

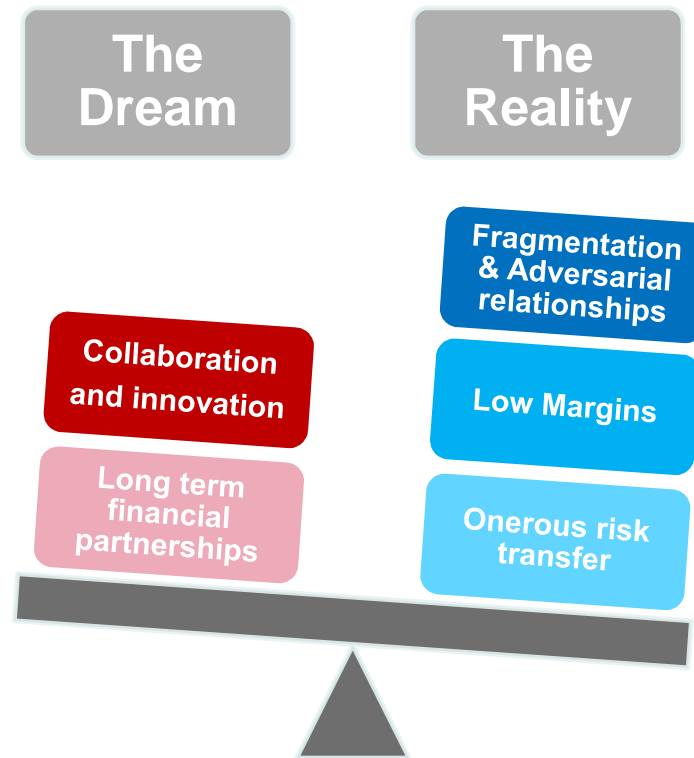


Pinsent Masons

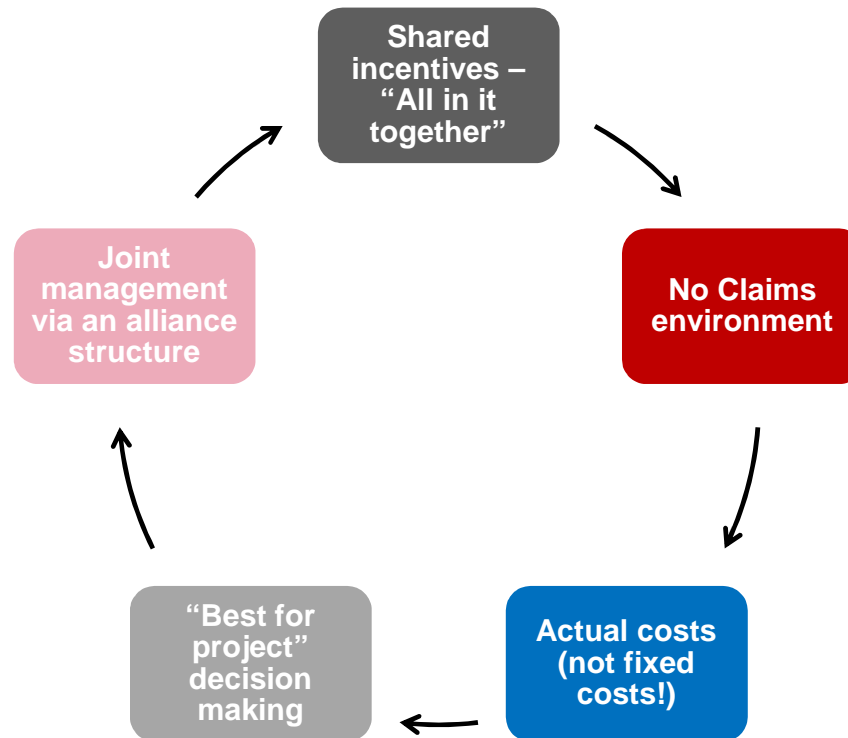
IMPROVING SUPPLY CHAIN
INTEGRATION:
CONTRACTUAL ALIGNMENT

Anne-Marie Friel,
Pinsent Masons

Collaborative contracting: the dream vs the reality



The collaborative dream - features of a collaborative contract model



The eternal issue...



**“If you want
something new,
you have to stop
doing something
old.”**

Some of the barriers to change



Procurement processes – time and cost pressure
We don't have time to do anything fancy

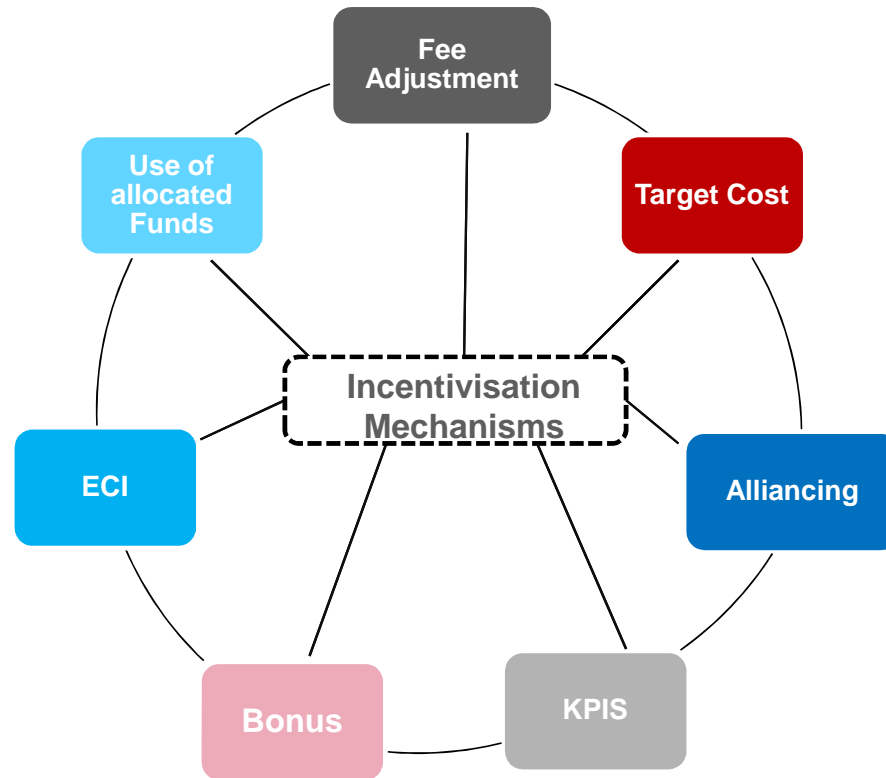
Standard form contracts
Collaboration is not what we are getting paid to do

The main contract may not be “what it says on the tin”
Incentives only as good as the behaviour they drive

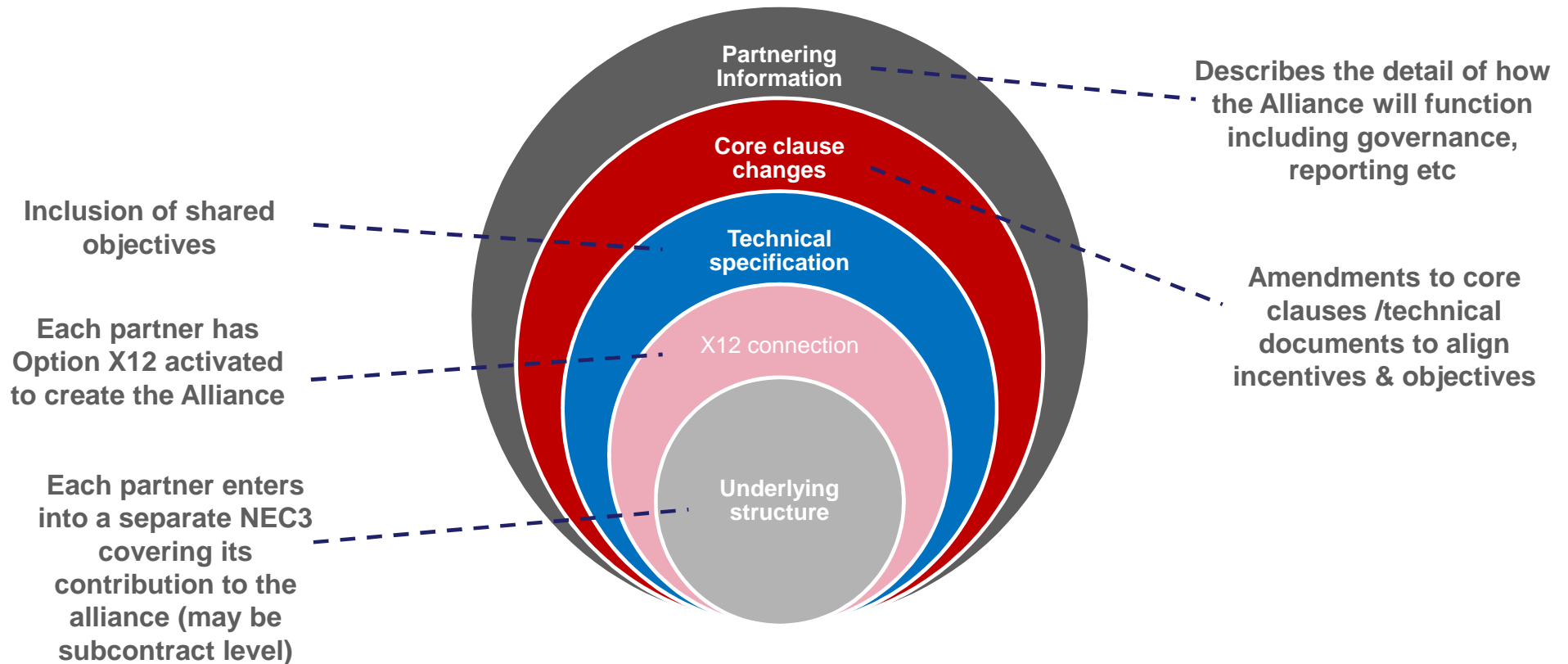
Short term thinking
A job in the hand is worth two in the bush, so why bother

This is not what we do and we haven't had training
So revert to type, including the type of contract terms

Hybrid solutions: other methods to encourage collaboration/innovation



Hybrid example: NEC alliancing guidance recommendations



Driving improvement



**“The best way to
predict your future
is to create it”**