**The challenges of Green Supply Chain Management: Key issues for industries and research**

This keynote addresses the main issues relating to Green Supply Chain Management, as part of the drive towards sustainability in many industries. Specifically the main challenges to research in the area of operations and industrial engineering will be covered. Companies have realized that the only way to truly address sustainability is to take an holistic approach to improve performance starting from the design of products, through their manufacture, delivery and final disposal or even return back into the supply chain. Supply chain management is at the heart of this holistic approach because the challenges can be met only through effective coordination at the supply chain level. Not only does the green supply chain mean the optimization of input resources and control of harmful outputs, but more and more what is needed is the redesign of complete supply chains. This poses hurdles to both industry in choosing the right operational designs and researchers in selecting the appropriate research designs that provide rigorous yet meaningful and pragmatic solutions.

**Biography**

Joe Miemczyk is an Associate Professor at Audencia Nantes School of Management. He directs a masters programme in Supply Chain and Purchasing Management in cooperation with MIP Politecnico di Milano in Italy and is a member of the scientific committee of the Pole Achat et Supply Chain Atlantique bringing together researchers in supply chain across the west of France. His research focuses on responsiveness and sustainability in the supply chain. Current projects include FusionCO2 (a state of the art on managing carbon in supply chains) and Prevention Dechets (examining best practices in waste reduction through eco-design with suppliers). He has published in a wide range of operations and logistics journals and spoken on sustainability issues to academic and industrial audiences. Before becoming an academic he designed and implemented environmental management systems in the automotive sector.