

Corporate Social Responsibility



The maritime chain of responsibility
City Conference Centre, London
8–9 May 2008

Practical implications
of corporate social
responsibility in the
maritime supply chain

Key conference themes:

Business Ethics – effective implementation of CSR; instilling responsibility, balancing commercial pressures, managing stakeholder expectations, achieving consistency in the supply chain

Human Value – the human element; employee retention and loyalty; the court of public opinion; considerations when developing a CSR policy

Environmental Leadership – balancing commercial operations with the need to protect the environment; demonstrating environmental awareness; greener port and ship operations; emerging techniques and technologies

Economic Reality – costs and risks of implementing a CSR policy; impact on the bottom line, achieving competitive advantage, global standards, CSR policies in practice

Has the shipping industry's attitude towards social responsibility undergone a seismic shift in recent years or is shipping best "out of sight and out of mind"? More than just corporate philanthropy, corporate social responsibility (CSR) is about a company taking a formally structured approach to environmental and social outcomes.

Business attitudes towards the wider environment have undergone a big change in the past few years. CSR is on the rise around the world and a growing number of leading shipping companies are taking serious steps to ensure that their businesses act in the most responsible way possible.

Consumers are forcing many brands to look at their supply chains and ask not just where and how the product is made, but "how did it get here and who moved it?" This affects public and private companies and if the charterer is under pressure then so is the carrier and every other company in the maritime chain of responsibility.

The shipping sector also faces a long term manning problem and those companies that view the living and working conditions of their seafaring staff as the heart of corporate policy will be those that retain and attract an increasingly valuable human commodity.

A realistic and workable CSR programme is now vital to all maritime and logistics companies. This brand new conference will examine the four key areas of ethics, environment, people and money to provide hands-on advice to those forward thinking companies seeking to demonstrate social responsibility to their stakeholders.



A commitment to some form of triple bottom line reporting is beginning to appear in a growing number of maritime companies' financial results. Not only is the company's financial profit recorded, but also its impact on people and the planet.

This ground-breaking conference is the first of its kind to focus exclusively on the maritime industry and will demonstrate that CSR is no longer a giant green smoke screen. The agenda is designed to update delegates on the latest CSR thinking and equip them with the knowledge required to begin creating an effective CSR policy for their business.

Who should attend?

Charterers
Port and terminal operators
Equipment manufacturers
Shipbrokers
Lawyers and insurers
Logistics agents/providers
Classification Societies
Finance providers
Market analysts, consultants
and academics
Container services
Freight services
Insurers and P&I executives
Ship managers
Ship operators and owners
Port management services
Commodity and energy traders
Shippers and receivers

Sponsorship

Sponsorship allows you to play a leading role in this exciting and topical event and there are various packages available including:

Primary sponsorship (only one per industry sector) / This top level sponsorship option includes full coverage at the conference and in all promotional and event material, opportunities to distribute corporate information to all delegates, space to construct an exhibition stand and two complimentary delegate places.

Refreshment sponsorship / An opportunity to sponsor a drinks reception, lunch or coffee break in addition to coverage at the conference and in all event material, space to construct an exhibition stand and two complimentary delegate places.

Memory Sticks / Your logo printed on the memory stick containing the conference presentations. These will be given to all delegates. In addition you will be given full coverage in all event material, space to construct an exhibition stand and one complimentary delegate place.

Exhibiting / There is an opportunity to exhibit at this year's conference, but spaces are limited. Exhibitors will be offered a 3m by 2m space (with power) within the exhibition area, coverage in the event material and two exhibitor passes for the manning of the stand. As far as possible, conference delegates will take their refreshment breaks within the exhibition area.

Literature distribution / This is an opportunity to deliver your corporate literature directly to the conference delegates. In addition to distributing your information, you will also be offered some coverage in the event material, and your logo on some signage.

Navigate Conferences is highly flexible, and we are able to tailor a sponsorship package to meet your specific requirements. To discuss the sponsorship options, exhibiting and literature distribution please contact Bill Lines on +44 (0) 20 7369 1653 or email blines@navigatepr.com

- 09.00 Registration and coffee
- 09.30 **Chairman's opening remarks**
Stewart Wade, Vice President External Affairs, ABS
- 09.40 **The Challenge: from superficial discussion to positive action**
Terry Macalister, The Guardian Newspaper and Tradewinds

Session One: CSR and Business Ethics

- 10.00 **CSR as a voluntary approach**
Defining CSR in shipping; achieving a competitive advantage in the supply chain
Tom Gosselin, Global Manager, Corporate Responsibility Competence Area, DNV
- 10.30 **Reviewing client demand and stakeholder expectations**
Current demands and trends in the market place; increasing globalisation – impossible to ignore CSR activities
Paul O'Neill, Managing Director, Global Shipping Group, Deloitte
- 10.50 Questions & discussion
- 11.05 Tea & Coffee
- 11.35 **Effective implementation and practical implications of CSR**
Strategy development and best practice
Donald Gregory, Director Sustainability & Fuel Technology, BP Marine
- 11.55 **CSR strategy focus**
Top management commitment; integrating CSR strategy into corporate strategy
Karoline Bohler, Corporate Responsibility Manager, Norwegian Shipowners Association
- 12.20 **Putting CSR into practice**
Assessing business and legal risk; productivity and growth – achieving commercial objectives; promoting higher standards – best practice and comparable standards of performance; gaining competitive and strategic advantage
Julian Clark, CSR and Pro-Bono Partner, Holman Fenwick & Willan
- 12.45 Questions & discussion
- 13.00 Lunch

Session Two: Economic Reality

- 14.15 **Effects of CSR on the profitability of the maritime industry**
Socially responsible practice – a commercially viable option?; the importance of a level playing field – is it attainable?; where is the balance between responsible action and profitability?
Johan Wagelaar, PricewaterhouseCoopers
- 14.40 **CSR is good business—how doing the right thing has many rewards**
Investing in the positive; synergies that benefit your brand; building corporate trust and values
Clay Maitland, Managing Partner, International Registries, Inc.
- 15.00 Questions & discussion
- 15.15 Tea & Coffee
- 15.45 **Building reputations and enhancing relations**
The court of public opinion; one eye on the bottom line
Dr Malcolm Willingale, Director, V.Group
- 16.05 **CSR and litigation Risk**
Multinational corporations dominate the world's economy – what sanctions are there when a multinational is in breach of international law – whether in terms of human rights abuses or otherwise?; what CSR 'norms' come within 'international law'?; is the USA (via the venerable Alien Torts Claims Act) the only 'white knight in shining armour' or are there possible remedies available also in Europe?
Jonathan Lux, Partner, Ince & Co
- 16.25 Questions & Discussion
- 16.45 **CSR networking and ideas generation**
Facilitated session to assist with identifying the practical application of CSR within your company
Abbie Cooke, Director, Gig-Arts Ltd

Networking Reception

Friday 9 May 2008

09.45

Chairman's opening remarks

Stewart Wade, Vice President External Affairs, ABS

Session Three: Human Value

10.00

CSR as a tool for recruitment and retention

Current challenges of increased demand vs a supply that is limited and an industry environment that "commodifies" crew; how do we apply reforms using CSR?; what are the possible implications of CSR in the development of seafarers?; how can CSR impact on the relationships of employers, agents and seafarers and change how we do business in the future?

Carla Limcaoco, Vice Chairman, Executive Managing Director, Philippine Transmarine Carriers

10.20

Making it personal

Regulatory regimes and statutory controls; what does CSR actually mean to the seafarer?

Allan Graveson, Senior National Secretary, Nautilus UK

10.40

Perception and fact in CSR – "Why should I work for you?"

The influence of public perception; is CSR the key to developing a quality workforce at sea and ashore?

Phil Parry, Chairman, Spinnaker Consulting & Secretariat, Tanker HR Forum

11.00

Questions & discussion

11.15

Tea & coffee

11.45

CSR and the human element

Commitment throughout the workforce and supply chain

Adrian Jones, Managing Director, MOL (UK)

12.15

Global standards and policies in practice

Advantages/disadvantages of CSR implementation for your company and employees; the challenges facing shipping companies in the adoption of CSR; deciding the right approach towards implementation of CSR; models/templates for CSR integration; the impact of CSR model integration in the workforce

Giles Heimann, Managing Director, LISCR UK

12.45

Questions & discussion

13.00

Lunch

Session Four: Environmental Leadership

14.15

Balancing commercial pressures and a greener supply chain

Comprehensive management in the development of CSR policy; addressing the working practices and needs of all stakeholders while meeting environmental responsibilities

Peter Barham, Sustainable Development Manager, Associated British Ports

14.40

Risk management

Responsible decision making; addressing safety, efficiency and environmental implications

David Peel, Europe Manager, Rightship

15.00

Reducing the environmental impact of the supply chain

Addressing international concern over ship-source emissions; reducing emissions a key factor in socially responsible operations; opportunities and options

John Aitken, Secretary General,

Shipping Emissions Abatement and Trading (SEAaT)

15.20

Questions & discussion

15.35

Discussion panel: formulating a CSR policy:

CSR benchmarking – lessons to be learnt outside the maritime industry; users of the supply chain – how far does the 'greenness' of the supply chain affect the end users? is it a criteria when selecting a supply chain service provider?; supporting CSR activities through meaningful partnerships with leading environmental groups; protecting the world's oceans; welfare and heritage as aspects of a CSR policy

Led by: *Giles Heimann, Managing Director LISCR UK*

Phil Parry, Chairman, Spinnaker Consulting & Secretariat, Tanker HR Forum

David Patraiko, Nautical Institute

Captain Paul Quinn, National Director Apostleship of the Sea

16.20

Chairman's closing remarks

16.30

Close of conference – Tea and coffee

Registration form (CSR08)

To reserve your place
contact **Navigate Conferences:**

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would be happy to discuss a group discount with you. Please call for
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Conference Venue

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www.cityconferencecentre.co.uk

Accommodation

Accommodation is not provided

London offers a wide range of hotels to suit all budgets and
Navigate Conferences can recommend two agencies to help you
find suitable accommodation:

London Hotels

www.londonnights.com/navigate

T Louise Rogerson on +44 (0)845 226 7383

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www.central-london-apartments.com/navigate

T Emma Bannon on +44 (0)845 430 0124

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Please give details of the person to whom general conference
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Conference fee (per delegate) £750 + VAT @17.5% = **£881.25**

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