Green Supply Chain Management: A Study on Criteria Selection and Collaboration with Suppliers

AGUIAR, J. A.\textsuperscript{a}, PIMENTA, C. D. \textsuperscript{a,b,*}, BALL, P. D. \textsuperscript{b}

\textsuperscript{a}. Federal Institute of Education, Science and Technology, Rio Grande do Norte, Brazil

\textsuperscript{b}. Cranfield University, Cranfield, United Kingdom

*Corresponding author, h.c.pimenta@cranfield.ac.uk

Abstract

The aim of the work presented is to understand the green supply management practices in terms of criteria selection of suppliers and partnership to improve environmental stance of suppliers adopted by a textile industry responsible for yarn manufacturing, located in Rio Grande do Norte (Brazil). Therefore, it was analyzed the company's behavior with the suppliers regarding the adoption of sustainable supply chain management practices. A questionnaire whose analysis criteria were selected from literature was applied with key individuals of the company. Regarding the practice of environmental management in the supply chain, it was found that the company worked with its suppliers through collaborative approach. Direct involvement activities justified this positioning of the company, since it promotes training activities to improve the environmental performance of its partners, and collaborates in the development of the initial suppliers' weaknesses and works with them to develop products. Again, the company uses the environmental variable in a competitive way, including its suppliers in its strategic environmental approach.

Keywords: Green supply chain management, selection criteria, collaboration, suppliers.