



18 - 21 SEPTEMBER 2018
EGYPT INTERNATIONAL EXHIBITION CENTER
www.thebig5constructegypt.com

Competitive Advantage and Sustainable Supply Chain Strategy





Emad Ameen, MSc. MCIPS, CMILT
Supply Chain and Management Consultant
Business Advisor



ORGANIZED BY:

dmg :: events

www.thebig5constructegypt.com

Real time updates on:    



Agenda







- **How organizations compete?**
 - Building your competitive advantage
 - Impact of supply chain
- **Sustainability**
 - Concept evolution
 - Sustainability in construction industry
 - Creating competitive advantage through sustainability practices
 - Supply chain best practices and sustainable competitive advantage
- **Collaboration and innovation**
 - Supplier and buyer collaboration
 - Value chain collaboration
 - Rivals collaboration



ORGANIZED BY:

dmg :: events

www.thebig5constructegypt.com

Real time updates on:    



How organizations compete?



- **Competitive advantage definition:**

To deliver benefits to the targeted market better than the competition

- **Building your competitive advantage**

There are 3 sources of a sustainable competitive advantage:





- Differentiation,
- Cost Leadership, and
- Niche Market



ORGANIZED BY:

dmg :: events

www.thebig5constructegypt.com

Real time updates on:    



Building your Competitive Advantage



Differentiation: Do it better

- Innovation
- Quality
- Speed
- Convenience (Suitability)
- Intimacy (Relationship)
- Responsible (Social – Environmental –Ethical)

Cost Leadership: Do it cheaper

- Low Price

Niche Market: Do it more focused





- New locations
- New Market segment



ORGANIZED BY:

dmg events

www.thebig5constructegypt.com

Real time updates on:    

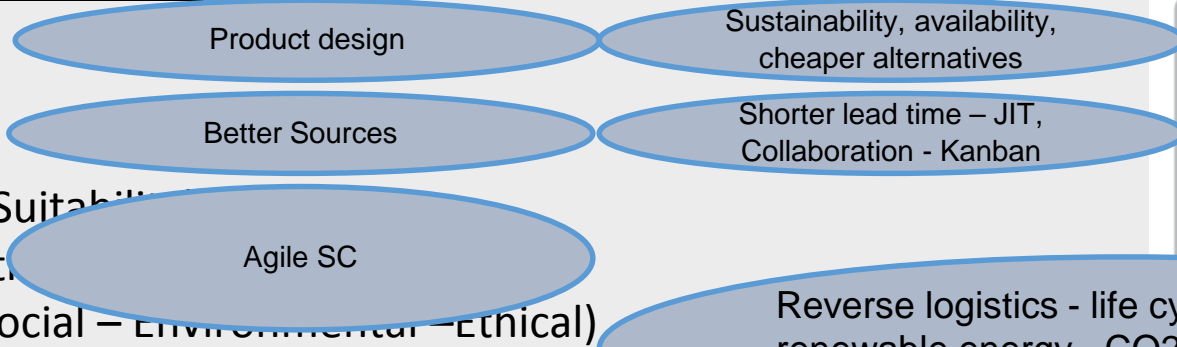


Supply Chain Impact



Differentiation: Do it better

- Innovation
- Quality
- Speed
- Convenience (Suitability)
- Intimacy (Relationship)
- Responsible (Social – Environmental – Ethical)

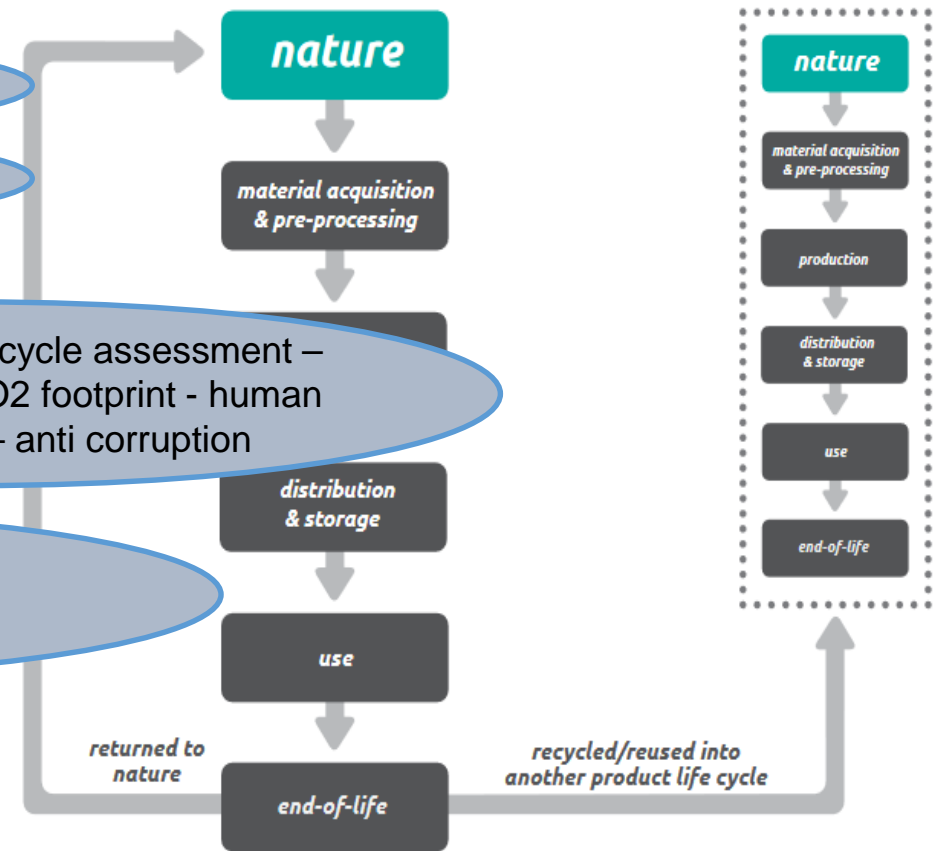
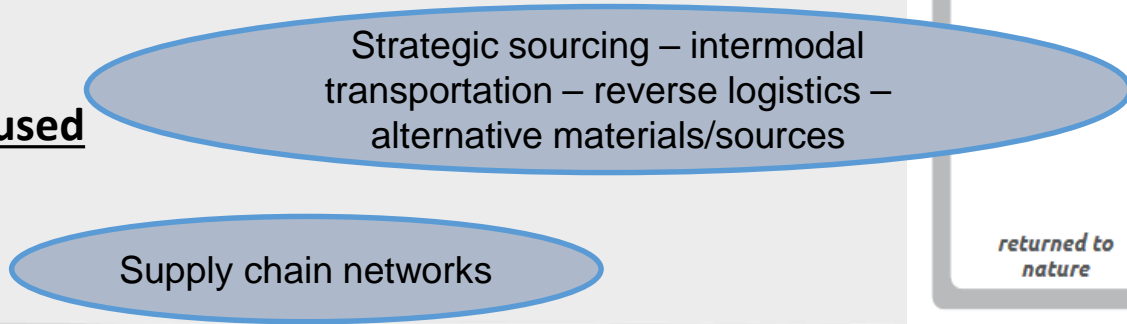


Cost Leadership: Do it cheaper

- Low Price

Niche Market: Do it more focused

- New locations
- New Market segment



ORGANIZED BY:



www.thebig5constructegypt.com

Real time updates on:



Sustainability Concept

Concept

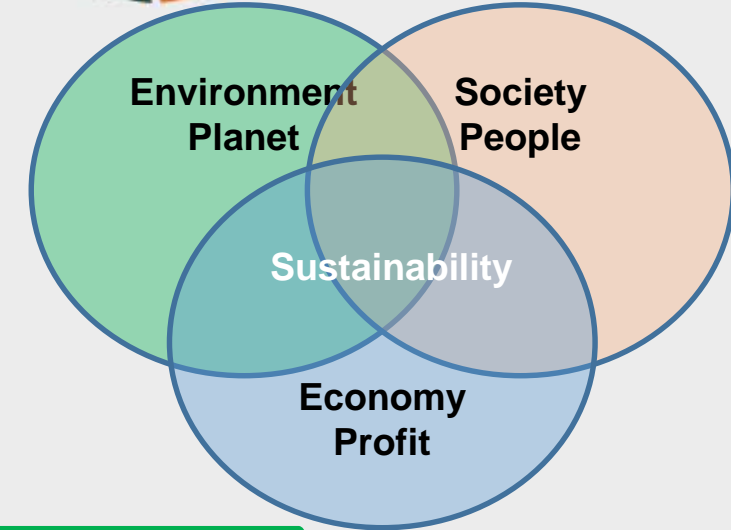
**“to meet the needs of current generations
without**

compromising the ability of future generations to meet their own needs”

1987 at Brundtland Commission's report

World Commission on Environment and Development





Evolution



ORGANIZED BY:

dmg events

www.thebig5constructegypt.com

Real time updates on:    



Sustainability in Construction

Building Material

- Natural vs sustainable sources
- Material selection assessment
- Concrete
- Insulation material
- Water consumption
- Packaging

Society

- Social life cycle assessment
- Workplace standards
- Society development



23% of air pollution
50% of climate change
40% of drinking water pollution
50% of landfill waste



Environment

- Certified sources
- CO2 footprint
- Life cycle assessment
- Waste
- Recycling
- Reverse logistics





Construction Power - Opportunities

- 5-10% of employment rate
- 10% of world's GDP
- 1/3 of global natural resources
- 25-40% of produced energy
- 30-40% of CO2 emissions

ORGANIZED BY:

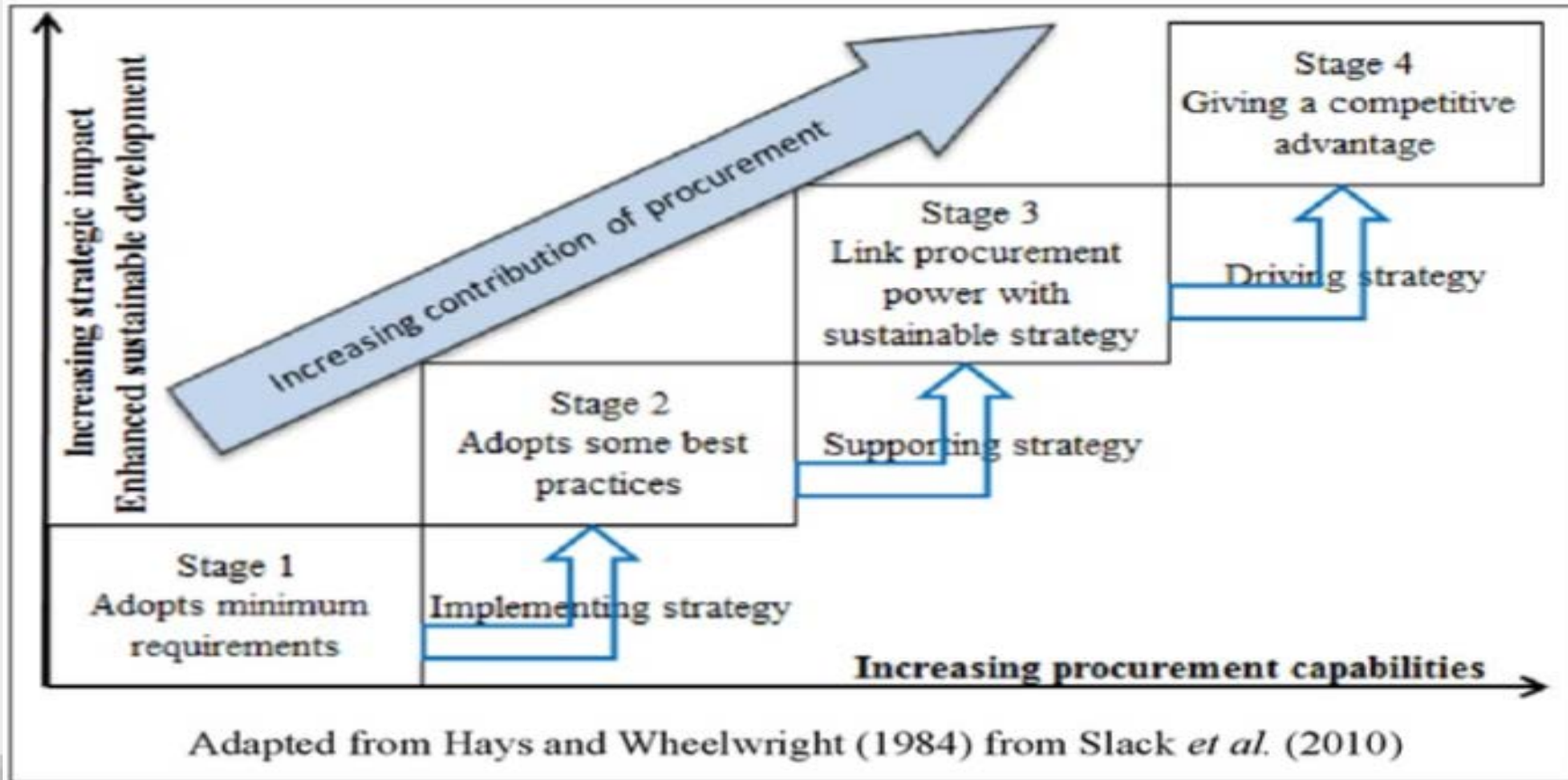
dmg events

www.thebig5constructegypt.com

Real time updates on:    







Supply Chain Sustainability Contribution Model



ORGANIZED BY:

dmg events

www.thebig5constructegypt.com

Real time updates on:    



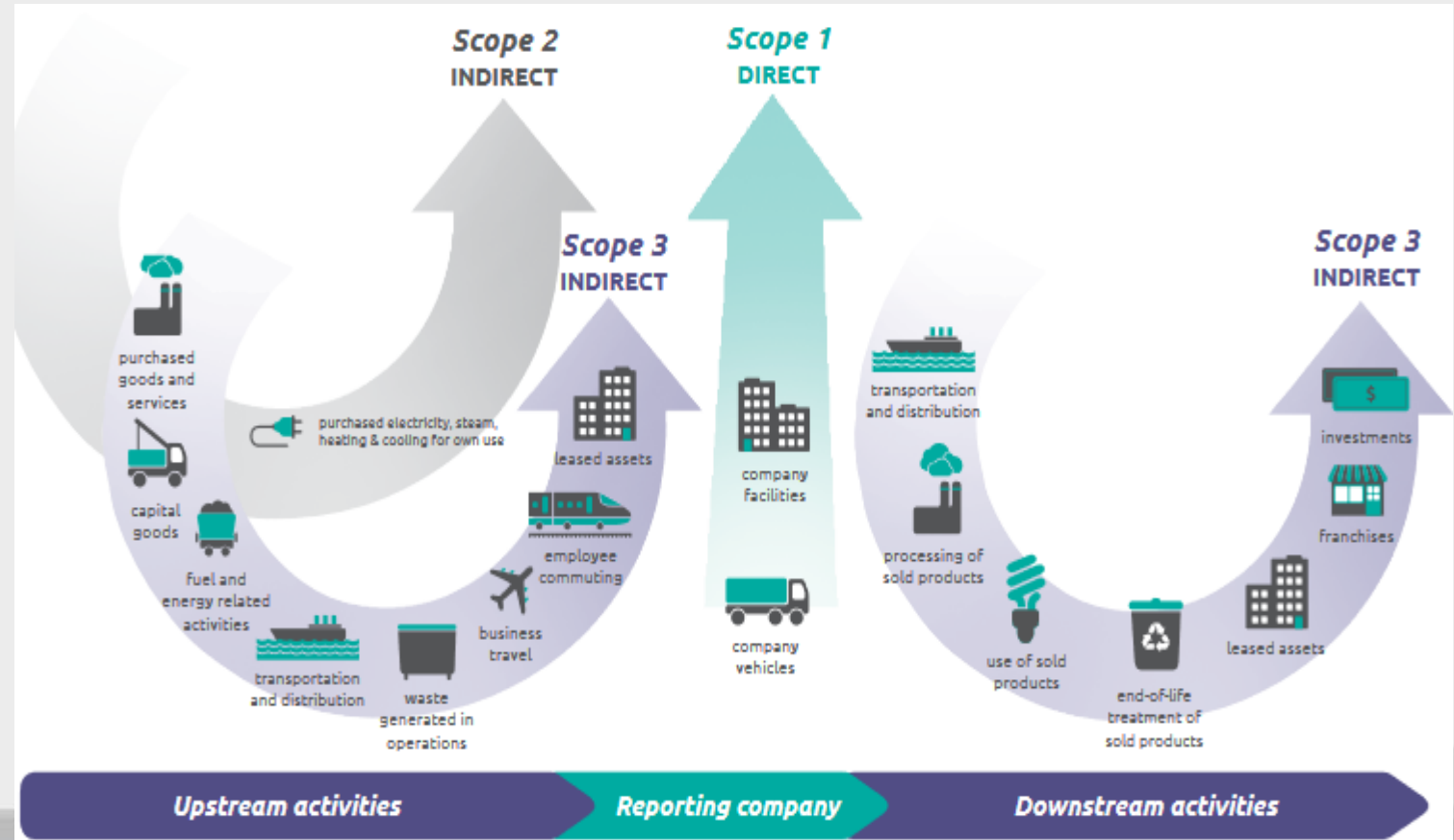
Consistency of Supply Chain Sustainable Practices



ISO 20400:2017 - Sustainable Procurement

It highlights:





- Consistently managing sustainability risks and capitalizing on sustainability opportunities to deliver value for money.
- Accountability,
- Transparency,
- Respect for human rights and ethical behaviour, and
- Their vital importance to organizational success.



ORGANIZED BY:

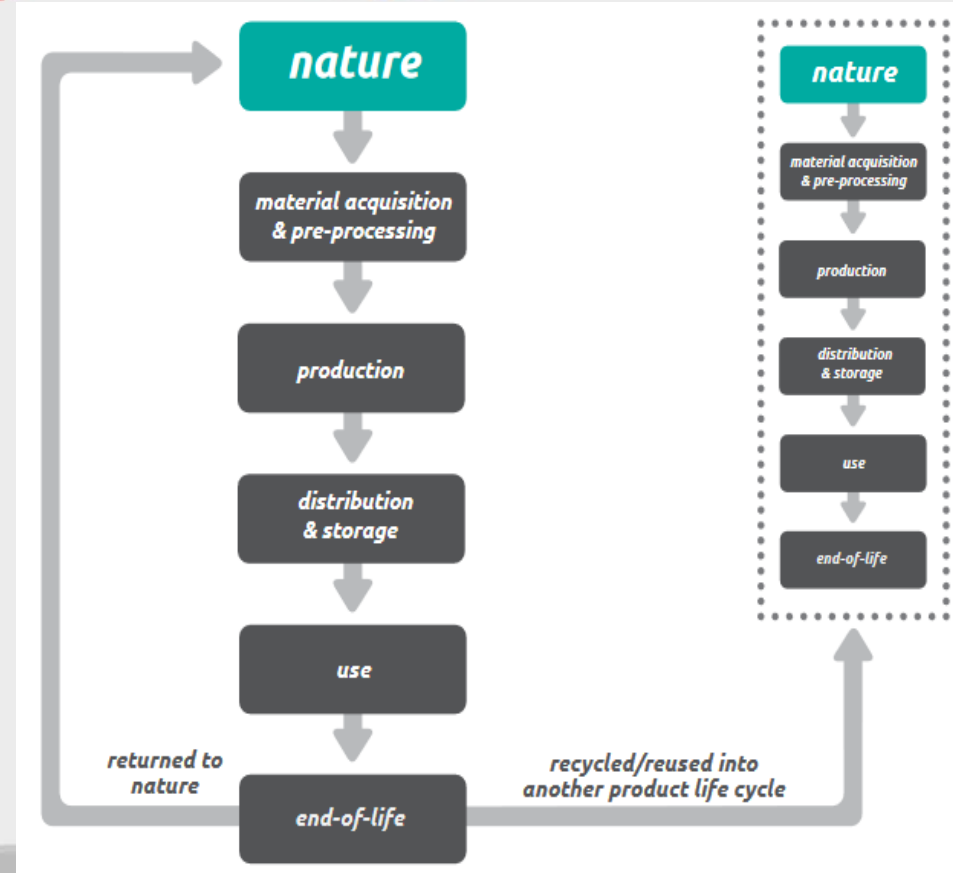
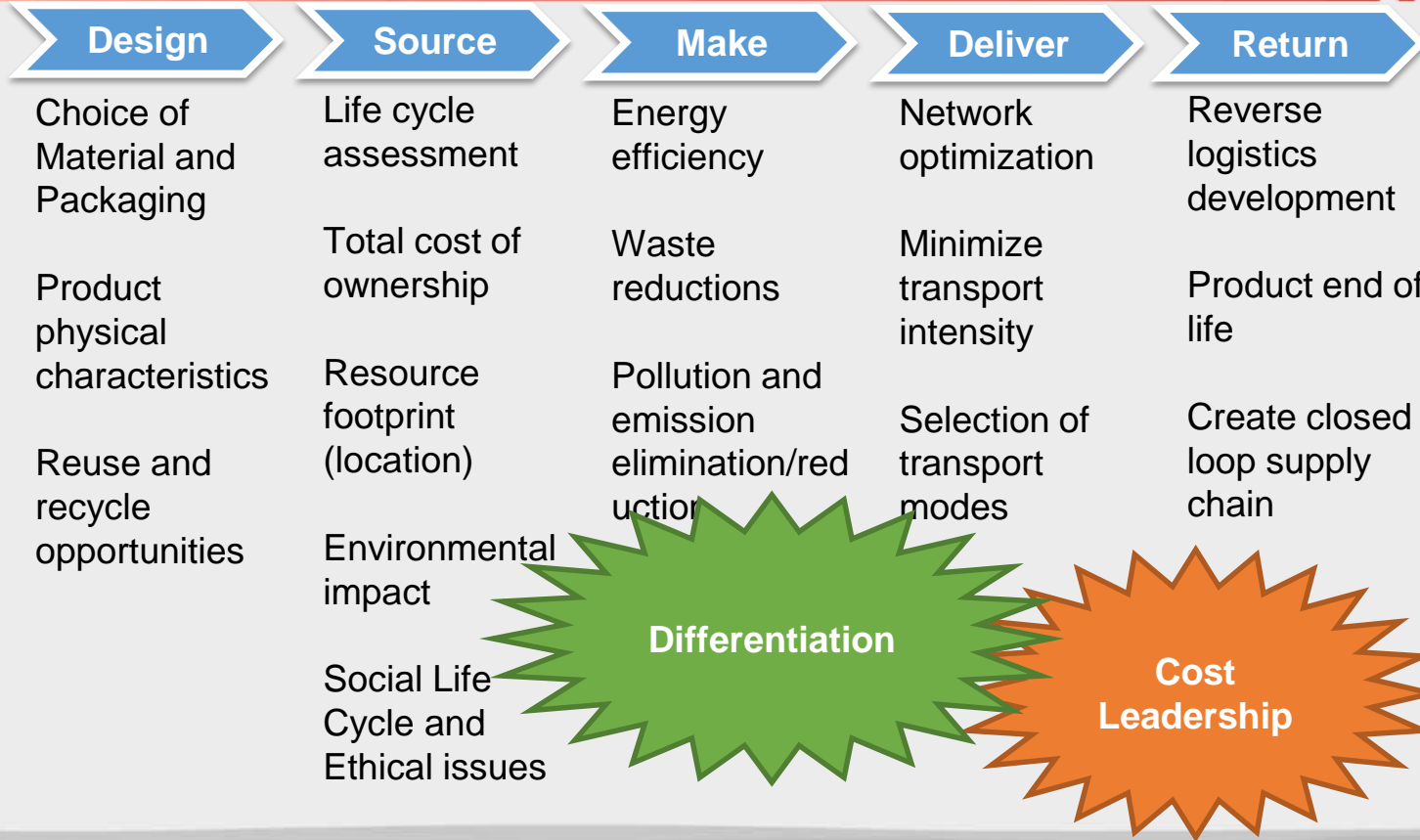
dmg events

www.thebig5constructegypt.com

Real time updates on:    



Sustainable Supply Chain Best Practices



Collaboration and Innovation



Supplier-Buyer Collaboration

- CPFR
- Network competition
 - Collective Strategy
 - Win-Win approach
 - Open Communication

Competitors Collaboration





- Setting sustainability targets - benchmarking
- Competing on the shelf and collaborating on the truck



ORGANIZED BY:

dmg events

www.thebig5constructegypt.com

Real time updates on:    



Summary



Achieve Competitiveness

- Do it Better
- Do it Cheaper
- Do it More Focused

All over the supply chain

- Upstream
- Production
- Downstream

Considering sustainability

- Environment
- Society
- Human rights
- Ethics

and Collaboratively





- With suppliers
- With Competitors



ORGANIZED BY:

dmg events

www.thebig5constructegypt.com

Real time updates on:    



QUESTIONS?



Competitive Advantage and Sustainable Supply Chain Strategy







#134353855



ORGANIZED BY:

dmg :: events

www.thebig5constructegypt.com

Real time updates on:    





18 - 21 SEPTEMBER 2018
EGYPT INTERNATIONAL EXHIBITION CENTER
www.thebig5constructegypt.com





THANK YOU!



ORGANIZED BY:

dmg :: events

www.thebig5constructegypt.com

Real time updates on:    



References

Name	Link
Buying for a better world	https://www.iso.org/standard/63026.html
UN Global Compact Management Model	https://www.unglobalcompact.org/library/231
ISO 26000 - Guidance on Social Responsibility (Performance Assessment and Training)	https://www.sgs.com/en/logistics/quality-health-safety-and-environment/sustainability/social-sustainability/iso-26000-guidance-on-social-responsibility-performance-assessment-and-training
Sustainable Procurement Finally Getting Its Own Standard	https://scm.ncsu.edu/scm-articles/article/sustainable-procurement-finally-getting-its-own-standard
Supply Chain Predictions for 2018: Real-Time, Innovation, Cognitive, Blockchain, Industry-Academic Partnerships, and Taking a Stand!	https://scm.ncsu.edu/scm-articles/article/supply-chain-predictions-for-2018-real-time-innovation-cognitive-blockchain-industry-academic-partnerships-and-taking-a-stand
United Nations Global Compact	https://www.unglobalcompact.org/docs/publications/UNGC-Value-Proposition.pdf
Advancing Responsible Business in Land, Construction and Real Estate Use and Investment – Making the Sustainable Development Goals a Reality	http://www.rics.org/Global/Advancing%20Responsible%20Business%20Report%20FULL%20VERSION.pdf
How Does Construction Impact the Environment?	https://www.initiafy.com/blog/how-does-construction-impact-the-environment/
Natural Resources Planning, Design and Construction	http://www.kci.com/services/resource-management/natural-resources/
The design and construction of environmentally sustainable new buildings	https://www.environment.admin.cam.ac.uk/resource-bank/guidance-documents/design-and-construction-environmentally-sustainable-new-buildings
What Is Competitive Advantage? Three Strategies That Work	https://www.thebalance.com/what-is-competitive-advantage-3-strategies-that-work-3305828
Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility	https://hbr.org/2006/12/strategy-and-society-the-link-between-competitive-advantage-and-corporate-social-responsibility?referral=03758&cm_vc=rr_item_page.top_right
Black Sheep No More: How Europe's PVC Industry Became a Plastics Leader	https://nbs.net/p/black-sheep-no-more-how-europe-s-pvc-industry-became-a-plastics-leader-86cf0605-4694-43c9-997b-c783476bb162
Executive Report: Sustainability through Partnerships	https://nbs.net/p/executive-report-sustainability-through-partnerships-28f1889f-1399-416a-a2e1-2e3b44fb060e
Logistics and supply chain management	Book –Martin Christopher

Name	Link
Sustainable Procurement Standard Coming Soon	https://www.environmentalleader.com/2016/08/sustainable-procurement-standard-coming-soon/#.V7teug8SgL8.linkedin
Enablers of sustainable supply chain management and its effect on competitive advantage in the Colombian context	https://www.sciencedirect.com/science/article/pii/S0921344918303100
Carbon Footprint	https://www.sciencedirect.com/topics/earth-and-planetary-sciences/environmental-performance
The “Built on GHG Protocol” mark recognizes calculation tools that are in conformance with GHG Protocol standards.	https://ghgprotocol.org/Tools_Built_on_GHG_Protocol
Product Life Cycle Accounting and Reporting Standard	https://ghgprotocol.org/sites/default/files/standards/Product-Life-Cycle-Accounting-Reporting-Standard_041613.pdf
Corporate Value Chain (Scope 3) Standard	https://ghgprotocol.org/sites/default/files/standards/Corporate-Value-Chain-Accounting-Reporting-Standard_041613_2.pdf
Explaining the Business Case for Sustainability Again ... and Again ... and Again	https://sloanreview.mit.edu/article/explaining-the-business-case-for-sustainability-again-and-again-and-again/?utm_source=newsletter&utm_medium=email&utm_content=Explaining%20the%20Business%20Case%20for%20Sustainability%20Again%20%E2%80%A6%20and%20Again%20%E2%80%A6%20and%20Again&utm_campaign=Enews%20GEN%208/30/18
Make 2 + 2 = 5: Collaborate for New Solutions	https://nbs.net/p/make-2-2-5-collaborate-for-new-solutions-f3b60c33-2ba4-4d7e-9681-da2f0f752090
assess your competitor collaboration to advance sustainability	https://swift.van2.auro.io:8081/swift/v1/6bda5a38d0d7490e81ba33fb4be21dd/sophia/blox/assets/data/000/000/221/original/160907-Competitor-Collaboration-Assessment-Tool-Digital.pdf?1492529764
The Triple Bottom Line	https://www.mindtools.com/pages/article/newSTR_79.htm
Measuring Your Organization's Wider Impact	
Triple-A and competitive advantage in supply chains: Empirical research in developed countries	https://www.sciencedirect.com/science/article/pii/S0925527318302226
The evolution of sustainable development	http://usir.salford.ac.uk/702/2/Sexton_Barrett_and_Lu.pdf
Evolution of the concept of green economy	https://www.coursera.org/lecture/greening-the-economy/evolution-of-the-concept-of-green-economy-qz6cS
The Evolution Of Sustainability	https://sloanreview.mit.edu/article/the-evolution-of-sustainability/
Sustainable Business Improvement Within Supply Chain Organisations	Article for Simon Smith, Derby Business School, University of Derby, UK