



**First PCF World Forum Summit 2009**

**International Approaches to  
Product Carbon Footprinting and  
Carbon Labelling**

**The Road Ahead for Business**

**Berlin, 26-27 February 2009**

## International Approaches to Product Carbon Footprinting and Carbon Labelling

*PCF World Summit 2009, Berlin, 26-27 February 2009*

### Thursday, 26 February 2009

**Chair: Jacob Bilabel, THEMA1, Germany**

**08:00 Registration, coffee**

**09:00 Welcome**

Rasmus Priess, THEMA1, Germany

**09:05 Welcome**

MinDirig Franzjosef Schafhausen,  
Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany

**09:20 Keynote**

“Product Carbon Footprinting: Challenges in International Standardisation and Implementation”

(Graham Sinden, Carbon Trust, UK)

**09:45 International standardization efforts in Product Carbon Footprinting**

- “The WRI/WBCSD Product and Supply Chain Initiative”  
(Andrea Brown, WRI/WBCSD, Switzerland)
- “Carbon Footprint of Products: A Vision”  
(Dr. Klaus Radunsky, Co-Convenor of ISO/TC207/SC7/WG2 “Carbon Footprints of Products”, Austria)

**10:45 Coffee**

**11:15 Approaches to Product Carbon Footprinting**

- “Lessons Learned: PAS 2050”  
(Kate Hughes, defra, UK)
- “Environmental Labelling of Mass-Market Products in France”  
(Edouard Fourdrin, ADEME, France)
- “Carbon Footprinting and Environmental Labelling in Germany”  
(Dr. Ulf Jaeckel, Federal Ministry for the Environment, Germany)

**12:30 Network lunch**

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#### **14:00 Approaches to Product Carbon Footprinting (cont'd)**

- “New Zealand’s Contribution to Product Carbon Footprinting”  
(Alison Watson, Ministry of Agriculture and Forestry, New Zealand)
- “Lessons Learned: Product Carbon Footprint Pilot Project”  
(Rasmus Priess, THEMA1, Germany)

#### **15:00 Chaired panel discussion**

“Opportunities and Challenges on the Pathway to an International Standard”

- Andrea Brown, WBCSD, Switzerland
- Dr. Klaus Radunsky, ISO/TC207/SC7/WG2, Austria
- Edouard Fourdrin, ADEME, France
- Kate Hughes, defra, UK
- Rasmus Priess, THEMA1, Germany

#### **16:30 Coffee**

#### **17:00 Breakout groups**

- A. “Comparing PAS 2050 and ISO 14044: Special Features of the PAS 2050 and its Implications for PCF Results compared to Carbon Footprints obtained from LCA studies”  
(PE INTERNATIONAL)
- B. “Product Carbon Footprinting in the Food and Agriculture Industry: Practical Experience and Dynamics” (Carbon Trust)
- C. “CO<sub>2e</sub> as a Key Performance Indicator (KPI) for Reporting and Strategic Management”  
(Deloitte)

#### **18:30 Summary statements of breakout groups**

#### **21:00 Low carbon network dinner (registration required)**

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### Friday, 27 February 2009

**Chair: Jacob Bilabel, THEMA1, Germany**

**08:00 Registration, coffee**

**09:00 Keynote**

“Legislation Update: The EU’s Approach to Product Carbon Footprinting and Carbon Labelling”

(Pavel Misiga, DG Environment, European Commission)

**09:20 International carbon labelling schemes**

- “Climate Labelling in Sweden: Current Status and Outlook”  
(Anna Richert, Svenskt Sigill, Sweden)
- “Carbon Assessment in the Supply Chain and the Carbon Reduction Label”  
(Hervé Humbert, Carbon Trust)
- “The Carbon Reduction Label: Practical Market Experiences from the UK”  
(Stephen Heal, Director of Climate Change, Tesco, UK)
- “Carbon Labelling in Japan: Learnings from the First Phase of Pilot Projects”  
(Professor Atsushi Inaba, Advanced Industrial Science and Technology (AIST), Japan)

**10:50 Coffee**

**11:20 Communicating the carbon impact of products to customers**

- “Labelling Top Runner Products: Experiences at Migros”  
(Cornelia Diethelm, Migros, Switzerland)
- “The Casino ‘Indice Carbone’: Experiences with Carbon Labelling in France”  
(Corinne Picard, Casino, France)
- “The Nature&More Trace and Tell System: PCF Online Communication”  
(Volkert Engelsman/ Tobias Bandel, Nature&More/ Soil&More, Netherlands)
- “The Carbon Disclosure Project Supply Chain Leadership Collaboration”  
(Andrea Smith, Carbon Disclosure Project, UK)

**13:00 Network lunch**

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#### **14:30 Breakout groups**

- A. "Capitalizing on Sustainability: Tracing and Communicating the Carbon Footprint of Agricultural Products" (Soil&More, Nature&More, The Netherlands)
- B. Product Carbon Footprinting: Case Studies and Insights
  - B1** "Product Carbon Footprinting in Action: A Case Study" (Andrew Smith, PepsiCo, UK)
  - B2** "Carbon Footprinting: Cases Studies on Methodology and Labelling from France" (Aymeric Schultze, BIO Intelligence Service, France)
  - B3** "Supporting Life Cycle Needs for Sustainable Consumption and Production in European Policy and Business" (David Pennington, European Commission´s Joint Research Centre, Italy)
  - B4** "Climate Protection at Henkel: The PERSIL Case Study" (Guenter Jaumann/ Uwe Bergmann, Henkel)

#### **16:00 Coffee**

#### **16:30 Summary statements, conclusion and outlook**

- How should companies approach carbon labelling and communication before common international guidelines exist?
- What are the necessary next steps towards international harmonisation?

## International Approaches to Product Carbon Footprinting and Carbon Labelling

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### Date

26-27 February 2009

### Venue

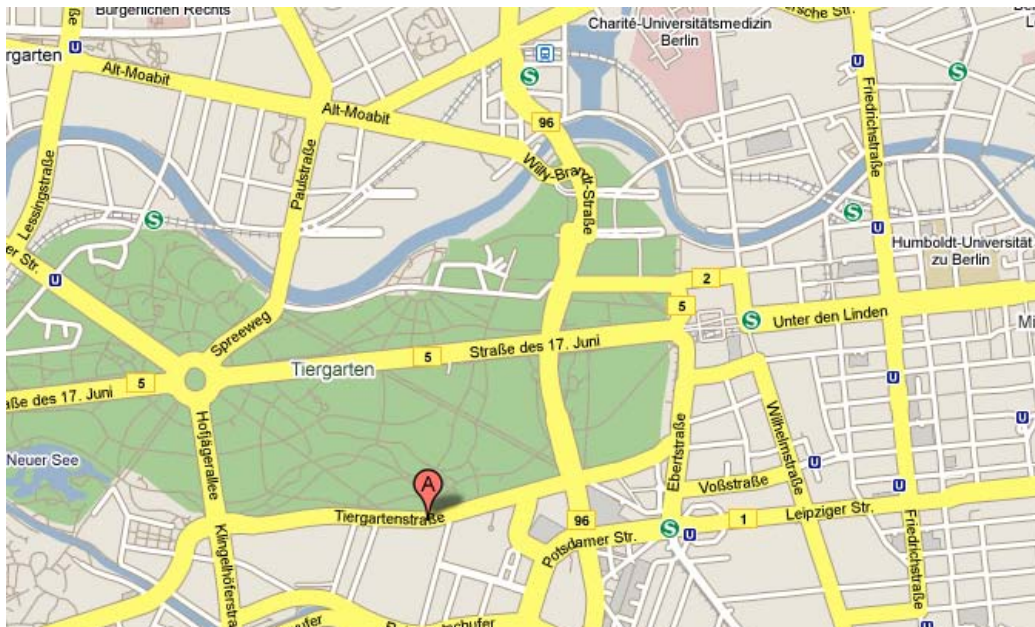
The Representation of the State of Baden Württemberg  
(Landesvertretung Baden-Württemberg), Tiergartenstrasse 15, 10785 Berlin, Germany,

### Organiser

THEMA1, Berlin, Germany

### Contact

Dr. Marco Axmann  
marco.axmann@thema1.de  
+49 (0) 30 779 0 779 12  
www.pcf-world-forum.org



## CONFERENCE DOCUMENTATION DVD

**PCF World Summit 2009:**

**International Approaches to Product Carbon Footprinting and Carbon Labelling**

Berlin, 26-27 February 2009

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Contact:

PCF World Forum c/o THEMA1 GmbH, Torstrasse 154, 10115 Berlin, Germany

t +49 30 779 0 779 0

f +49 30 779 0 779 99

**www.pcf-world-forum.org**