

# Corporate Social Responsibility in the Global Supply Chain

AN APEC CASEBOOK

APEC Human Resources Development Working Group Capacity Building Network December 2007



## Corporate Social Responsibility in the Global Supply Chain

## An APEC Casebook

### APEC Human Resources Development Working Group Capacity Building Network

December 2007

Disclaimer

The views in this report are the opinions of the authors and should not be attributed to the APEC. They are not meant to represent the positions or opinions of APEC member economies, of the APEC Secretariat or of IIST, and are without prejudice to Members' rights and obligations under the APEC.

#### Prepared By Institute for International Studies and Training

Toranomon Jitsugyo Kaikan 1-1-20 Toranomon, Minato-ku Tokyo, Japan 105-0001 Tel: (81) 3-3503-6621 Fax: (81) 3-3501-0550 E-mail: info@iist.or.jp Website: www.iist.or.jp

## FOR THE ASIA-PACIFIC ECONOMIC COOPERATION SECRETARIAT

 35 Heng Mui Keng Terrance Singapore 119616

 Tel:
 (65) 6775-6012

 Fax:
 (65) 6775-6013

 E-mail:
 info@apec.org

 Website:
 www.apec.org

©2007 APEC Secretariat APEC#207-HR-01.7 ISBN 978-981-05-9490-9

## **Table of Contents**

Preface	i
<ul> <li>Compendium Paper</li> <li>New Corporate Procurement Strategy on Trade in Goods and Services in APEC Region - Supply Chain Options with CSR Perspective -</li> </ul>	1
Case Studies	
<ul> <li>Canada</li> <li>CSR and the Supply Chain: The Case of the Global Retail Supply Chains Managed by The Hudson's Bay Company (HBC)</li> </ul>	19
<i>Chile</i> ➢ CSR in Chilean Fresh Fruit Supply Chain	41
<ul> <li>CSR and the Supply Chain in Changyu Pioneer Wine Co Ltd</li> </ul>	55
<ul> <li>Indonesia</li> <li>Greening the Supply Chain and Beyond: The Case of Asia Pacific Resources Holdings International (APRIL)</li> </ul>	73
<ul> <li>Japan</li> <li>CSR and the Supply Chain: How a Japanese Sporting Goods Company Has Successfully Engaged with International NGOs</li> </ul>	91
<ul> <li>CSR Management/Supply Chain Management at Fuji Xerox (Fuji Xerox of Shenzhen)</li> </ul>	111
Establishing Greener Supply Chain: Case of Fujitsu Limited	127
<ul> <li>Mexico</li> <li>Implementing Corporate Social Responsibility in Small and Medium Suppliers through the Value Chain of a Large Mexican Firm</li> </ul>	143
<ul> <li>New Zealand</li> <li>Corporate Social Responsibility in an International Supply Chain</li> </ul>	163
<ul> <li>Peru</li> <li>Corporate Social Responsibility in Peru FORZAs Minority Inclusion Program</li> </ul>	173
"Amanco for a Better Peru"	191
<ul> <li>Singapore</li> <li>Corporate Social Responsibility in Supply Chain Management: A Case Study on NTUC FairPrice Cooperative Ltd</li> </ul>	215
<i>Thailand</i> ➢ Somboon Group (SBG)	227
<ul> <li>Viet Nam</li> <li>BITIS In Viet Nam Creating Values Through Good CSR Initiatives In Supply Chain</li> </ul>	241
Annexes Annex 1: Tokyo Workshop on "CSR in the Global Supply Chain" Annex 2: Sendai Symposium on "CSR in the Global Supply Chain" Annex 3: List of Contributors to the APEC Project	253 259 267