

SUSTAINABLE SUPPLY CHAIN MANAGEMENT **PRACTICES SEMINAR**

Date: April 28 & 29 , 2011

Location: Saint John, NB

Facilitator: Larry Berglund
(2 days/2 credits)

ABOUT THIS SEMINAR...

What appears to be an emerging issue, has been around for a long time - a concern for the planet and its people. What is changing is the ability to affect these issues through business management practices.

When global leaders in the resource sector (BHP Billiton), retail clothing (H&M Clothing), and manufacturing (Interface Inc), as examples, take increased responsibility for sustainable business practices, others are taking notice and are beginning to accept this role. Society needs businesses to be profitable but the expectations are that the profits will be generated through the principles of sustainability. Sustainability and its corollary, corporate social responsibility (CSR), is becoming mission critical to manage in today's business climate.

Much of this information is taken from the view of the advocates of sustainability and CSR. But there is another view to sustainability and CSR that is strongly held by other leading organizations - that business is not a social safety net. Competing in a global economy does not allow room for altruistic, voluntary codes of corporate behavior. Adopting CSR policies can compromise the competitiveness of an organization.

The debate on the role of business to meet social needs was set years ago by renowned economist Milton Friedman. Business must focus on the interests of its shareholders - not stakeholder interest groups. The debate for and against CSR rages on today.

Can companies include corporate social responsibility and still remain as viable, profitable organizations? Will public sector organizations break the budget with sustainability policies? And what is the role of the supply chain management professional?

The seminar closes with a challenge to supply chain professionals to affect social values in business agreements. The challenge is not given without sharing insights as to how to deal with the controversial issues found in ethical purchasing policies.

WHO SHOULD ATTEND?

Public, private and not-for-profit organizational staffs that want objective information on the issues to make their own informed decisions for their respective organizations. Organizations that want to know what are the pragmatic steps they can take and how to begin this process. Which sustainability issues continue to be fraught with problems and where are the easier wins? Why should a company get involved with sustainability issues and what are the caveats?

LEARNING OUTCOMES:

- The issues to include in a policy
- The two sides of this controversial subject
- How to create the dialogue with your suppliers
- Third party organizations you can work with
- Dealing with non governmental organizations
- Clarification on triple bottom line reporting
- Using CSR as a marketing tool
- Building your professional skills base
- How to make a difference on social values