

'Balancing Green': What's the Cost of Sustainability?

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Few issues in supply-chain management are more polarizing than that of environmental sustainability.



The debate over green supply chains often breaks down into extreme positions with no prospect for compromise. Some push for sustainability at any cost. Others argue that any green measures are a threat to jobs and corporate profits. It's clear, though, that a more nuanced approach is necessary if companies are to make any progress on the issue at all. On this episode, we get a look at how nominally clashing viewpoints can move forward with crafting cleaner and greener global supply chains. Our guest is Yossi Sheffi, Elisha Gray II professor of engineering systems at MIT, and director of the [MIT Center for Transportation and Logistics](#). He discusses the findings of his new book, *Balancing Green: When to Embrace Sustainability in a Business (and When Not To)*. Sheffi offers a pragmatic approach to the question, talks about the biggest risks that global companies face today, and explains how they can sustain their sustainability efforts. Hosted by Bob Bowman, Managing Editor of SupplyChainBrain.

Look for a new episode of the podcast, which can be downloaded or streamed, every Friday on the SupplyChainBrain website and iTunes.

Show notes:

Yossi Sheffi's [book](#), *Balancing Green: When to Embrace Sustainability in a Business (and When Not To)*