



## *Sustainable Port Development*



# **ASEAN PORTS: Sustainability through Corporate Social Responsibility**

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**giz**

**Deutsche Gesellschaft  
für Internationale Zusammenarbeit  
German International Cooperation**

Owned by the Federal Republic of Germany

Operates like a private sector entity

Supports the objectives of the German Government



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# Facts & Figures

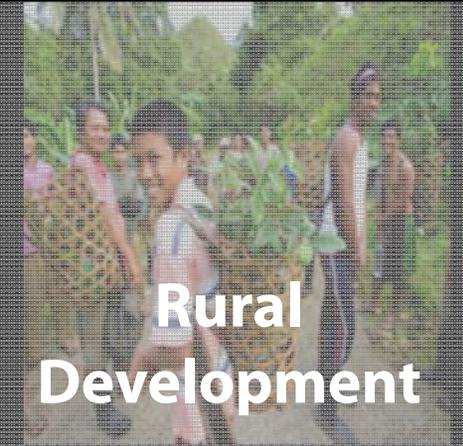
**130** countries  
**17,000** employees  
**40** years in the PH



Climate  
Change



Peace &  
Security



Rural  
Development



Environment



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Our actions are guided by **social responsibility, ecological balance, economic performance, political participation.**



We shape lives with sustainable development.





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## **Cities, Environment, and Transport in the ASEAN Region**



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## Transport and Climate Change

- Improving the conditions for increasing energy efficiency and the reduction of greenhouse gas emissions for the land transport sector in ASEAN, by means of strategies and action plans



## Clean Air for Small Cities

- Clean Air Plans in smaller and medium-sized cities are under implementation



## Sustainable Port Development

- Selected ports have improved the quality and efficiency of their Safety, Health and Environmental management



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## Project Organisation of SPD

**Project Partner**  
**Executing Agency**  
**Steering Committee**  
**Project Office**  
**Project Period**

ASEAN Secretariat  
 APA Secretariat



ASEAN Secretariat, APA, GIZ

Port Authority of Thailand (PAT)  
 Bangkok



Phase I : 2009 – 2012  
**Phase II : 2013 – 2015**

Financed by the Federal Ministry for  
 Economic Cooperation and Development



Federal Ministry  
 for Economic Cooperation  
 and Development



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# ProjectTeam





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# Project Objective

“ Selected ports have improved the quality and efficiency of their Safety, Health and Environmental (SHE) management

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***Overall project impact:***

*The quality of life and welfare of port workers and nearby communities has improved*



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# 12 Partner Ports





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## Project Highlights



Traffic management for ports



Training and capacity building for ports



Port Safety Health and Environmental Management Systems (PSHEMS)

Port waste management



Emission inventories





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## What is Corporate Social Responsibility?





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## Is it coastal cleanups?





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## Is it planting trees?

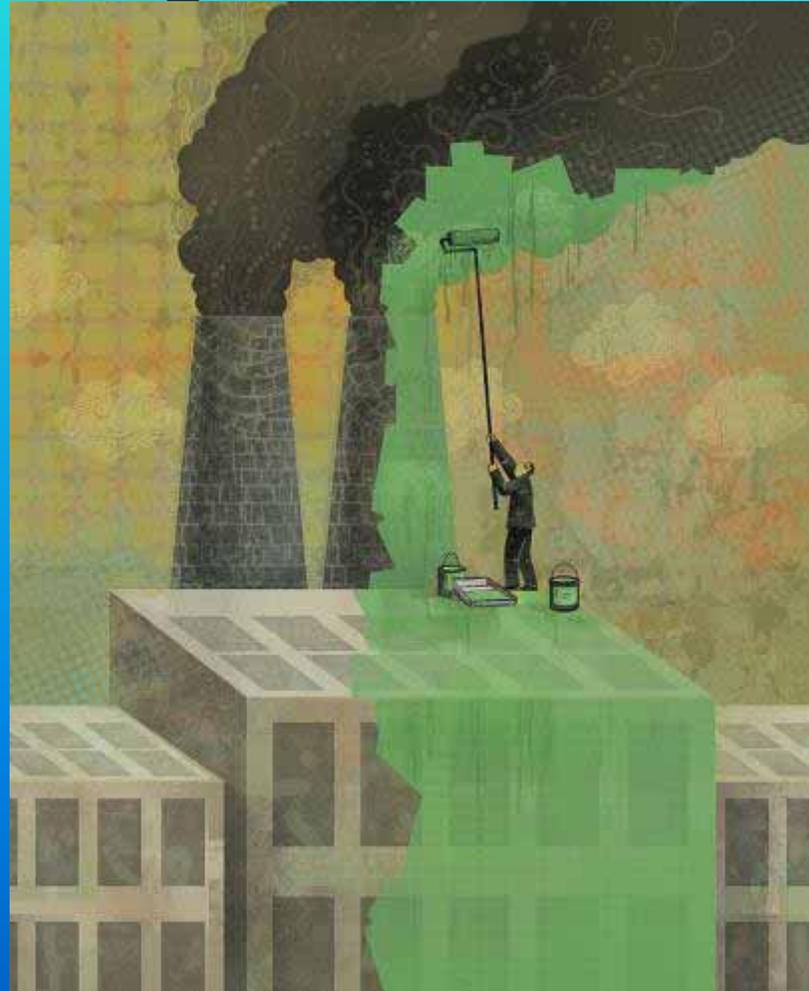




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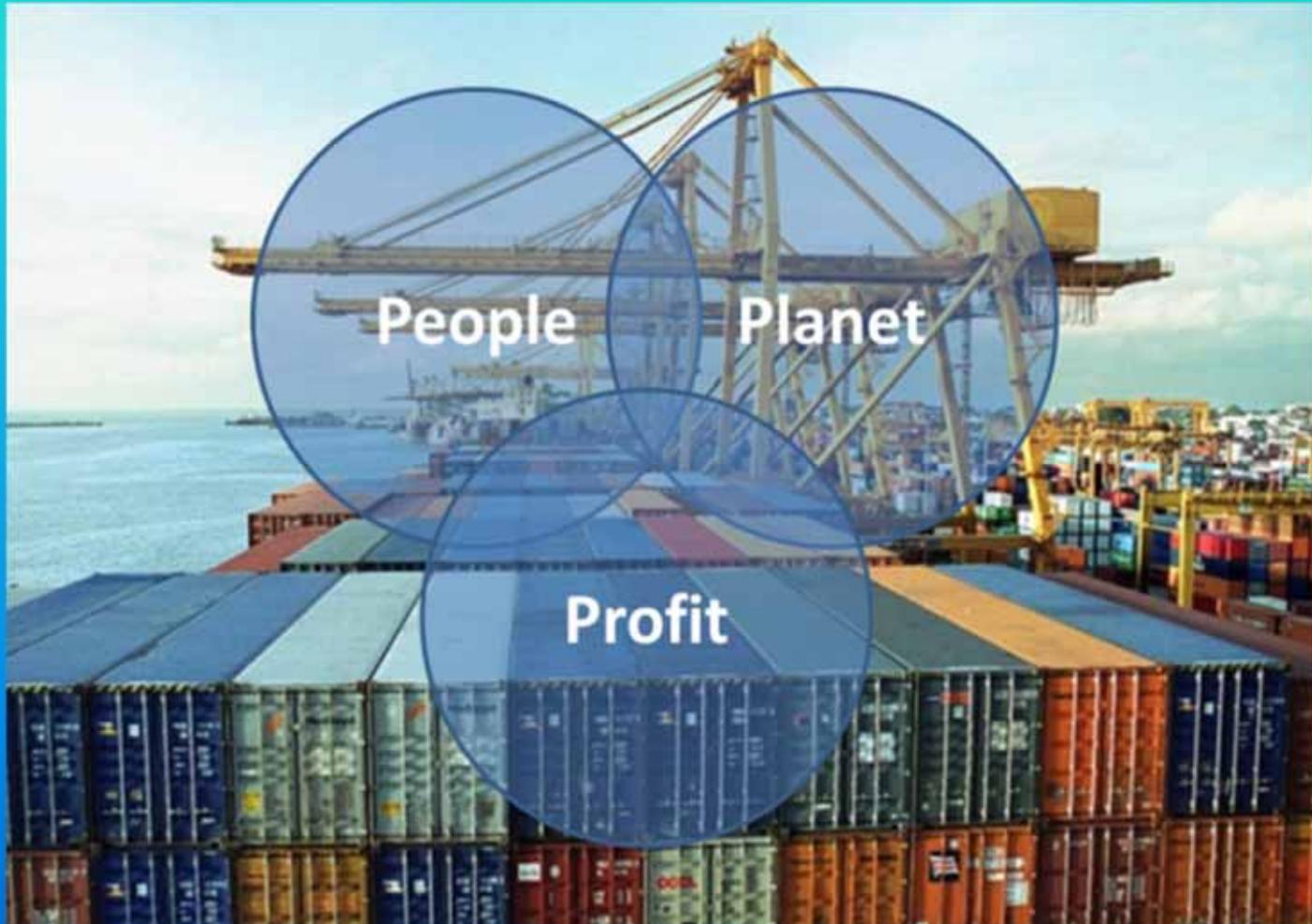
## “Greenwashing”



*Art by Dennis Wunsch*



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# **Overview of Corporate Social Responsibility and ISO 26000**

*Social Responsibility is the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that:*

- Contributes to sustainable development, including health and welfare of society;*
- Takes into account the expectations of stakeholders;*
- Is in compliance with applicable law and consistent with international norms of behaviour; and*
- Is integrated throughout the organization and is practised in its relationships.*



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## 7 Core Subjects

### ISO 26000





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## **Organizational Governance**

- Has the port identified its stakeholders, both those it is responsible to, and those it is responsible for?
- Is the port transparent regarding the known and likely impacts of its decisions and activities on its stakeholders, society, the economy and the environment?
- Does the port actively promote ethical behavior by identifying and stating its core values and principles?



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## Community Involvement

- Does not involve local stakeholders free of charge
- Does not involve local stakeholders at all levels and a help of local people
- take into account local development



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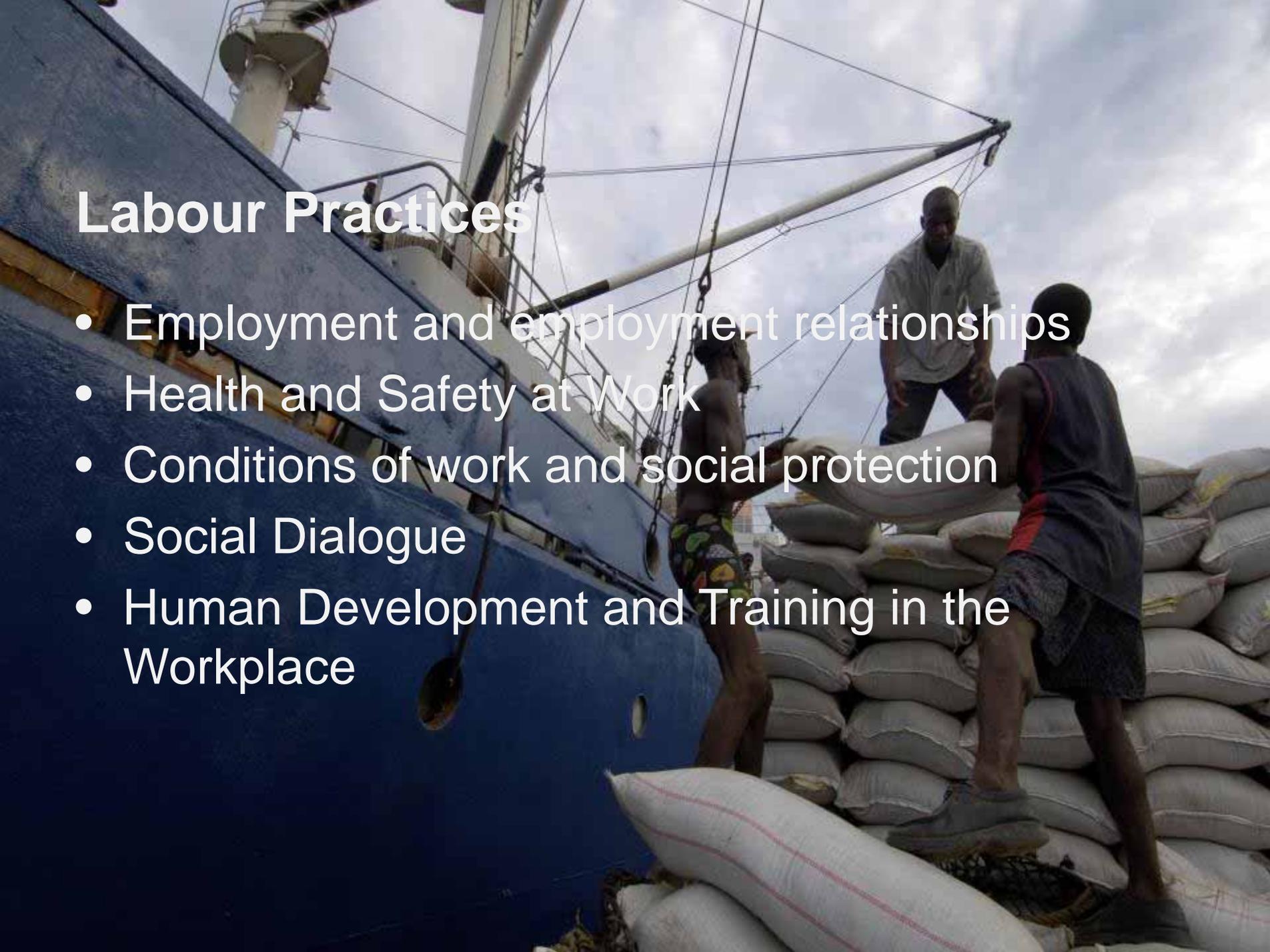
## Environment

- Life cycle approach
- Environmental impact assessment
- Cleaner production and eco-efficiency
- A product-service system approach
- Use of environmentally sound technologies and practices
- Sustainable procurement
- Learning and awareness raising
- Pollution prevention
- Sustainable Resource Use
- Climate Change Adaptation
- Protection of the environment, biodiversity, and restoration of natural habitats
- Climate Change Mitigation



# Labour Practices

- Employment and employment relationships
- Health and Safety at Work
- Conditions of work and social protection
- Social Dialogue
- Human Development and Training in the Workplace





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## Fair Operating Practices

- Anti-corruption
- Respect for property rights
- Responsible Political Involvement
- Fair Competition
- Promoting social responsibility in the value chain





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## Consumer Issues

- Fair marketing, factual and unbiased information and fair contractual practices
- Protecting consumer's health and safety
- Consumer service, support, and complaint and dispute resolution





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## Human Rights

- Human risk situations
- Avoidance of complicity
- Resolving grievances (worker's unions)
- Discrimination and vulnerable groups (e.g. Women in maritime)
- Civil and political rights
- Economic, social and cultural rights





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## 7 Core Subjects

### ISO 26000





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# Study: CSR Strengths in Malaysian and Cambodian Ports





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## *Objectives of the Study*

1. Research the existing strengths of CSR in the ports of Malaysia and Cambodia



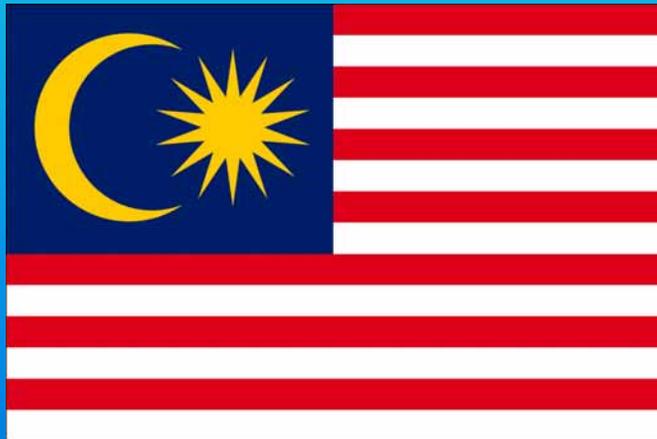


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## *Objectives of the Study*

2. Identify areas of mutual learning between the Malaysian and Cambodian ports in the area of CSR.





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## *Objectives of the Study*

3. Identify areas of recommendation where gaps exist between the CSR practices identified and the Guideline for Social Responsibility of the ISO.





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## Highlights of CSR Strengths for Cambodia



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**The top management in Cambodian ports have made it clear that they are well aware of their social responsibilities to their community**

- **“MISSION: Serving the policy of the Royal Government in the development of national economy and poverty alleviation is our major obligation“ – PAS**
- **“PPAP plays a significant role in social development by providing more than 400 direct jobs and thousands of indirect jobs to Cambodians” - PPAP**





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## Labour practices and Human Rights

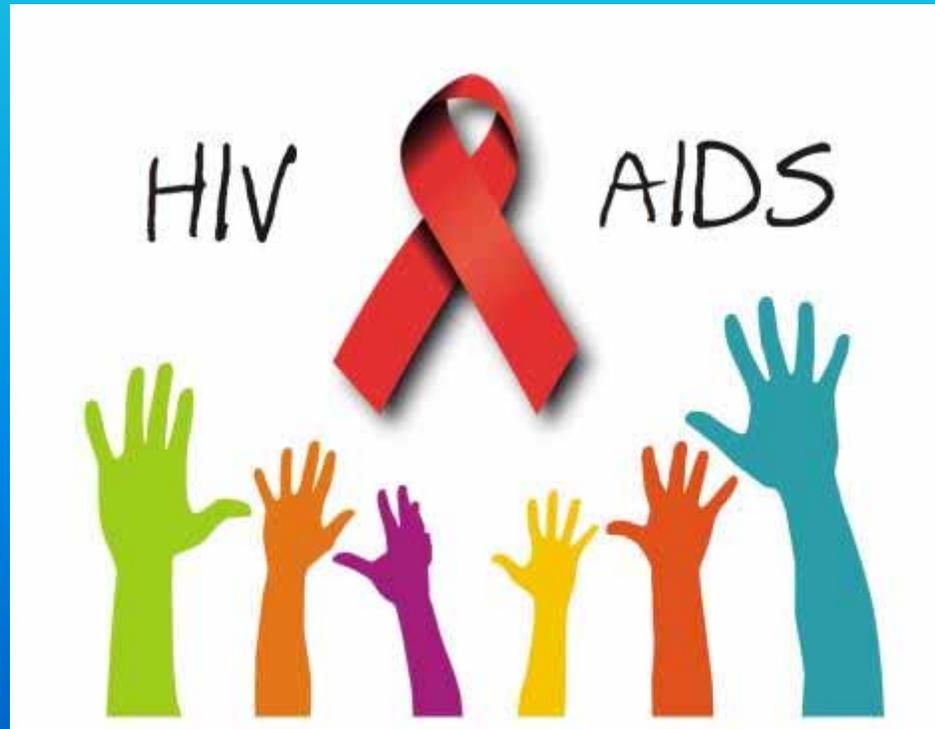




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**Cambodian ports are also particularly open to assisting in combatting HIV/AIDS and other diseases through their cooperation in the GIZ study on “Assessing the Needs for a Combined Tuberculosis and HIV Prevention and Information Campaign”**





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**Global partnerships are also strongly supported in Cambodian ports**

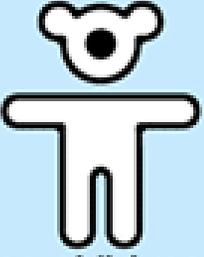
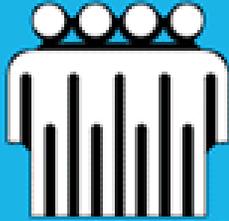




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The social responsibility practices of the Cambodian ports contribute to many of the Millennium Development Goals (MDG) of the United Nations

 <p><b>1</b> Eradicate extreme poverty and hunger</p>	 <p><b>2</b> Achieve universal primary education</p>	 <p><b>3</b> Promote gender equality and empower women</p>	 <p><b>4</b> Reduce child mortality</p>
 <p><b>5</b> Improve maternal health</p>	 <p><b>6</b> Combat HIV/Aids, malaria and other diseases</p>	 <p><b>7</b> Ensure environmental sustainability</p>	 <p><b>8</b> Develop a global partnership for development</p>



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## Highlights of CSR Strengths for Malaysia



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## Establishing mission, vision and core values that includes a commitment to people and sustainable development

### PTP's 5 Core Values:

- **Focus on Customers**  
We always strive to exceed our customers' expectations
- **Deliver Results**  
We are driven by results through innovation and continuous improvements
- **Value People**  
We work as a team, respect and care for or another
- **Uphold Integrity**  
We demonstrate integrity in our words and actions
- **Promote Sustainable Development**  
We care about Health, Safety and the Environment

### VISION

To ensure that all ports in the state of sabah are competent, progressive and efficient maritime centre in east malaysia

### MISSION

To play its role as a regulatory authority in ensuring that international standards are met.

To ensure that high quality facilities and services are provided to the port users.

To ensure that the operation development and expansion of the ports meet the vision target

### Our Core Values

- **Operative Efficiency**  
Ensuring efficiency in running day-to-day operations in the port to guarantee safety and ease for both employees and customers alike.
- **Uncompromising Integrity**  
Upholding ethical standards, honesty and sincerity while demonstrating mutual respect and trust for each other.
- **Customer Excellence**  
Delivering commitments and dedicating our services to meet both external and internal customer's expectations.
- **People Involvement**  
Making contributions and working collaboratively to accomplish organization's goals by developing people and helping to improve the community.
- **Sustainable Development**  
Aiming to meet every human need by preserving the environment to promote a healthier and safer environment for both present and future generations.



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## Community involvement and education





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**Malaysian ports place significant importance on environmental conservation and awareness among its staff and surrounding community**





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**Emphasis on Safety, Health and Environment is significant**





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## Anti-corruption practices in place e.g. Whistleblower Policy



To treat both the Whistleblower and the alleged wrongdoer fairly





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## Recommendations



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## Recommendation # 1: Conduct a Stakeholder Analysis

<b>Power</b>	High	<b>KEEP SATISFIED</b>	<b>ENGAGE CLOSELY AND INFLUENCE ACTIVELY</b>
	Low	<b>MONITOR (MINIMUM EFFORT REQUIRED)</b>	<b>KEEP INFORMED</b>
		Low	High
		<b>Interest</b>	



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## Recommendation # 2: Set CSR Priorities:

	Little Impact	Large Impact
Little Influence	Areas where the Port has little sustainability impact and little influence.  NO PRIORITY	Areas where the Port has little influence but the impacts are significant.  PRIORITY ONLY IF IMPACTS GENERATE SOME SORT OF ADDED VALUE
Large Influence	Areas where the Port has large influence but can generate only a small impact.  PRIORITY ONLY IF INFLUENCE GENERATES SOME SORT OF ADDED VALUE	Areas where the Port has both a large influence and a large impact.  <b>PRIORITY AREAS</b> – MAKE THESE AREAS PART OF CSR POLICY AND ACT ON THEM



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# Recommendation # 3: Establishment of Socially Responsible Policies





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## Recommendation #4: Creation of Strategies, Objectives and Targets towards Social Responsibility





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## THANK YOU FOR YOUR ATTENTION

As a federal enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

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