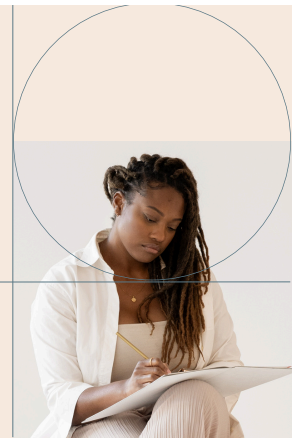


From Myths to Mastery

Impactful Supplier Engagement to Achieve Your Sustainability Ambitions



Introduction

Welcome to our guide on debunking common myths about supplier engagement in sustainability. This mini-report will help you navigate misconceptions and foster more effective partnerships with your suppliers to achieve your sustainability goals.

Myth 1: engagement starts with your strategic suppliers

Reality: While strategically important suppliers are crucial, focusing solely on them can limit broader sustainability advancements. Engaging a wider range of suppliers leads to innovative solutions that might otherwise be overlooked.

Example: A small packaging supplier offering eco-friendly materials that reduce plastic waste significantly.

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Myth 2: engagement starts with your high-impact suppliers

Reality: *High-impact suppliers are important, but smaller suppliers might bring unique sustainability innovations. Considering both large and small suppliers ensures a more holistic approach.*

Example: *A local produce supplier using regenerative farming practices improves soil health and biodiversity, thereby enriching the entire supply chain.*

Myth 3: suppliers will demand higher prices when discussing sustainability

Reality: *While initial cost concerns are valid, many suppliers see sustainability as a long-term investment. Transparent collaboration can reveal cost-neutral or cost-saving opportunities.*

Example: *A beverage company partners with suppliers to optimize water usage, resulting in lower operational costs.*

Conclusion

Engaging effectively with your suppliers on sustainability doesn't have to be difficult. By dispelling common myths, you can build stronger, more impactful partnerships that drive both sustainability and business success.

Want to understand how to mobilise your suppliers to help achieve your sustainability ambitions?

We can help!

Book a 15-minute complimentary call and we'll map out your path to impactful supplier engagement.

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