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Dipartimento  
di Ingegneria Chimica,  
dei Materiali e della  
Produzione Industriale  
Università degli Studi  
di Napoli Federico II

Minor **Green Technology Developer**  
Corso: **Industrial Ecology and Green Engineering**

Università degli Studi di Napoli Federico II  
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SEMINARIO

## **SUSTAINABLE CONSUMPTION AND SUPPLY CHAIN EQUITY**

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“Sustainability” is a difficult, protean concept. One of the many interpretations envisages sustainability as having three dimensions: techno-economic, ecological and social. This seminar will explore some of the implications of this interpretation for supply chains delivering goods and services to consumers in “the global North”. Departing from the conventional “business school” approach, supply chains are viewed not just as a set of functions delivering physical flows but as a set of relationships that can deliver benefits in both directions. Analysis of the distribution of environmental impacts and economic and social benefits along supply chains – a form of Value of Chain Analysis (VCA) – is one way to investigate the sustainability of consumer products and services. Comparison of supply chains for different products reveals the importance of supply chain governance. Overall, the analysis suggests a new role for business in a sustainable economy, and leads to an interpretation of “sustainable consumption” that guides personal behaviour.