

Ciclo de Seminários do CEG-IST: 1º semestre 2011/2012

Terça-feira, 22 de Novembro, 14:30-16:30

Tema “Achieving sustainable competitive advantage through corporate social responsibility - with illustrations from major infrastructure projects.”

Palestrante David Eaton (University of Salford, Reino Unido)

Local Anfiteatro PA2 (IST, campus Alameda)

Resumo

Currently the UK construction industry is experiencing a dramatic downturn in workload - particularly from Central and Local Government and this is anticipated to continue for some considerable time.

Consequently those that are currently commissioning construction are seeking to impose demanding criteria for the delivery of new projects – for example: low carbon; low energy; sustainable; BIM; CSR; etc.

This presentation intends to confirm that these demands are not only achievable by the industry, but those that can respond may actually improve their own performance and profitability by delivering to these targets, thus achieving competitive advantage over other competitors.

This competitive advantage has the added benefit that it too is sustainable as it induces the firm to continuously develop and become proactive in promoting what the clients are seeking rather than just being reactive to client demands.

The lecture will present Eaton's strategy for addressing these issues. He has developed a radical process; based on over 35 years experience of academia and the construction industry; that supports all phases of the briefing, design, procurement and delivery processes. The process extends to In-Use operation and remediation – thus achieving a cradle-to-grave approach.

Besides providing critical and reflective analysis of both Competitive Advantage and CSR theories, Eaton will demonstrate how the process has been applied to major PPP road projects and demonstrates that the process can create the ‘Jewel-in-the-Crown’ of a client’s portfolio and inspire other elements of the industry to enhanced performance.