

*2 PM Wednesday 25th April 2007
Four Seasons hotel Shanghai*

DNV's CSR Seminar; Tangible examples for shipping

DNV is a leading organization in providing CSR training, rating, and report verification. CSR risk is real, CSR is a top driver of today's business dynamics and DNV assists turning CSR goals into rewarding action. This half day seminar is designed to give you an overall understanding of how to implement CSR in your organization and how to report CSR performance to stakeholders. The case studies are tailored for the shipping industry. We will assist your journey toward a sustainable future.

The Strategic Landscape of Corporate Social Responsibility;

- A fundamental element of every organisation
- Chinese companies need it for international markets
- China market now demanding CSR from foreign companies

CSR risk is real

The wide range of risks that organisations face today is accompanied by increasing pressure to be responsible, transparent and accountable for corporate behaviour across the board. Managing this new risk reality while guaranteeing consistent business results means staying ahead in all facets of Corporate Responsibility – environmental, social and economic. What's more, the accelerating activities linked to Corporate Responsibility shows it is here to stay. The integration of environmental and social issues into business practices was not just a passing phase of the 1990s. Only by responding in the best possible way to these growing concerns will major players assure themselves of an ongoing position in today's constantly evolving corporate environment.

CSR is top driver of today's business dynamics

Responsible and transparent corporate behaviour brings clear benefits in terms of reputation, perceived brand value, the gaining of stakeholder trust and positive communication potential. This in turn attracts both quality investors and employees. An increasing number of institutional investors document environmental, social and corporate governance metrics and use this data to assess company competitiveness, overall value and future performance potential. Responsible corporate behaviour reduces the risks that prescriptive legislation will

be enacted. Sustainable shipping is, this year, one of the hot topics affecting the industry with many international bodies urging firms to act now or face a severe operating environment. The shipping industry now accepts that it is on verge of dramatic changes in environmental standards.

Turning Goals into rewarding action

The result is that as a company today you have everything to gain from embracing these responsibilities. But to do so, you need to integrate Corporate Responsibility into your core business, transform your goals and plans into actions, measure your performance and finally to produce relevant and reliable reports. In doing so, you will re-assert your licence to operate, strengthen your brand image and enjoy greater control over tangible and intangible assets: a truly effective way to gain real corporate value

2007年4月25日 星期三下午二时
上海四季大酒店

挪威船级社CSR研讨会；航运具体案例

挪威船级社 (DNV) 是提供CSR培训、评估和报告核的重要机构。CSR确实是真存在的，CSR是推动当前商业活动的第一驱动力，DNV帮助企业把CSR目标融入行业。为期半天的研讨会的目的是概要介绍如何在企业内部实施CSR，如何向股东各方报告CSR。一些个案研究是航运量身定制的，我们会帮助企业可持续发展的未来。

企业社会责任的战略地位；

- 企业的基本元素
- CSR有助中国企业进入国际市场
- 外国公司目前在中国市场也要实施CSR。

CSR是真存在的

企业当前面临着各种挑战，要求整个董事会保证企业实施社会责任的行为，保证企业行为的透明度，企业行为透明。管理层的角色，保证企业的运作，意味着要在企业责任（环境、社会和经济）的各方面都领先。另外，与企业责任相关的各行业，都最密切相关。把环境和社会责任融入到企业活动的范围不是20世纪90年代的一个发展阶段而已，通过越来越多的关注作出最佳响应，大企业才能保证在当前不断发展的企业环境中保持领先地位。

CSR是当前商业活动的第一驱动力。

实施社会责任的企行，保企行的透明度，会著地提高企信誉，增加品牌价，得股信任，积极的沟通。反过来，又吸引了秀投人和雇。越来越多的机构投人制了境，社会和其他企管理量度，通些数据估公司的争能力，整体价和未来潜能。实施社会责任的企行，会降低范性法施。今年，可持航运是影响整个航运的点，很多国性都督促各公司要立即采用行，否会面峻的操作境。航运目前都一致境准即将生重大化。

把目标回行

在当今的社会，公司会从履行些任中得多方面的收益。但得收益，你需要把企任入到核心中，把目标和划行，行衡量，最制相可靠的告。在施上面的工作中，你需要确定可范，加品牌形象，有形和无形增大控制能力：是企价的有效途径。