

CORPORATE SOCIAL RESPONSIBILITY IN GLOBAL VALUE CHAINS - A CONCEPTUAL AND OPERATIONAL APPROACH

The overall goals are to:

- undertake a critical examination of current CSR business and regulatory/self-regulatory practices, with a particular focus on distributed industrial organization in selected global value chains
- develop practice-oriented recommendations, mechanisms and tools aimed at improving current CSR performance, reporting and verification systems and regulation.

The project is a cooperation between



The project is financed by the Research Council of Norway



ABOUT THE NTNU GLOBALIZATION PROGRAM

The NTNU Globalization Program is based on NTNU's long-standing tradition of globalization research and combines academic excellence, interdisciplinary cooperation and social relevance. An overarching principle for research in Global Production and Communication is on sustainable and innovative solutions with a multidisciplinary perspective. This means the research must address how sustainability can be a driver for new innovation and new solutions, and how this is communicated.

INVITATION TO PARTICIPATE

SEMINAR ON CSR IN GLOBAL PRODUCTION AND PUBLIC POLICY WITH THE CLOSING MEETING FOR THE PROJECT: CORPORATE SOCIAL RESPONSIBILITY IN GLOBAL VALUE CHAINS - A CONCEPTUAL AND OPERATIONAL APPROACH

**KJELHUSET, GLØSHAUGEN, NTNU, TRONDHEIM
MONDAY–TUESDAY, 1-2ND DECEMBER
FROM 13:00 – 13:00**

PLEASE REPLY BY 25TH NOVEMBER:

Dr. Cecilia Haskins – cecilia.haskins@iot.ntnu.no

YES, I WISH TO PARTICIPATE IN THIS SEMINAR!

SEMINAR MONDAY

DINNER MONDAY*

SEMINAR TUESDAY

LUNCH TUESDAY*

- PLEASE NOTE * LIMITED PLACES

SEMINAR PROGRAM – 1ST DECEMBER

CSR IN GLOBAL PRODUCTION & COMMUNICATION

12:45 – Registration, fruit, coffee, tea

Part I Opening

13:15 – Annik Magerholm Fet: Introduction to the seminar

13:30 – Uno Abrahamsen: Cleaner Production – the Norwegian model

13:45 – Sonam Tashi: Cleaner Production in Bhutan

14:25 – Cecilia Haskins: Using systems engineering to support the integration of CSR into global production systems

15:00 – Pause with snack

Part II Challenges

15:30 – Christofer Skaar: Communication in global value chains - a systems engineering approach

16:00 – Gard Hopsdal Hansen: Taking the mess back to business: studying international business from behind

16:30 – Øivind Hagen: CSR - a communication perspective on the phenomenon

17:00 – Annik Magerholm Fet: Discussion and Closing day 1

18:00 Dinner – Kjelhuset Dining Room

2ND DECEMBER – CSR AND PUBLIC POLICY

Part I Opening

0900 – Annik Magerholm Fet: Introduce day 2

09:10 – Are-Jostein Norheim: Message to the Parliament on CSR

1000 - Pause

Part II Project Lessons-learned

10:15 – Atle Midtun: CSR and public policy

10:50 – Project Partners: Lessons learned from the project Corporate Social Responsibility in Global Value Chains

11:20 – Annik Magerholm Fet: Project closing comments

Part III Future Research IGLO-MP

11:30 – Tore Ulstein: CSR challenges in global operations - Maritime

12:00 – Ola Strandhagen: Models of global production for IGLO-MP

12:20 – Annik Magerholm Fet: Discussion and Seminar closing

12:30 Lunch – Kjelhuset Dining Room

THE SPEAKERS:

Mr. Sonam Tashi, is Senior Planning Officer, of the Policy & Planning Division in the Bhutan Ministry of Economic Affairs.

Are-Jostein Norheim is Project Coordinator/CSR Ambassador in the Section for Economic and Commercial Affairs at the Ministry of Foreign Affairs, Oslo. His most recent position has been as the Norwegian Consulate General in San Francisco.

Annik Magerholm Fet is the seminar organizer and project leader for both CSR-Norway and IGLO-MP. She is Professor at the department for Industrial Economics and Technology Management at NTNU, and an expert in environment management and life-cycle analysis.

Atle Midtun is a Professor in the Department of Innovation and Economic Organisation with the Norwegian School of Management where he is the director of the Center for Corporate Citizenship and co-director of the Center for Energy and the Environment.

Tore Ulstein is Deputy CEO of the Ulstein Group and managing director of Ulstein International. He has a PhD in engineering from NTNU in Marine hydrodynamics and is a member of the steering committee for the Norwegian Centre of Expertise, member of DNV's Nordic Committee for Safety at Sea and Adjunct Professor at NTNU.

