

**Norwegian University of Science and Technology  
Faculty of Social Science and Technology Management  
Department of Industrial Economics and Technology Management**

# **Annual Report 2008**

**Strategic Research Program Environmental Management and  
Corporate Social Responsibility (EMCSR) in Global Value Chains**



# NTNU

Innovation and Creativity



2008

## **Annual report for 2008: Strategic Research Program Environmental Management and Corporate Social Responsibility (EMCSR) in Global Value Chains**

Continuing in the tradition begun in 2006, this report summarizes the accomplishments of this strategic research area in cooperation with the Supply Chain Management program. Much of the information found in this report can also be found on two websites: one with information on the research, education, persons and publications related to the work of the department ([www.iot.ntnu.no/csr](http://www.iot.ntnu.no/csr)), and the other reporting on the project closed in 2008 ([www.csr-norway.no](http://www.csr-norway.no)) described below.

### **a) Active participants in the program**

During 2008, the participants in the research program remained stable:

- Annik Magerholm Fet (Professor)
- John Hermansen (Associate Professor)
- Luitzen de Boer (Professor)
- Cecilia Haskins (moved from PhD candidate to post-doc researcher)
- Ottar Michelsen (post-doc researcher)
- Øivind Hagen (PhD candidate, Indecol)
- Alexander Dahlsrud (PhD candidate)
- Erwin Meissner Schau (PhD candidate, IØT and Berlin)
- Christofer Skaar (PhD candidate)
- Magnus Sparrevik (PhD candidate)
- Natalie Vakar (PhD candidate)
- Tore Ulstein (Associate Professor II)
- Rolf Lunheim (Associate Professor II)
- Uno Abrahamsen (Visiting researcher)

### **b) Research Projects**

*Ongoing research projects:*

- a) Innovation in Global Maritime Production 2020 (IGLO-MP), financed by the NFR for four years, will conclude in December 2012.
- b) C(S)R in Global Value Chains: a Conceptual and Operational Approach, financed by the NFR for three years, concluded in December 2008.
- c) Data assisted tool for sustainability product information (DATSUPI), is a cooperation between Helland AS, Ekornes ASA, Håg ASA, Jensen Møbler AS.

*PhD projects:*

- a) Alexander Dahlsrud; CSR Definitions and Strategies (to be submitted in early 2009)
- b) Cecilia Haskins; Systems Engineering analyzed, synthesized, and applied to sustainable industrial parks (defended June 2008)
- c) Øivind Hagen; Do socially responsible brands lead to socially responsible companies? (submitted October 2008, to be defended early 2009)
- d) Erwin Schau; Environmental Consciousness in Global Fish Chains (to be submitted in 2009)
- e) Christofer Skaar; CSR in Global Value Chains (started January 2007)

- f) Magnus Sparrevik; Methods for Sustainable Urban Coastal Area Management applied on Contaminant Sources (started January 2008)
- g) Natalie Vakar; Evaluation of Competitiveness of Product Engaged in CSR within Global Value Chains (Started December 2007)

### 3. Applications for research funding

- a) A framework for regions to foster development through CSR enablement: Creating conditions that attract and retain sustainability-conscious businesses and people (CSR-IMPACTS); application to EUs 7. Framework Program (13<sup>th</sup> January 2009)

### 4. Publications, conference presentations

#### Published articles and book chapters

1. Hagen, Øivind. Driving environmental innovation with corporate storytelling: is radical innovation possible without incoherence?. *International Journal of Innovation and Sustainable Development* 2008 ;Volum 3.(3/4) s. 217-233
2. Hagen, Øivind. Seduced by their proactive image? On using auto communication to enhance CSR. *Corporate Reputation Review* 2008 ;Volum 11.(2) s. 130-144
3. Haskins, Cecilia. Trends in Systems Engineering: Sustainability. Kongsberg Systems Engineering Event 2008; 2-3 July, 2008
4. Haskins, Cecilia. Using patterns to transition systems engineering from a technological to social context. *Systems Engineering* 2008; Volum 11.(2) s. 147-155
5. Haskins, Cecilia. Using Systems Engineering to address socio-technical global challenges. *Proceedings of the Conference on Systems Engineering Research*; Los Angeles, CA, USA; 4-5 April, 2008
6. Hermansen, J.E, Mølmen-Nertun, A.K and Pollestad, G. 2008. Operational use of the environmental accounting and information software TEAMS at Hyrdo Aluminium Sunndal, Norway. Vol. 24: 411-422 in: Schaltegger, S.; Bennett, M.; Burritt, R.L.; Jasch, C. (Eds.) *Environmental Management Accounting for Cleaner Production. Series: Eco-Efficiency in Industry and Science*, 2009, XVIII, 502 p.
7. Michelsen, O. 2008. Assessment of land use impact on biodiversity. Proposal of a new methodology exemplified with forestry operations in Norway. *International Journal of Life Cycle Assessment* 13: 22-31
8. Michelsen, O., Solli, C. and Stømman, A.H. 2008. Environmental impact and added value in forestry operations in Norway. *Journal of Industrial Ecology* 12 (1): 69-81
9. Schau, EM and Fet, AM. 2008. LCA Studies of Food Products as Background for Environmental Product Declarations - Literature Review. *International Journal of Life Cycle Assessment* 13: 255-264

#### Articles pending publication

1. Fet, Annik Magerholm; Skaar, Christofer; Michelsen, Ottar. Product category rules and environmental product declarations as tools to promote sustainable products: experiences from a case study of furniture production. *Clean Technologies and Environmental Policy* 2009

### Articles under evaluation

1. Fet, Annik Magerholm, Schau, Erwin M. and Haskins, Cecilia. A Framework for Environmental Analyses of Fish Food Production Systems based on Systems Engineering Principles. Submitted to *Systems Engineering*, October 2008
2. Michelsen O and de Boer L. Green procurement in Norway; a survey of practices at the municipal and county level. Submitted to *Journal of Environmental Management*
3. Michelsen O and Fet AM. Using eco-efficiency in sustainable supply chain management; a case study of furniture production. Submitted to *Clean Technologies and Environmental Policy*

### Guest Presentations

1. Fet, Annik Magerholm. Moderator for International conference. Sustainability Now, sponsored by Emisoft, 6-7 October 2008
2. Fet, Annik Magerholm. Introduction to CSR. BEST Conference; 15 February 2008
3. Fet, Annik Magerholm. Intervju om bedrifters samfunnsansvar og hvorfor bedrifter bør ta et slikt ansvar. NRK [Radio] 2008-07-07
4. Fet, Annik Magerholm. CSR-tools and their application in product declarations and supply chain management. BRASS Guest seminar; 2008-02-06

### Popular science publications

1. De Boer, Luitzen; Michelsen, Ottar. Kommunane slurvar med innkjøpsutlysing. *Nationen* [Internett] 2008-06-13
2. Haskins, Cecilia. Systems Engineering Patterns. *Systems Engineering Newsletter* 2008 ;Volume 1.(2)
3. Michelsen, Ottar. Kommunene og bærekraftig arealbruk. *Adresseavisen* 2008
4. Michelsen, Ottar. Samfunnsansvar i praksis. *Bergens Tidende* 2008
5. Skaar, Christofer; Michelsen, Ottar. Verdikjedestyring er samfunnsansvar. *MediaPlanet Online* 2008

### **5. Masters' theses and projects**

1. Cheng, Caroline: CSR Management Systems and Sustainable Development - A Case Study in Financial Institutions, autumn 2008, under the Industrial Ecology program, Supervisor Annik Magerholm Fet
2. Hui, Kathrine: Metoder og verktøy for HMS-styring inklusiv CSR-aspekter hos Leif Höegh & Co, [Methods and tools for HMS management including CSR aspects at Leif Höegh & Co], autumn 2008, faggruppe HMS, Supervisor Annik Magerholm Fet
3. Senstad, Christian. Reporting system and performance indicators at TOTAL E&P Norge, Spring 2008, faggruppe HMS, Supervisor Annik Magerholm Fet
4. Dahlstrøm, Thor Jostein. Environmental and social responsibility as criterias in product development, *Institutt for Produktutvikling og materialer, host 2008*, Supervisor Annik Magerholm Fet
5. Sjøiland, Tore. Environmental CSR and Innovations in Global Supply Chains, IndEcol program, host 2008, Supervisor Annik Magerholm Fet

6. Gjørven, Andre. HMS-leiing, miljøkrav og rapportering i bedriftskonsern., høst 2008, HMS faggruppe, Supervisor Annik Magerholm Fet
7. Harby, Mari Akselsen: Safety, health and environment (SHE) policy and practice in Norway and Singapore. Supervisor John E. Hermansen
8. Hartmann, Martin: Strategiske implikasjoner for CSR-feltet I bedrifter og virksomheter som følge av den nye klimapolitikken og revitalisering av konseptet for bærekraftig utvikling. Supervisor: John E. Hermansen.
9. Shoor, Shelly: Balanced Scorecard methodology and CSR. A case study on possible implementation of Balanced Scorecard diagnostic in order to improve the CSR performance for Teekay Petrojarl. Supervisor John E. Hermansen

## **6. PhD dissertations**

- 14 November 2008 – Doctoral dissertation: "Mediating ecological interests between locals and globals by means of indicators. A study attributed to the asymmetry between stakeholders of tropical forest at Mt. Kilimanjaro, Tanzania" (John Hermansen)
- 25 June 2008 – Doctoral dissertation: "Systems engineering analyzed, synthesized, and applied to sustainable industrial park development" (Cecilia Haskins)

## **7. Internal Seminars at NTNU**

- 1-2 December 2008 – Seminar on CSR in Global Production and Public Policy
- 21 October 2008 – PhD Seminar with a Focus on CSR Collaborative Interactions
- 13 June 2008 – Research seminar on Global Production and Communication
- 7-8 April 2008 – Implications for CSR practice along the value chain
- 1 February 2008 – Internal working seminar - CSR strategies

Programs and reports from all seminars, with photos when taken, are available on the website [www.iot.ntnu.no/csr](http://www.iot.ntnu.no/csr)

Trondheim 4<sup>th</sup> June, 2009

Cecilia Haskins

Annik Magerholm Fet

Ottar Michelsen