

# A total quality lifecycle

## CORPORATE SOCIAL RESPONSIBILITY

### International conventions, regulations & standards

Minimal International Standards for acceptable practice

- Conventions, protocols, recommendations, codes, guidelines and resolutions, relating to standards of maritime safety, efficiency of navigation and prevention and control of marine pollution from ships

Maritime conventions on working and living conditions and basic human rights.

- International Health Regulations
- Standards and regulations for telecommunications operations
- International standards for business, government and society
- International standards for electrical, electronic and related technologies
- Classification design, construction and through-life compliance rules and standards

### National / Flag State regulations, legislation & standards

- National standards for acceptable practice conforming to generally accepted international regulations, procedures and practices
- Classification rules for hull structures and machinery, set by national registered organisations (classification societies)

### Social performance

- Human rights
- Working conditions
- Habitability
- Business ethics
- Partnership
- Anti-corruption

### Environmental performance

- Education & training of employees
- Regulatory compliance
- Voluntary compliance

### Economic performance

- Effective and profitable operation
- Cost competitiveness
- Resource savings - more with less
- Risk reduction
- Regulatory compliance
- Shareholder / investor satisfaction

### Industry standards

- Codes of practice
- Environmental awards
- Personal commitment
- Communication
- Company culture

A potential organisational improvement from basic regulatory compliance through corporate social responsibility to investment in a total quality lifecycle

