

With Constant Care...the Business Archivist in the 21st Century.

An International Business Archives Seminar

The Programme



INTRODUCTION

The Section on Business and Labour Archives (SBL) within the International Council on Archives (ICA) is a facilitator for professional and relevant seminars/meetings for the international business archives community.

A MESSAGE FROM THE CHAIR

The Section on Business and Labour Archives within the International Council on Archives (ICA /SBL) promotes professional and scholarly co-operation and communication between business archivists.

Since 2010, the SBL has arranged seminars aimed at sharing experience in the management and administration of archives.

Following seminars with the topics of "Corporate Memory, a tool serving management" (Blois, France 2010), and "The Value of Business Archives" (Tokyo, Japan 2011), the "Role of the Business Archivist at the beginning of the 21st century" will be addressed in Copenhagen, Denmark, in April 2012.

The purpose of all these activities is to constantly reinforce the function of archives in company management and increase the professional experience of those managing them. The SBL welcomes you in Copenhagen and invite you to take part in our international network.

Didier Bondue

Chairman of SBL/ICA

YOUR NEXT STEPS

- A.** You are invited to Copenhagen for two days of networking and presentations - see the programme on the following pages.
- B.** Please see The Practical Details for information on registration, hotels, the venue and Copenhagen.



COPENHAGEN



TIME	SUNDAY 15 APRIL 2012
19.00	Own Host Dinner, central Copenhagen.
TIME	MONDAY 16 APRIL 2012
08.15-09.00	Registration
09.00-09.15	Welcome, practicalities
09.15-10.30	<p>The Archives in the General Management Strategies</p> <p>In the Heart of the Company - archives, identities and strategies</p> <p>The archives put to work; the potential relationships between the corporate archives and the identity and strategy development of the company. The corporate archives might be useful tools when defining the corporate identity, the corporate distinctiveness and describe the corporate inspiration. The presentation will include three examples focusing on corporate values, marketing and inspiration.</p> <p>Martin Jes Iversen, Associate professor, Centre for Business History, Copenhagen Business School, Denmark.</p> <p>Mergers & Divestments</p> <p>Multi-archives, multi-speed and multi-goals; team working in a banking group archive</p> <p>How to manage multiple archives, considering the working skills requirements: creativity and innovation combined with control effectiveness. The goal is common, but is reached by different means, depending on local products, services and historical value of the archive.</p> <p>Francesca Pino, Head of Intesa San Paolo Group Archives, Milan, Italy.</p>
10.30-11.00	Break
11.00-12.15	<p>Mergers & Divestments</p> <p>Documenting a closing company – The Odense Steel Shipyard 1918-2011</p> <p>Historical documentation of physical structures (buildings, docks, infrastructure, machinery and dwellings), working processes and social interaction in a large industrial company.</p> <p>René S. Christensen, MA, Odense City Museums, Denmark.</p> <p>Mergers & Divestments</p> <p>History Makes the Difference - Brand History within a Multi-Brand Global Player</p> <p>Volkswagen Aktiengesellschaft today gathers ten automobile brands from seven countries, each with a strong connection to its roots. Each brand is responsible for its way of dealing with its history but as they all form one Group they also write a common history. In the speech the process of a growing together of these brands by keeping their individual characters will be shown.</p> <p>Dr. Ulrike Gutzmann, Corporate History Department, Volkswagen Aktiengesellschaft Germany.</p>



TIME	MONDAY 16 APRIL 2012
12.15-13.15	Lunch
13.15-14.30	<p>Mergers & Divestments</p> <p>Five become one – The development of Evonik Industries' Corporate Archives</p> <p>The lecture shows how three mergers of German chemical companies impacted the structure and productivity of Evonik Industries' Corporate Archives: since 1999 five rather differently composed archives have been integrated to build one corporate working platform.</p> <p>Dr. Andrea Hohmeyer, Head of Corporate Archives of Evonik Industries AG, Germany.</p> <p>Organisation</p> <p>Chasing Rainbows: archives in a global market</p> <p>This presentation will draw on HSBC's experiences to consider challenges, opportunities and strategies involved in expanding an archives service across a multinational business.</p> <p>Tina Staples, Global Head of Archives, HSBC, United Kingdom.</p>
14.30-14.45	Break
14.45-16.00	<p>Organisation</p> <p>A new profession; the Memory Manager</p> <p>The contribution of businesses to the key challenges of sustainable development has created a new concept in management processes: corporate social responsibility (CSR). In light of this issue, corporate memory management represents a new opportunity to develop and control archives by encouraging the emergence of a new profession: Memory Manager.</p> <p>Didier Bondue, Director, Saint-Gobain Archives, France and Chair of SBL/ICA.</p> <p>Current Business – a practical case</p> <p>The LEGO Idea House</p> <p>The purpose of the LEGO Idea House is to maintain and develop a thorough understanding of the authentic LEGO identity, culture and values. The strength of the LEGO brand is created by the past and the present and the LEGO Idea House preserves both in order to prepare and empower the LEGO Group towards the future.</p> <p>Tine Froberg Mortensen, Records Manager, LEGO System A/S, Denmark.</p>
16.00-16.15	Conclusions, practicalities

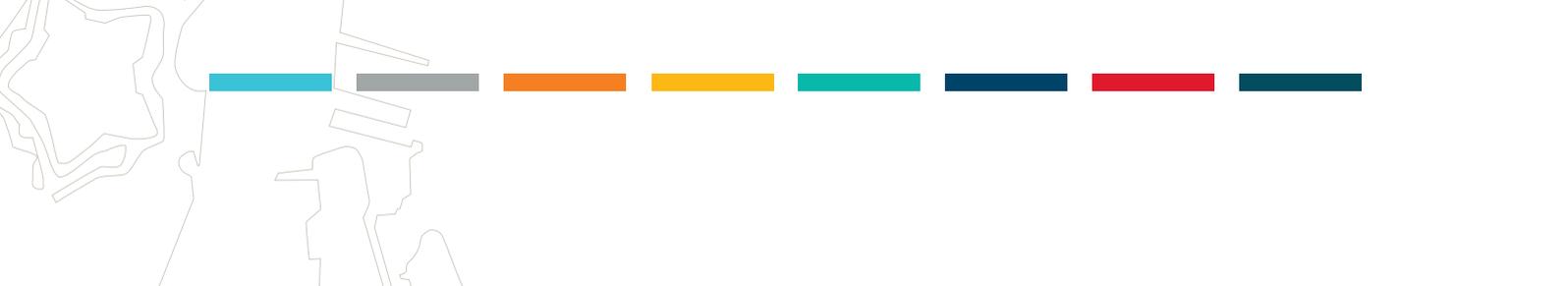
18.30

Busses depart from the hotels for the Seminar Dinner venue. Please see detailed programme available at the seminar venue. Busses will return to the hotels at 21.15.



TIME	TUESDAY 17 APRIL 2012
08.15-09.00	Registration
09.00-09.15	Welcome, practicalities
09.15-10.30	<p>Sustainability in the Archives</p> <p>Sustainability in A.P. Moller - Maersk: Building Tomorrow's Economies, Today</p> <p>An introduction to the key global trends shaping a new sustainability agenda for businesses. It will show why sustainability is relevant for Maersk, and how we are working to integrate sustainability into our business and turn it into a competitive advantage.</p> <p>Lene Serpa, Group Sustainability, A.P. Moller - Maersk, Denmark.</p> <p>Sustainability in the Archives</p> <p>Can we switch it off now? - BS5454:2012</p> <p>The well-known BS5454 has been reviewed and the new version will introduce radical changes; energy sustainability is now a factor, focus is back on the preservation of archive materials, offering a risk-based approach to solutions and promoting low energy solutions.</p> <p>Chris Woods, Director, National Conservation Service and Chairman, BS IDT/02/09-PD5454 United Kingdom.</p>
10.30-11.00	Break
11.00-12.15	<p>Sustainability in the Archives</p> <p>Pastures new: Innovative passive archive design</p> <p>Sustainability is the core design concept behind a new passive archive facility for Clarks; a green roof, minimal maintenance and BS5454 compliance are a few of the features. Passive design principles and practical new-build tips will be given.</p> <p>Charlotte Berry, Archivist, Alfred Gillett Trust (C & J Clark Ltd), United Kingdom.</p> <p>Electronic Records Management</p> <p>How to improve your business with better records step-by-step</p> <p>The ISO 15489 family of standards has been expanded with ISO 30300 and ISO 30301 in 2011. In this presentation a case study for "better records" based on the ISO 30300 will be introduced.</p> <p>Tine Weirsøe, MBA, Managing Partner, Scandinavian Information Audit, Denmark.</p>





TIME	TUESDAY 17 APRIL 2012
12.15-13.15	Lunch
13.15-14.30	<p>Electronic Records Management</p> <p>The Digital Records Management Policy</p> <p>An Electronic Document and Records Management System interacts with business IT systems and IT security policies, and a policy is needed for the efficient implementation and monitoring of an EDRMS.</p> <p>Jean Marc Rietch, President, FEDISA INTERNATIONAL, France.</p> <p>Electronic Records Management</p> <p>Collection of digital archives from smaller donors</p> <p>Often, smaller companies retain digital information in unstructured drives. A range of software tools have been developed for selecting material for preservation and for normalization of documents and other digital material, and providing easy access to the archive.</p> <p>Peter Edelholt, Project Manager, The National Business Archives, Denmark.</p>
14.30-14.45	Break
14.45-16.00	<p>Electronic Records Management</p> <p>Records Managements standards in practice</p> <p>How useful are records management standards for the organisation? How to implement standardised records management and make your fellow co-workers understand and hopefully use it.</p> <p>Anki Steen, Head of Group Archives and Records, LFV (Air Navigation Services), Sweden.</p> <p>Electronic Records Management</p> <p>Less IT – More Archiving!</p> <p>The key to success for the global records management project at Roche was found in a pragmatic approach that is informed by classic historical archiving. The Roche Historical Collection and Archive, first skeptical, has become an important advisor for the project.</p> <p>Alexander L. Bieri, Curator the Roche Historical Collection and Archive, F. Hoffmann-La Roche Ltd, Basel, Switzerland.</p>
16.00-16.15	Conclusions, practicalities



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The Practical Details

VENUE

A.P. Moller – Maersk
50 Esplanaden
DK – 1098 Copenhagen K



TRANSPORT

To and from Copenhagen airport:

<http://www.cph.dk/CPH/UK/MAIN/Parking+and+Transport/>

REGISTRATION

Please register for the seminar on this website:

https://www.respoint.dk/itp/event/sbl_2012

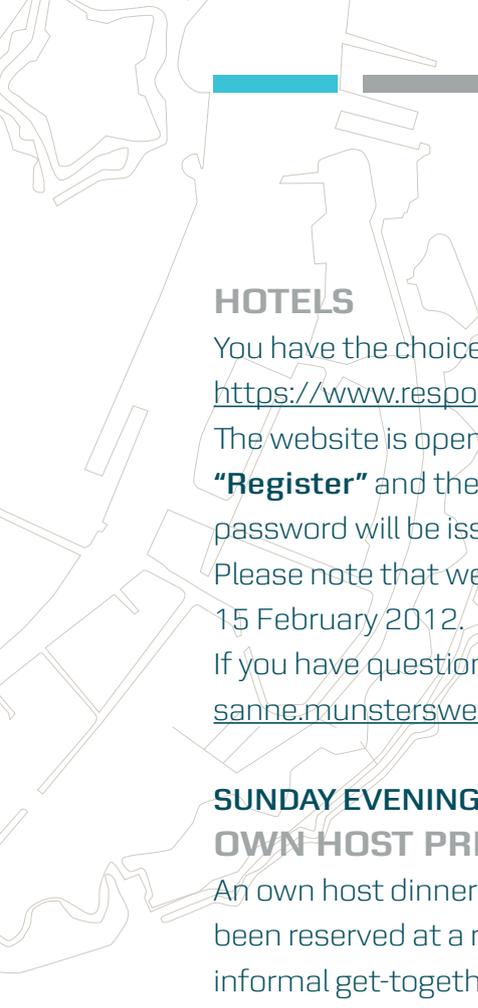
The website is open for your registration now and until 3 April 2012. Your initial login is "**Register**" and the password is "**SBL2012**" (no quotation marks). A personal login/password will be issued after registration.

Please direct questions on registration issues to email: sbl2012@maersk.com



COPENHAGEN





HOTELS

You have the choice of three hotels and your room must be booked via this website:
https://www.respoint.dk/itp/event/sbl_2012

The website is open for your booking now and until 3 April 2012. Your initial login is **“Register”** and the password is **“SBL2012”** (no quotation marks). A personal login/ password will be issued after registration.

Please note that we cannot guarantee the room rate if you book your hotel room after 15 February 2012.

If you have questions regarding your hotel reservation, please use this email:
sanne.munsterswendsen@aexp.dk

SUNDAY EVENING OWN HOST PRE-SEMINAR DINNER

An own host dinner will be arranged at 19.00 on Sunday 15 April 2012. Seats have been reserved at a restaurant near the hotels and we hope that you will join us for an informal get-together dinner. Information about the restaurant will be submitted to those who indicate interest on the registration website.

MONDAY EVENING THE SEMINAR DINNER

The Seminar Dinner will be hosted by VKR-Holding / VELUX at their in-house museum north of Copenhagen. Busses depart from the hotels at 18.30 and an informal meal will be served from 19.15.

VELUX will introduce their archives and museum and you will have ample time for networking. Busses will return to the hotels at 21.15.

A detailed programme will be available at the seminar venue.

Please register for the Seminar Dinner on the registration website.

VISIT COPENHAGEN

Find inspiration for your stay in Copenhagen here:
www.visitcopenhagen.com

