

## CHAPTER 8

# Sustainable Supply Chain Management—The End of the Beginning

Now this is not the end. It is not even the beginning of the end.  
But it is, perhaps, the end of the beginning.

Winston Churchill

Sustainable supply chain management is changing rapidly, faster than the rate at which global freight is moving, and every day, new developments shape our future in exciting ways. One of the objectives of this book is to create a community of informed business professionals engaged in action learning, performance measurement, and the continuous improvement of sustainable business systems. We want to help you stay current with new developments. To this end, we hope you and your colleagues will discuss and revisit this book, and the web site associated with it (the address is found at the end of this chapter) on a regular basis to engage and learn while working through chapter AIs and AQs. Stay in touch with us to share your success stories' regarding what is, and is not working; to review benchmarking and audit information; and get access to current research. Together, we can shape the future of business, take action, and improve supply chain performance.

This book is just the first step toward action. To get the benefit of SSCM, join professional associations that engage in the development of sustainability in your profession. Talk to and work with sustainability professionals within and outside your organization. SSCM will be in continuous development, yet we need to break down the walls between functions and between practitioners and scholars. This is the beginning of the journey for all of us with the goal of sustainable business systems

enabled by supply chain management that drives value. The journey is all part of a paradigm shift toward integrated bottom-line measurement and reporting with a better understanding of Sustainable Value Added (SVA).

This is not the end of the beginning, but the beginning of the end of our time with you in the context of this book. We invite you to stay connected to this evolving paradigm and to participate in the journey that comes next.



*The evolving sustainable supply chain management paradigm.*

Visit the Sustainable Supply Chain Assessment tool for this book at: [www.duq.edu/sustainable-supply-chain-management](http://www.duq.edu/sustainable-supply-chain-management)