

Jacques Schramm

Represented ISO as chairman of the ISO 20400 committee

Why I joined the ISO 20400 committee.

As a long-standing supplier representative, in different types of companies (from large to start-ups and SME consulting firms) I always had to deal with procurement professionals. I have always been interested in how procurement power can be used to deliver risks or opportunities to suppliers. And thought the subject needed to be considered not only with procurement professionals but also through multi stakeholder guidelines.

In 2007 I took the opportunity to contribute to identify procurement good practices from a supplier's point of view and joined a standardization AFNOR workgroup on sustainable procurement, the French standardization body. Since then I kept taking initiatives to promote such practices in France and abroad. I contributed to create and chaired for three years (2010/2012) in AFNOR a new French NGO on sustainable procurement, ObsAR. I chaired a new French committee in Afnor (2010/2012) to publish the new French sustainable procurement standard NFX 50 135. This standard, along with the English one, have been the two main inputs when the ISO 20400 work was launched. Then I chaired the international ISO project from 2013 to 2017 which made possible the new ISO 20400 standard publication in 2018.

What I have done to promote the standard since its launch in 2017.

My individual start-up, A2 Consulting, after 20 years of existence, grew in size as a big SME (altogether 200 people today) in management consulting in France. This is when I also started to become a procurement professional in my company and tried to experiment and apply sustainable procurement guidelines. Our first objective was to use A2 Consulting as a kind of "showroom" in France with focus on specific issues such as very short terms of payment, which are quite critical in our country. Thanks to ISO 20400 guidelines, A2 Consulting won the 2019 "terms of payment prize" awarded by the French Ministry of Finance.

A2 Consulting launched in September 2018 the "ISO 20400 barometer" based on a survey with the contribution of the 200 biggest purchasing organizations in France with the objective to measure their level of knowledge and implementation of the standard. This event is being conducted every other year with most major French private and public leading organizations. Next event in September 2020.

A2 Consulting also developed expertise and activity on "sustainable finance" especially ISR transformation interesting the finance and insurance sectors, which at first just realized the importance of impacts related to supply chain activities from organizations for which they considered investment opportunities but did not know so much how to deal with it. When the French law on "due diligence" passed in 2017 (first initiative of this kind at international level), major purchasing organizations operating in France considered this law as being a high priority, and recognized that their risks were particularly depending on the way their supply chain activity was conducted. A2 Consulting decided in 2018 to organize, jointly with the "Forum for responsible investors" organization and with the French Parliament, an annual event rewarding one organization showing the best practices based on these legal requirements and also on international soft law,

including the recent ISO 20400 standard. This due diligence concept being fully covered by the standard, it became clear that a good way to apply the French law (not very specific on all aspects) was to implement correctly ISO 20400. Orange won the first prize in 2019 and STMelectronics in 2020. Both events gathered many big organizations and these events are, along with the label approach (see Annie Sorel's narrative) and the ISO 20400 barometer, the major drivers for promoting the standard in our country.

Having thoroughly examined all due diligence reports issued by the most important "CAC 40" companies in our country we published in 2019 with the FIR a guidance on "supply chains and responsible investment" showing the importance of ISO 20400 to the investment world, helping CPOs addressing better strategic and financial stakes in their company, and therefore helping them get additional resources for sustainable procurement deployment and effectiveness. This guidance is now available on ISO 20400.org website in English and French version.

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