

**Maritime
Corporate
Social
Responsibility**



**19–20 May 2009
Palace House, London**



**Making financial sense
of corporate social
responsibility in a weak
maritime market**

Key conference themes

The realities of CSR in the maritime sector
Risks of not incorporating a CSR programme
The maritime chain of responsibility
Environmental leadership
Key stakeholder perspectives
Practical CSR workshop

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conferences

Maritime CSR 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.

A realistic and workable CSR programme is now vital to all maritime and logistics companies but is it a viable option in today's weak market? Following the success of last year's conference, Navigate and DNV have teamed up to offer this second event that will examine the core elements of CSR with a particular focus on bottom line, enhancing competitive advantage and real practical advice. It is relevant to all those forward thinking companies in the maritime industry that are seeking to demonstrate real social responsibility to their stakeholders.

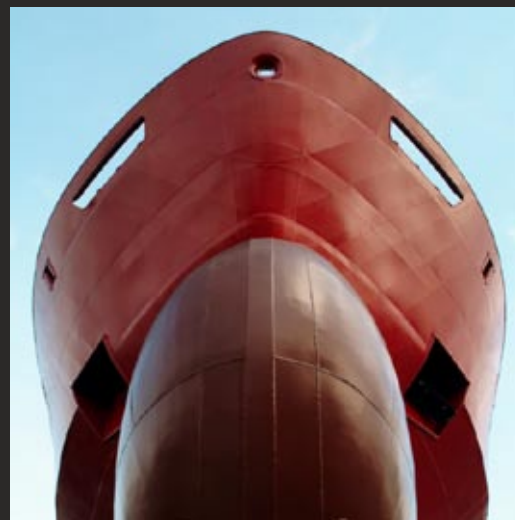
Has the shipping industry's attitude towards social and environmental responsibility undergone a seismic shift in recent years or is shipping best "out of sight and out of mind"? More than just corporate philanthropy, corporate social responsibility (CSR) is about a company taking a formally structured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

This topical conference is the only one 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 own business.



“An excellent and ground-breaking conference. It made me think about CSR related issues in a different way”

International Registries

The conference

This year's conference will run over one and a half days. Sector experts will draw on their extensive experience to give a unique insight into how CSR is impacting on the maritime sector, what else can and should be done, how the elements within a maritime supply chain can best interact with each other, what others think of our industry and, most importantly, how an effective CSR programme can improve your competitiveness and your bottom line.

The workshop

The afternoon of the second day is given over to an intensive workshop where delegates can gain a hands-on understanding of what it means to create, establish and live a CSR policy. Practical advice will be given and real examples explored in order to set delegates on the road to implementing a CSR programme within their own organisations.

Who should attend?

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

Last year's delegates

Last year, almost 100 senior shipping people attend from companies including:

OSG Ship Management (UK), NYK Group Europe Ltd, SEAA, Kuwait Oil Tanker Company, Waterson Hicks, Associated British Ports, Norwegian Shipowners Association, Gig-Arts Ltd, The Port of Cork Company, Dublin Port Company, Rio Tinto Alcan, Forum for the Future, DNV, Nautilus UK, BP Marine, LISCR UK, International Seafarers' Assistance Network, NAMEPA, NOL (UK), APM Terminals Management BV, Klaveness, Philippine Transmarine Carriers, Ince & Co, The Guardian Newspaper, Tradewinds, Marine Society and Sea Cadets, International Registries Inc, Churchill College, Chembulk Management, Marine Society and Sea Cadets, Euronav Shipmanagement, Statoil Hydro, PricewaterhouseCoopers, Spinnaker Consulting, Nautical Institute, Rightship, Shiptalk, Trinity House, Apostleship of the Sea, BMT Cordah, DS Norden, Lloyd's List, Wilh. Wilhelmsen ASA, Fortis Bank, ABS, V Group

CSR Supporters

Primary supporter



Supporting this conference allows you to play a leading role in the event and will demonstrate to your industry colleagues that your company is serious about taking a leadership role in maritime corporate social responsibility.

There are a number of supporter opportunities available allowing you to play your part in this important industry initiative. For more information please contact Will Bixby at Navigate on +44 (0) 207 369 1650 or wbixby@navigateevents.com

“A quick but lasting experience & insight into CSR”

Kuwait Oil Tanker

AGENDA

Day One Tuesday 19 May 2009

0900 Registration and coffee

0930 Chairman's opening remarks — *Neville Smith, Maritime Journalist and Consultant*

0940 KEYNOTE ADDRESS: Is CSR dead in a weak maritime market? — *Henrik Madsen, CEO, DNV*

Session One: Maritime CSR – the realities

1010 How to generate genuine competitive advantage from your CSR strategy:

setting you apart from the competition; retaining clients and attracting new business; getting the best staff; improving the bottom line
— *Del Redvers, Head of Sustainability, BMT Cordah*

1040 Creating value through CSR

Market perspectives; estimating benefits and assessing the potential for generation of additional shareholder value; building the value chain model; translating issues into initiatives; prioritising CSR initiatives to maximise return on investment; measuring the impact of CSR initiatives; adaptation of core business strategy — *Mark Thompson, Assistant Director, Sustainability & Climate Change PriceWaterhouseCoopers*

1110 Question and discussion session

1120 Tea and coffee

1150 Is CSR only for big business?

How a small organisation and individuals can make a difference; doing the right thing for the right reasons
— *Tony Foster, Managing Director, Marine Capital*

1220 Attracting and retaining quality shore and sea staff

How important are your company's ethical credentials to the people you want to work for you?
— *Mark Charman, Managing Director, FastStream Recruitment*

1245 Questions and discussion

1300 Lunch

Session Two: The risks of NOT incorporating a CSR programme

1400 The legal perspective:

What are the business and legal risks involved in implementing and not implementing a CSR policy and how can they be minimised?
— *Julian Clark, CSR Partner, Holman Fenwick Willan*

1420 The flag perspective

What role can flag administrations play?; Does the flag your ships fly make any difference in CSR terms?
— *Clay Maitland, Managing Partner, International Registries Inc*

1440 The government and regulator's perspective

Is anyone regulating CSR?; who are the main players?; what is in store for the future?
— *Marten Koopmans, Accredited Representative of the European Commission to the IMO*

1500 The investor's perspective

How does the industry look from an investment perspective and how important is a viable CSR programme to non-sector organisations looking to involve themselves in the shipping industry — *Liesel van Ast, Research Editor, Trucost plc*

1520 Questions and discussion

1530 Tea and coffee

Session Three: The maritime chain of responsibility

1600 The chain of responsibility

Who is involved, what role do they play and how can the participants interact more effectively?
— *Tom C Andrésen Gosselin, Global Business Development Manager, Corporate Responsibility Competence Area, DNV*

1620 The shipowner's perspective

What can the carrier do to ensure his operations are environmentally and socially responsible; how can he influence others in the supply chain? — *Maersk, Confirmed Speaker*

1640 The charterer's perspective

Is price the only relevant factor when choosing a carrier?; can charterers really pressure others in the supply chain to "green-up"
— *David Peel, Europe Manager, Rightship*

1700 Questions

1710 Closing remarks

AGENDA

Day Two Wednesday 20 May 2009

0930 **Chairman's opening remarks** — *Neville Smith, Maritime Journalist and Consultant*

Session Four: Environmental Leadership

0940 **Shipping now the world's second largest emitter of CO2**

There is no time like a depression to re-set the rules – is there a new competitive construct that includes the cost of carbon emissions in transport pricing?; update on progress at IMO GHG intercessional – is IMO going to stay in charge?; key implications of CO2 emissions – global warming, finite fossil fuels, ground level ozone...; an opportunity or a threat – what the industry needs to do to retain its own destiny.
— *Don Gregory, Partner, Sustainable Maritime Solutions Ltd*

1000 **Carbon Trading Schemes**

How feasible are these for the shipping industry?; how to implement a successful scheme; can shipping companies really become carbon neutral? — *Speaker to be announced*

1020 **Ship demolition and recycling**

Why its important; trends in ship demolition; green yards and processes; disposal of hazardous waste; safeguarding the workers
— *Guenther Werle, Managing Director, Eckhardt Marine*

1040 **Tea and coffee**

1100 **World Ports Climate Change Initiative and its likely impact on the shipping industry**

— *David Whitehead, Director, British Ports Association*

1120 **Covering your environmental risk**

Assessing your potential liability, environmental liability cover, the EU Environmental Liability Directive
— *Simon White, Branch Manager, Environmental, XL Insurance*

1140 **Discussion session**

1150 **Tea and coffee**

Session Five: Roundtable discussion – Is it all just a greenwash?

1200 **Representatives from key industry stakeholder groups give their perspective of CSR within the maritime industry. Speakers will examine how the industry is perceived from the outside, how it can improve and how it might better interact with the wider community.**

Speakers:

The workforce — *Speaker to be announced*

The media — *Julian Bray, Executive Editor, Tradewinds*

The NGO — *Rupert Fausset, Principal Sustainability Advisor, Forum for the Future*

The charity — *Robert Adams, Chief Executive, Sailor's Society*

The environmental group — *Bill Rigby, Campaign Team Leader, Marinet*

1300 **Chairman's closing remarks and lunch**

Afternoon workshop

A practical workshop of case studies and advice for those seeking guidance to create and implement a CSR strategy within their own organisation to include:

Creating a CSR policy

Constructing and implementing a CSR plan

Selling CSR internally and externally

Engaging your stakeholders

Effective reporting

— *Workshop facilitators: DNV and PriceWaterhouseCoopers*



“Excellent group of speakers and interesting cross section of delegates”

Rio Tinto

Registration form CSR09W

First delegate

Name

Position

Email

Tel no

I want to attend the conference I want to attend the workshop

Second delegate

Name

Position

Email

Tel no

I want to attend the conference I want to attend the workshop

Company details

Company Name

Address

Postcode/Zip

Country

Telephone

Booking Contact

Please give details of the person to whom general conference correspondence and receipted invoices should be sent:

Name

Position

Telephone

Email

Purchase order no (if any)

Payment

Conference fee per delegate £600 plus 15% VAT: **£690.00**

Workshop fee per delegate £250 plus 15% VAT: **£287.50**

Combined conference and workshop fee per delegate

£750 plus 15% VAT: **£862.50**

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Further Information

Bookings

Please return this form together with your payment details to Navigate, The Baltic Exchange, 38 St Mary Axe, London EC3A 8BH, United Kingdom. Or fax to +44 020 7369 1684.

Group discounts

If you would like to reserve four or more places at this conference we would be happy to discuss a group discount with you. Please call for more information.

Conference venue

Kaplan Law School, Palace House, 3 Cathedral Street, London SE1 9DE.

Terms and conditions

Navigate must be in receipt of full payment prior to the day of the conference or your nominated delegate(s) may not be allowed entry to the event. Cancellations 14 calendar days prior to the event will be refunded at 50% of the delegate fee. Cancellations within 14 calendar days cannot be refunded. All cancellations must be received in writing. Names of delegates may be changed at any time without charge and notification of name changes should be made in writing. Registration fees include lunch, refreshments, conference dinner, pre-conference reception and port tour. Hotel accommodation or travel is not included. If for any reason Navigate cancels this event, Navigate does not accept any responsibility for reimbursing travel, accommodation or any other costs incurred by the delegates. Navigate reserves the right to amend the conference agenda at any time and without giving prior notice to delegates.

About Navigate

Navigate specialises in providing marketing, corporate communications, media relations and specialist training to the international maritime, ports and logistics industries. In addition, our conference division stages a range of maritime events, seminars and conferences. For more information visit www.navigatepr.com.

Further information

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