



Centre for Operations & Supply Chain Research
Leeds University Business School
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Green Supply Chain Integration Survey

Dear Sir/Madam,

We would like to invite you to participate in a study of supply chain integration strategy for enabling efficiency and sustainability, conducted by the universities of Leeds, in conjunction with two other universities from the Far East. This study attempts to develop best practices for integrating environmental management into the supply chains for improving operational and environmental performance.

We realise that these will be busy times for you, but this makes our study all the more important. It will be the first complete overview of green supply chain integration strategies in times of a global economic uncertainty, and the results will prove valuable in benchmarking your company against the average UK and world-wide performance of manufacturing supply chains.

To minimise your time commitment, our questionnaire is designed to take only 30 minutes. In return for your efforts, you will receive a summary report with the findings of the study. By completing the survey before 1st February 2015, you will be given a discount for attending the annual Supply Chain Summit organized by the Supply Chain Council at the University of Leeds.

Pledge of confidentiality: any data provided by you or your firm will be treated with strict confidentiality, and will not be identified to anyone outside of our research team. Under no circumstance will any data be published that could be linked to any individual firm. Only aggregated data will be used in any presentation or publication.

We will be in touch shortly via telephone or email, and thank you in advance for considering your participation.

Yours Sincerely

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