

## **Implementation of Sustainable and Green Logistics Initiative as Supply Chain Strategy in FMCG Industry**

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### **Abstract**

With increasing customer awareness toward environmental protection, sustainable business practice has become more important topic over decade. Sustainability is often associated with “global warming” or “climate change” and it aim to sustain people and planet. The scope of supply chain in a manufacturing company includes the whole operation process from resourcing, purchasing raw material, production, warehousing and distribution to after-life product cycle. Big companies in Fast Moving Consumers Good (FMCG) industry like Danone, Unilever, Procter & Gamble and Coca Cola has been trying to improve their supply chain and logistics to become more eco-friendly and more sustainable. This paper will discuss how the companies in FMCG industry use green logistics initiative like carbon footprint reduction in their supply chain strategy to creating a sustainable business model. Companies today find not only the reduction of their carbon footprint challenging, but also the measuring. This paper will provide a wide range of best practice examples from top fast moving consumer goods (FMCG) manufacturers. In conclusion, the implementation of green and sustainable supply chain management has benefited companies in many ways, which includes building and protecting the brand as well as lowering the cost.

### **Keyword:**

Supply Chain, Sustainable, Carbon Footprint Reduction, FMCG

### **Biography**

**Shaliha Afifa Anistia** is currently a second year MBA student Shidler Colleger of Business, University of Hawaii at Manoa and a Degree Fellow at East West Center. Born and raised in Indonesia, she earned a B.A in Accounting from Faculty of Business and Economics, University of Indonesia. She also has background in international business and marketing after her study abroad program at University of Western Sydney, Australia. Before coming to Hawaii, Shaliha was a Supply Chain Finance Analyst at a French leading consumer-goods company, Danone in Indonesia. Last summer, she visited South Asia (India and Bangladesh) for Microfinance filed trip and completed internship with Embassy of Indonesia in Washington DC, working with Trade and Commerce Attaché focused on food and beverages industry. Ms. Anistia also serves as treasurer of Indonesian Student Association in the US (PERMIAS) and is a member of East West Center Participant Association and Net Impact Hawai'i.