If A Product Could Talk:
Ethics in supply chain management

18:00   Introduction

18:05   Presentations and group discussion

19:45   Wine Reception and Networking Dinner

Presentation

If A Product Could Talk: ethics in supply chain management

(David Morrell)

'Ethical trade'… what does this mean? Procuring products from developing countries inevitably raises ethical concerns, so how can a business act responsibly? Is it possible to create a sustainable legacy that exists well after a client/customer relationship has ended? In this highly interactive workshop David Morrell, Group Head of Sustainability at Marshalls plc, will suggest some practical approaches, share first hand experiences, and engage the audience in debating what we would do in his shoes.

Following his degree in Engineering, David started working in highways and transport. Latterly, at Marshalls, David has developed his career in areas including technical support, management systems, product management and new product development. He took up his current post as Group Head of Sustainability in 2008. In addition to ethics and sustainability, David's role involves the management of the group's intellectual property rights, and he used to chair the Ethical Trading Initiative (ETI) Stone Working Group focusing on the delivery of better conditions for vulnerable workers in Marshalls' supply chain. David has travelled widely in his role, mapping the supply chain, understanding the issues, managing risk and supporting the auditing initiative of Marshalls' imported stone offer. David represents the company's shareholding interests in an International Product Design House based in Germany. Outside of work, David can be found on the moors walking his dog and in the kitchen finessing his cooking skills.

Questions for Discussion

1. How engaged are consumers with supply chain issues?
    o   How knowledgeable are they about the issues?
    o   How concerned are they?
    o   Do they see this as a company / organisation or a product level issue?

2. To what extent do you believe a company / organisation is responsible for issues in its supply chain?
    o   How do you think this would differ in the eyes of the public – media – NGO?
    o   How might a company / organisation communicate its actions?

3. How transparent should a company / organisation be about its supply chain?
    o   What is the dilemma between openness and competitive advantage
    o   How might a company / organisation protect its supply chain as a valued asset?