

Assignment: Golden Agri Resources and Sustainability Case Study

Read all materials included with Yale-NUS online case study.

Golden Agri Resources and Sustainability Case Study. *Global Network for Advanced Management*: Yale School of Management and National University of Singapore Business School.

Prepare the following assignment to be submitted before class (2 pages). Come prepared to discuss your plan and answers to your questions.

You have been called in as a consultant to help Golden Agri Resources (GAR) manage its sustainability program.

The company would like you to assess their current positions and develop a strategic plan for managing marketing, certification, government relations, and communications regarding sustainability. In the process of developing that plan you may want to address some of the following questions:

What strategy should GAR take in marketing its palm oil?

Should GAR maintain its agreements with Greenpeace and The Forest

Trust or adopt the lower RSPO or ISPO standard?

What position should GAR take in its dealings with the RSPO? with the Indonesian government?

How should GAR balance its commitment to no deforestation with maintaining opportunities for small farmers?

How should GAR communicate its strategy in regards to the RSPO and the Indonesian government to rural Indonesian communities in which the company operates, the company's investors, and global consumers interested in ethical sourcing?

How will your strategy impact the overall palm oil industry's effect on deforestation and economic development?

MIT OpenCourseWare
<http://ocw.mit.edu>

ESD.S43 Green Supply Chain Management
Spring 2014

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.