

Interview Guideline

Sustainability-Initiatives in Supply Chains

Part A: Introduction

1. Please provide a brief overview of your company and your responsibilities within the company.

Part B: Organization of sustainability

1. How would you define “sustainability” in your company?
2. What is your company’s motivation to engage in sustainability initiatives?
3. How would you characterize the cross-functional co-operation within your company with respect to sustainability initiatives?
4. Where do you think are the main driving forces in your company to engage in sustainability initiatives? Do you have a bottom-up or top down approach?

Part C: Sustainability initiatives

1. How do you identify sustainability opportunities?
2. How do you decide, which sustainability opportunities to go after, how do you prioritize?
3. Where do you see room for improvement in your company with respect to sustainability initiatives?

Part D: Sustainability initiatives within the supply chain

1. Would you consider cross-company sustainability initiatives to be advantageous for your company?
2. In your sustainability initiatives, how do you work together with customers and/or suppliers?
3. Do you involve your logistic service provider in your sustainability initiatives?
4. Have your suppliers and/or logistic service providers approached you with sustainability opportunities?
5. Do you think market-power plays a role in cross-company sustainability initiatives? Is your company powerful/big enough?

Part E: Partnerships and Co-operation

1. How do you generally co-operate with your suppliers and customers?
2. Are you practicing an “open-book-policy” with your co-operation partners?
3. Do you have a structured approach when it comes to co-operation (e.g. partnership-model)?
4. What difficulties is your company facing when co-operating?