

# Focus on Corporate Social Responsibility: Tool for Cost Control!

A 1-day training session



“The IFMI provides the platform to be abreast of the important key trends of the car leasing industry and to become more aware of best in class solutions in fleet management. It also serves a great platform for networking”

**Corrado Simontacchi,**  
Corporate Purchasing Manager, Goods & Services, EAME, Huntsman

Amsterdam  
→ 18<sup>th</sup> November 2009

Organised by  
**ifmi**

International Fleet  
Managers Institute

Founding partners



Co-partners



Major sponsor



Mercedes-Benz

Learn more about the do's and don'ts of Corporate Social Responsibility (CSR) and how it can influence your Total Cost of Ownership: take part in an exclusive expert session filled with fleet specialists' presentations and best practice sharing.

- Back to the basics: How are safety, mobility, the environment and the driver part of CSR?
- What impact can these variables have on your Total Cost of Ownership and how do you measure it?
- How do you define the best fleet approach to environmental issues and what are the fiscal tools at your disposal?
- How do you choose the best approach to safety and involve your drivers in the process?
- What are the alternative modes of transport available and how do you hop on the train to enhanced mobility?
- How to build up a strong relationship with your colleagues from HR / Procurement / Financing and optimise CSR at all levels within the company?
- Benchmark your strategy with your peers and learn from their experiences.

## [ THE PROGRAM ]

Wednesday, 18<sup>th</sup> November 2009

### [9:30] Introduction

- Introduction of the IFMI and the partners
- Presentation of the participants and overview of the objectives of the day
- **Speakers:**
  - Caroline Thonnon, Editor in Chief, Fleet Europe
  - Bart Vanham, PricewaterhouseCoopers

### [10:30] CSR Definition

- Green: CO<sub>2</sub>, other criteria
- Safety: accidents, vehicle equipment, vehicle safety ratings
- Mobility: reduce vehicle mileage, alternative transportation methods
- Other elements of CSR (driver impact...)
- **Speakers:**
  - Vincent Rupied, Head of CVO (Corporate Vehicle Observatory)
  - Grégoire Chové, Group Sales Director, ARVAL Group

### [11:30] BREAK

### [11:45] Green (part I):

How can environmental initiatives optimise your Total Cost of Ownership? What will the future bring? To answer to those questions, you will be provided with:

- Examples of best practices and actual results in CO<sub>2</sub> reduction initiatives.
- An overview of specific taxation across Europe
- **Speakers:**
  - Olivier Fossion, Sales Director, ALD Automotive
  - Bart Vanham, PricewaterhouseCoopers

### [12:45] LUNCH

### [14:00] Green (part II):

Real-life advice on including a Green dimension in your car policy. Detailed case study.

- **Speakers:** Werner Berger, GNBS Procurement - Global Fleet Solutions Manager, NESTLE

## Speakers



Caroline Thonnon,  
Editor in Chief,  
Fleet Europe



Claus-Peter Krüger,  
Global Category Lead  
Cars & Car Leasing, Shell



Bart Vanham, Director,  
Leader Indirect Tax  
Automotive Network,  
PricewaterhouseCoopers



Grégoire Chové,  
Group Sales Director,  
ARVAL Group



Vincent Rupied,  
Head of CVO  
(Corporate Vehicle  
Observatory)



Wim Halsberghe,  
General Manager,  
Fleet Synergy International

**These companies  
already trusted  
the IFMI to help them  
optimise  
their international  
fleet management  
approaches:**

Abbott Laboratories  
Accenture Procurement Solutions  
Beckman Coulter Eurocenter  
Bristol Myers-Squibb  
Donaldson Coordination Center  
Federal Express  
F. Hoffmann - La Roche Ltd  
GlaxoSmithkline  
Hewlett-Packard  
Hilti Aktiengesellschaft  
Imperial Tobacco Ltd  
Johnson Controls Europe  
Johnson & Johnson  
JT International  
Kone  
Kraft Foods International  
Lilly  
Microsoft  
Nestlé  
Océ Technologies  
Oracle  
Philips  
Philip Morris International Management  
Pfizer  
SCA Hygiene Products  
Shell  
Schindler  
Syngenta  
RPM Europe  
Unilever  
UTC  
Wyeth Pharmaceuticals  
Xerox  
...

### **[15:00] Safety and driver risk**

Fleet risk management helps you to look beyond the cost of simply insuring and repairing vehicles. It will help you to establish consistent protection from the risk of motor vehicle accidents and therefore significantly improve driver safety. A deeper understanding of cause and effect of accidents can highlight opportunities for greater cost control in both direct and indirect (insurance and damage) costs.

In this session you will:

- gain insight into analysis and statistics around fleet accident and insurance costs.
- learn how to measure safety and how to build an effective fleet risk management policy to improve driver safety
- learn how to effectively influence the driver on safe driving.

- **Speakers:** - *Matt Dyer, Managing Director & Saskia Harreman, Managing Consultant, LeasePlan International*  
- *Claus-Peter Krüger, Global Category Lead Cars & Car Leasing, Shell*

### **[16:00] BREAK**

### **[16:15] Mobility:**

In a rapidly changing environment, there are sufficient reasons to re-evaluate our means of transport, in particular the use of cars.

Reducing vehicle mileage however, should not reduce mobility.

In this session you will learn:

- What are the alternatives?
- How can these be linked to TCO?
- And do these alternatives sufficiently take CSR and Safety into account?

This topic wants to give a first insight from people and organisations that are already experimenting and re-thinking mobility.

- **Speakers:** - *Wim Halsberghe, General Manager, Fleet Synergy International*  
- *Steve Gellatly, Global category Manager (Travel & Car fleet), KONE*

### **[17:30] Conclusion**

**(based on a survey with the participants)**

### **[19:00] Evening program – dinner offered by Mercedes-Benz**

**Register now!**

For more information  
please contact Annick NEMETZ  
or visit [www.fleeteurope.com/ifmi](http://www.fleeteurope.com/ifmi)



*Saskia Harreman,  
Managing Consultant,  
LeasePlan International*



*Matt Dyer,  
Managing Director,  
LeasePlan International*



*Olivier Fossion,  
Head of International Sales,  
ALD International*



*Steve Gellatly, Global  
category Manager  
(Travel & Car fleet), KONE*



*Werner Berger,  
GNBS Procurement -  
Global Fleet Solutions Manager,  
NESTLE*

## IFMI Expert Session: Focus on Corporate Social Responsibility: Tool for Cost Control! Amsterdam, 18<sup>th</sup> of November 2009



### ■ Venue:

**Holiday Inn Amsterdam-Schiphol**  
\*\*\*\*  
Melbournestraat 1  
1175 RM Amsterdam (Lijnden)  
The Netherlands

### ■ Registration fee:

1<sup>st</sup> participant 595 EUR  
2<sup>nd</sup> participant from the same company 495 EUR\*  
10% reduction for any additional participant from the same company  
Early registration (up to 6 weeks before the sessions): 15% reduction  
The registration fee includes: handouts, dinner, business lunch & coffee breaks

\* Participants from previous IFMI sessions benefit from this special rate.

## Fax back to +352 26 31 02 82

Please register me for the IFMI Expert session, Amsterdam, 18<sup>th</sup> November 2009

Mr /  Mrs First Name \_\_\_\_\_ Name \_\_\_\_\_

Job Title \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_

### Company

Name \_\_\_\_\_

Address \_\_\_\_\_

Postal Code \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

VAT N° \_\_\_\_\_

Fleet size \_\_\_\_\_

- I will take part to the dinner on the 17th of November 2009  
 I will take part to the dinner on the 18th of November 2009  
 I need accommodation. Please send me more information on the possibilities.

### Two other major events will be held on November 19th in Amsterdam:

The Fleet Europe Forum and the Fleet Europe Awards ceremony. You will find all the information about these events and the online registration desk on [www.fleeteurope.com/forum](http://www.fleeteurope.com/forum).

### All participants at the IFMI Expert session can take part, free of charge, at the Fleet Europe Forum & the Fleet Europe Awards ceremony.

- I will attend the Fleet Europe Forum on 19th November 2009 – at the Holiday Inn Amsterdam-Schiphol  
 I will attend the Fleet Europe Awards Ceremony and gala dinner on 19<sup>th</sup> November 2009 evening in Amsterdam

A confirmation of your registration will be sent to you after reception of this form. Access to the IFMI seminar is limited to fleet owners (max. 20 participants). Payment must be made prior to the event. Cancellation conditions are available on demand.

### ■ Payment details:

- I would like to be sent an invoice  
 I make a payment using my VISA/MASTERCARD  
Card n°              
Expiry date  /   
Security Number     
Name of cardholder if different from above



More information on [www.fleeteurope.com/ifmi](http://www.fleeteurope.com/ifmi)  
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