

Lassi Linnanen • LIC.SC. (econ.) • university of jyvaskyla

Elina Markkanen • student • Helsinki university of technology

Environmental Value Chain Management in the Search of Sustain-ability - Concepts and an Example From the Food Industry

The article applies the concept of valuechain in the environmental management context. The starting point of the analysis is that a company is one phase in the end consumers' value creation process, and a life cycle approach to environmental issues may link physical material flows and their environmental impacts with the value constellation. From this perspective, several environmental value chain management approaches presented in literature are reviewed.

The applicability of the environmental value chain management concept is tested by using a case example from the food industry. The results indicate that, when properly employed, this approach can filter the challenges of sustainable development into a business-oriented format.