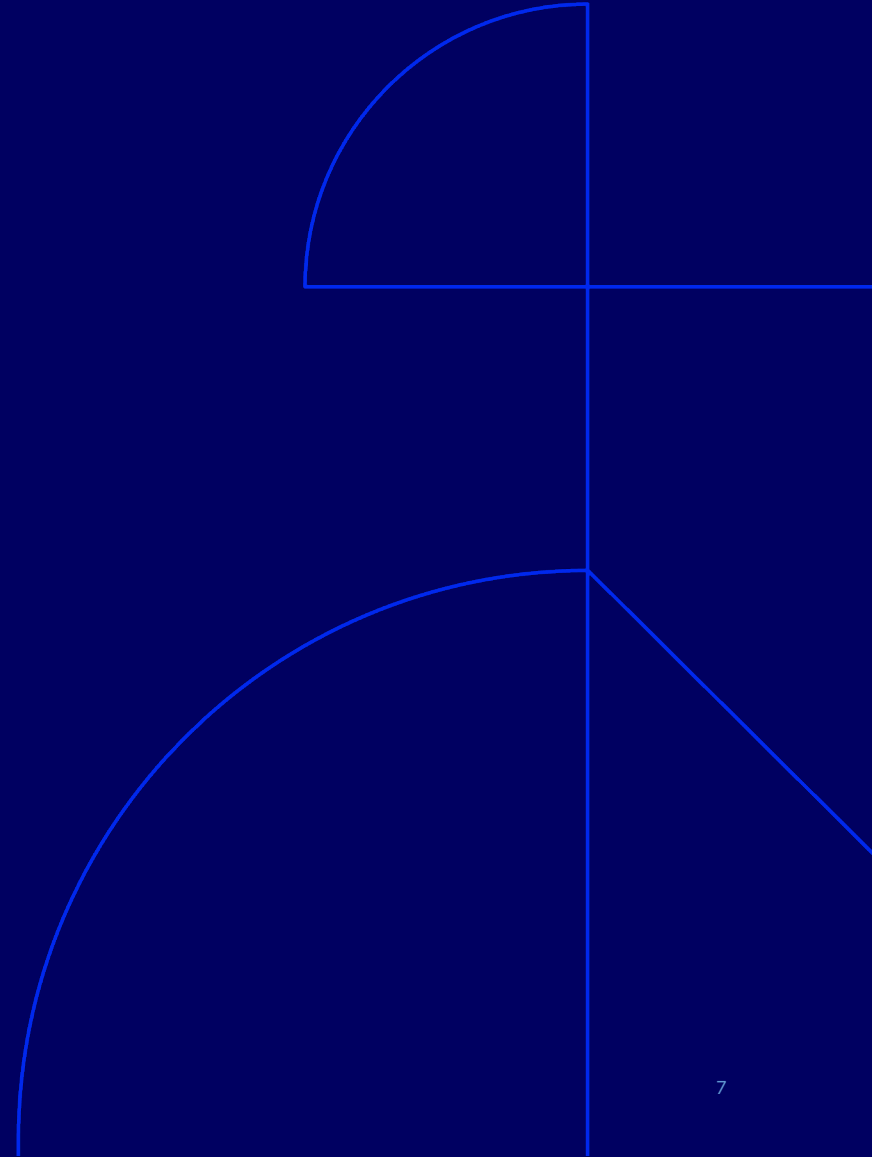
A hand holding a globe with a leaf on top, symbolizing sustainability. The background is a dark blue gradient with a faint image of a hand holding a globe and a leaf on top.

**WHAT ARE THE BARRIERS FOR SUSTAINABLE
PURCHASING?**

**HOW CAN BUSINESSES EFFECTIVELY NAVIGATE THESE
BARRIERS AND ACHIEVE SUSTAINABLE PROCUREMENT?**

02

Analysis



Illuminating Internal Barriers

	Description	Impact Assessment
Knowledge and Information Gap	Limited internal expertise hampers sustainable procurement decisions [1]	Inefficient procurement practices, limited awareness concerning the urgency of sustainable changes [1]
Financial Constraints	Inability to afford investment for sustainable development due to high costs & Uncertainties in ROI [2]	Higher operational costs, missed opportunities for competitive advantage through sustainability, potential reputational damage [2]
Organizational Barriers	Resistance to change and short-term focus can impede the adoption of sustainable procurement practices [3], [1]	Delayed implementation of sustainable initiatives, reduced competitiveness in the long run, potential loss of market share to more sustainable competitors

[1] Vejaratnam, Navarani et al.; 2020

[2] Zhang, Abraham et al.; 2022

[3] Lacroix_Richard Nikolas

Addressing External Challenges in Sustainability

	Description	Impact Assessment
Regulatory Insufficiency	Lack of supportive regulations can limit the company's ability to enforce sustainable practices [1]	Increased legal and compliance risks, potential penalties for non-compliance [2]
Customer Pressure	Dependence on customer preferences for sustainable products can impact market competitiveness and profitability [3]	Risk of losing customers to more sustainable competitors, potential revenue loss [1]

[1] Ghadge, A, Choudhary, S and Caldwell, N.; 2016

[2] Vejaratnam, Navarani et al.; 2020).

[3] Timmermans, Nard; 2022

Key Insights

Enhancing Sustainable Procurement Practices

Employment Strategies	hiring experts	educating staff	replacing employees	[1]
Implementation Strategies	learning-by-doing	working with consultants	collaborating with universities	[2]
Supplier Commitments	fostering a shared commitment	mandates carbon neutrality in contracts	Educating and incentivizing supplier	[1] [3]

[1] Zhang, Abraham et al.; 2022

[2] Gong, Yu et al.; 2018

[3] Vejaratnam, Navarani et al.; 2020

03

Conclusion

Conclusion

Elevating Performance: Sustainable Procurement Excellence

Limitations

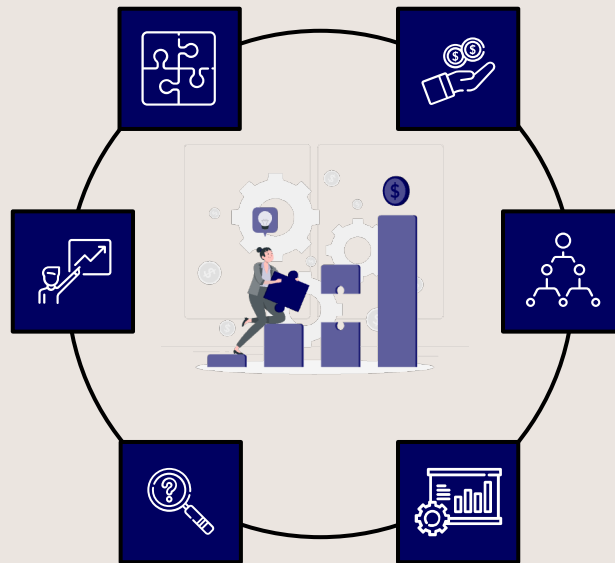
limited resources, complex chains, cultural disparities

Strategic Approach

Drive economic benefits,
Building a sustainable future

Continued Exploration

Research & implement practices for long-term success



Cost Reduction

Utilize eco-friendly materials & processes for significant savings

Supplier Risk Minimization

Diversified supply chains mitigate shortages & disruptions.

Case Studies

Learn from decarbonization pioneers for invaluable insights

***THE BEST WAY TO
PREDICT THE FUTURE
IS TO CREATE IT.***

Peter Drucker



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