

**International
Forum on
Sustainable
Value Chains
ISVC**

ISVC Meeting 2018
**Managing Towards Sustainable
Multinational Multi-Tier Value Chains**

18 June 2018: Practice / Academia Meeting

19 June 2018: Scientific Workshop

Frankfurt / Main, Germany

The ISVC Meeting is an interactive 2 day conference to address pressing sustainability challenges faced in multinational multi-tier value chains. It enables participants to closely interact with senior representatives of companies, sector initiatives, regulators, NGOs, and universities in identifying important unresolved challenges, jointly developing research-practice projects addressing those, and discussing theory related to those projects. The ISVC Meeting enables combining rigor, relevance and impact.

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In cooperation with

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ISVC Meeting 2018

Managing Towards Sustainable Multinational Multi-Tier Value Chains

18 June 2018

Frankfurt / Main, Germany

At the ISVC Meeting renown experts with various backgrounds and perspectives gather to openly discuss sustainability challenges in global value chains.

With its exceptional conference format, enabling maximum open interaction, every participant is an important contributor. Its focus on workshops and panel discussions allows comprehensive issue coverage and joint solution development. The ISVC Meeting's core objective is to nourish discussions beyond mainstream to eventually develop and agree on action plans that make a difference to the world.

The ISVC Meeting

The ISVC Meeting is an interactive discussion platform to address some of the most relevant challenges to sustainability in multinational multi-tier value chains these days:

- (1) How will further progress in automation, robotics and digitalization change value chains, and how will this effect prosperity, inequality and environmental challenges?
- (2) How can organizations craft individual corporate value chains that offer more unique and thus higher consumer value while being more sustainable?
- (3) How can organizations explore their corporate value chains, and based on the results draw maps that are meaningful and easily interpretable?
- (4) How can organizations shift management attention from monitoring and risk evaluations towards establishing truly sustainable value chains?
- (5) How can procurement organizations integrate corporate sustainability targets and commitments into their regular structures, processes, and objectives?

The ISVC Meeting brings together a selected group of well-experienced senior managers (strategy, supply chain, procurement, sales, CSR etc.) of manufacturers, producers, traders as well as senior representatives of regulators, inter-government organizations, non-government organizations, and academia by direct invitation.

A Unique Conference Format

The ISVC Meeting is a platform for open equal discussion among all participants and speakers. It puts major focus on honest, critical discourse and constructive workshops to allow maximum interaction and joint development of alternative solutions.

The meeting objectives are future oriented: Discussions in the workshops shall bundle into compelling project proposals detailing the challenges addressed, the targeted outcomes, the suggested way forward and the recommended leadership. The intend is to bring together motivated individuals forming project groups that drive development and implementation. At ISVC, we want to be measured against realized fundamental change in business practices.

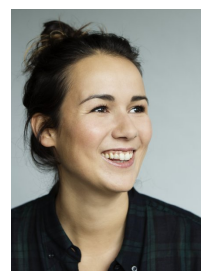
Key Notes and Panel Discussions

The two key notes give concise introductions to the conference theme. They provide show case examples and exceptional insights from leading experts in the field. Each key note is followed by a panel discussion of renown experts with differing perspectives. Their opinions further enrich the key note topic and trigger inspiration for the the subsequent open discussion with all conference participants.



Frank Dassler

Representative for Governmental Relations (emeritus), adidas
"Technological developments, reshoring and global value chains in the sporting goods industry"



Guya Merkle

Owner, Vieri & Founder, Earthbeat Foundation
"Crafting what makes us different: Our value chain"

Workshops

Workshops are the heart of the ISVC Meeting. All participants and speakers jointly analyze challenges and experiences, develop and evaluate potential solutions, and sketch a plan on how to create and implement required knowledge, organizational elements, policies, tools etc. ISVC will follow up on the developed proposals by establishing specific projects. Participants are invited to engage in those projects.

Workshop 1: Automation Transforming Value Chains towards Sustainability

chaired by Joseph Sarkis, Worcester Polytechnic Institute

Developments in automation and robotics suggest rendering repetitive tasks in today's jobs obsolete, causing tectonic shifts in human labor, while digitalization leads to new highly efficient value chain setups. How can organizations use these changes to better meet their environmental and social responsibility, in particular tackling inequality?

Workshop 2: Crafting Unique Corporate Value Chains

chaired by Madeleine Pullman, Portland State Uni.; Tobias Streich, Transparency-One

Many brands differentiate by the story they tell about the creation or use of their products and services, pointing stakeholders to the uniqueness of their value chains and the actors involved therein. How can organizations craft individual corporate value chains that offer more unique and thus higher consumer value while being more sustainable?

Workshop 3: Drawing Meaningful Value Chain Maps

chaired by K. Kathy Dhanda, Sacred Heart University; Moritz Nill, Systain Consulting

Organizations' (and public) knowledge about the value chains of the goods and services they procure or sell, the sectors, regions, individual actors and their respective relationships is scarce. How can organizations explore their corporate value chains, and based on the results draw maps that are meaningful and easily interpretable?

Workshop 4: Upgrading from Massive Supply Chain Auditing

chaired by Nicole Darnall, Arizona State University

Many Western organizations require actors in their value chains to be formally audited upon specified social or environmental criteria. Yet, the realized improvements still lack behind the targeted goals. How can organizations shift management attention from monitoring and risk evaluations towards establishing truly sustainable value chains?

Workshop 5: Integrating Sustainability into Regular Procurement

chaired by Mark Pagell, University College Dublin; Mike Wasserman, FH Münster

Procurement has been actively upgraded to become the central unit responsible for the buyer-supplier-interface and the supply chain. However, procurement functions lack capabilities or incentives to manage suppliers' and sub-suppliers' sustainability performance. How can procurement organizations integrate corporate sustainability targets and commitments into their regular structures, processes, and objectives?

Final Panel Discussion

A panel of senior representatives of international organizations working towards sustainable value chains will reflect on the different proposals developed in the workshops. To optimize efficiency, strengthen emerging standards and minimize redundancies, panelists will put the workshop proposals into context to related ongoing activities and report on initiatives addressing similar issues to join forces with.

08:30 Registration & Welcome Coffee

- 09:00 Welcome by **Joerg S. Hofstetter**, President, ISVC & Professor, KEDGE Business School
Axel Klaphake, Director Economic and Social Development, Digitalization, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
Christian Ewert, Director General, amfori (formerly: Foreign Trade Association, FTA)
- 09:10 **Technological developments, reshoring & global value chains in the sporting goods industry**
Key note by **Frank Dassler**, Representative for Governmental Relations (emeritus), adidas, Germany
- 09:30 **Automation, digitalization, common prosperity and environmental protection in value chains**
Panel Discussion joining **Frank Dassler** with:
Andreas Esche, Director Global Economic Dynamics, Bertelsmann Stiftung, Germany
Christian Ewert, Director General, amfori, Belgium
Steven Sun, Vice Chairman, Easttop Group, China
chaired by **Robert D. Klassen**, Professor and Associate Dean, Western University, Canada
- 10:00 Open Discussion chaired by **Robert D. Klassen**

10:30 Coffee

- 11:00 **Crafting what makes us different: Our value chain**
Key note by **Guya Merkle**, Owner, Vieri & Founder, Earthbeat Foundation, Germany
- 11:20 **Crafting corporate value chains to offer unique stakeholder value**
Panel Discussion joining **Guya Merkle** with:
Anthony Sikpa, President, Federation of Associations of Ghanaian Exporters, Ghana
Eva Wimmers, President Honor Europe, Huawei, Germany
Joerg Hofstetter, Professor, KEDGE Business School & President, ISVC, Switzerland
Sibyl Anwander, Department Head, Swiss Federal Office of the Environment, Switzerland
chaired by **Maurizio Zollo**, Professor, Bocconi University & Academic Director, GOLDEN, Italy
- 11:50 Open Discussion chaired by **Maurizio Zollo**

12:20 Lunch

- 13:00 Workshop 1: **Automation Transforming Value Chains towards Sustainability**, Joseph Sarkis
Workshop 2: **Crafting Unique Corporate Value Chains**, Madeleine Pullman & Tobias Streich
Workshop 3: **Drawing Meaningful Value Chain Maps**, K. Kathy Dhanda & Moritz Nill
Workshop 4: **Upgrading from Massive Supply Chain Auditing**, Nicole Darnall
Workshop 5: **Integrating Sustainability into Regular Procurement**, Mark Pagell & Mike Wasserman
- 15:00 **Presentation of the Workshop Results** by the workshop chairs

15:20 Coffee

- 15:50 Panel Discussion on How to Follow-Up on the Workshop Results with
Axel Klaphake, Director Economic and Social Development, Digitalization, GIZ
Caitlin Helfrich, Senior Specialist in the Office of the Deputy Director General for Policy, ILO
Daria Taglioni, Senior Economist, IFC
Nikolaos Zaimis, Advisor, DG TRADE, European Commission
Heino von Meyer, Head of the Berlin Center, OECD (tbc)
chaired by **Sanjay Sharma**, Professor and Dean, University of Vermont
- 16:50 Open Discussion to Specify Follow-Up Action Plans, chaired by **Sanjay Sharma**
- 17:10 Summary by **Anthony Goerzen**, Deputy President, ISVC

17:30 Reception and open conversation

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ISVC's Mission

Business performance is increasingly impacted by long, complex value chain. Not only quality problems, material shortages, price fluctuations or innovations, but also public discussions on social, environmental or legal compliance issues at upstream sub-suppliers or downstream sub-customers associated with a company's name or its brands require top management attention.

Today's value chain management practices hardly allow controlling these challenges leaving key questions unaddressed:

- **How can companies create and benefit from individual, unique value chain?**
- **Who is involved in a value chain?**
- **Which practices are used by them?**
- **Which value chain elements are critical?**
- **How can we improve partner practices?**
- **How can we avoid value chain issues?**

Practitioners and management scholars from different parts of the world gather in the ISVC to develop new ways to better respond to the challenges of managing supply beyond direct suppliers and use beyond direct customers, to transfer this new knowledge into practice with pilot projects, to create tools, and to communicate with the greater public.

Registration

Participation fee: € 500 per person
...if paid until April 30: € 400 per person
...if paid after June 1: € 600 per person
Please register directly online on:
<http://susvc.org/events/registration-2018/>

Conference Venue

Haus am Dom
Domplatz 3
60311 Frankfurt am Main, Germany

Transportation:

S-Bahn station: "Konstablerwache"
U-Bahn station: "Dom / Römer"
Parking: Parkhaus Dom Römer
Plane: Frankfurt Airport (FRA)

ISVC Council

Joerg S. Hofstetter
President of ISVC
KEDGE Business School
France

Anthony Goerzen
Deputy President of ISVC
Queen's University
Canada

Darya Gerasimenko
Council Member
Samara University
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Joseph Sarkis
Council Member
Worcester Polytechnic Institute
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This event is kindly sponsored by:



**International
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ISVC Scientific Workshop 2018

Tuesday, 19 June 2018

Frankfurt / Main, Germany

Global value chains, the challenges its participating organizations pose to the natural environment, societies and governance, and the opportunities they offer to realize the UN Sustainable Development Goals (SDGs) have become important topics in the academic debates in both economics and management. Public policy, societal interests, corporate policy, business opportunities and dependencies, or operative management practices in combination keep shaping global value chains. Large multinational corporations' management decisions for their supply chain, their operations or their distribution network and their participation in sector initiatives have strong effects on global value chains, participating organizations and entire nations.

With many research conversations happening in distinct communities and disciplines, there seem to be many opportunities for exchange of knowledge or collaboration. The Scientific Workshop at the ISVC Annual Meeting intends to take stock of the body of knowledge on global value chains in economics and management, reflect on the central questions of ongoing work, address the major challenges and barriers researchers face in studying global value chains. ISVC believes in substantial benefit for researchers to join forces in generating so far missing data, improving understanding of existing data, and in developing new research questions.

The Scientific Workshop brings together a group of 25 scholars from various disciplines in economics and management. The workshop's focus is on jointly discussing the work and body of knowledge in the various disciplines and to help each participant to identify new research opportunities.

08:00 Registration & Welcome Coffee

08:15 Welcome by **Joerg S. Hofstetter**, KEDGE & President, ISVC

08:20 **Connecting research on Global Value Chains across fields and disciplines**
Opening notes by the Chinese Academy of International Trade and Economic Cooperation (CAITEC), Ministry of Commerce, People's Republic of China

08:30 **State-of-the-Art in Global Value Chain research / economics perspective**
chaired by Robert D. Klassen, Western University
Perspective 1 content, challenges and current status, Daria Taglioni, IFC / World Bank Group
Perspective 2 content, challenges and current status, Satoshi Inomata, IDE-JETRO
Perspective 3 content, challenges and current status, Xu Qingjun, P.R.C. Mission to the WTO
Perspective 4 content, challenges and current status, Yang Jun, UIBE
Perspective 5 content, challenges and current status, Ajmal Abdulsamad, Duke U (invited)

10:30 Coffee

10:45 Open discussion chaired by Robert D. Klassen, Western University

11:40 Future Earth, KAN Sustainable Consumption & Production, Paul Dewick, Manchester U

12:00 Lunch

12:45 **State-of-the-Art in Global Value Chain research / management perspective**
chaired by Sanjay Sharma, U Vermont
Operations and supply chain management research and GVCs, Mark Pagell, UC Dublin
Marketing research and GVCs, Stephen L. Vargo, U Hawaii
Strategic management research and GVCs, Michael V. Russo, U Oregon
International management research and GVCs, Anthony Goerzen, Queen's U
Business ethics research and GVCs, Nicole Darnall, ASU & Maurizio Zollo, Bocconi U
Environmental engineering management and GVCs, Stephan Pfister, ETH Zürich

14:45 Coffee

15:00 Open discussion chaired by Sanjay Sharma, U Vermont

15:45 Open Discussion: What can we learn from one another? How can we jointly collect, combine and interpret data? chaired by Joseph Sarkis, WPI & Council Member, ISVC

16:45 Summary, next steps, and closing, Anthony Goerzen, Queen's U & Deputy President, ISVC

17:00 End of the Workshop

Conference Venue:

Evangelische Akademie Frankfurt
Römerberg 9
60311 Frankfurt am Main, Germany

Transportation:

S-Bahn station: "Hauptwache"
U-Bahn station: "Dom / Römer"
Plane: Frankfurt Airport (FRA)

Participation fee for academics:

For 19 June only: € 100 per person

For 18 and 19 June : € 200 per person

Please register directly online on:

<http://susvc.org/events/annual-meeting/>

International Forum on Sustainable Value Chains (ISVC)

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