



PCF World Forum

6th PCF World Summit, 26-27 October 2011, Berlin

**Environmental Footprinting
in Europe and Beyond:
How will it Shape the Corporate Agenda?**

About the PCF World Forum

Consumption of goods and services contributes to a large share of worldwide GHG emissions. Solutions are needed to help companies manage and communicate the climate and environmental impact of their products. They are also needed to provide consumers with the necessary information to make climate-conscious consumption decisions.

The **Product Carbon Footprint (PCF) World Forum** is a neutral platform to share practical experiences and knowledge towards climate-conscious consumption and production. The international platform provides orientation in current standardisation processes and creates opportunities for discussing international corporate best practices and emerging tools to support low carbon and climate-conscious consumption models.

The **PCF World Forum** was created out of the ambition to talk **with** each other and not just **about** each other. There is an increasing number of initiatives around the world, but the real understanding of respective approaches and activities is limited. Over the past years, representatives from a range of organisations and initiatives have come together at the PCF World Summits, PCF World Forum Update Workshops and dedicated Dialogue Forums Low Carbon Society to give insights into their own work, discuss and interpret current developments and explore possible common pathways.

The **PCF World Summits** have stimulated several working groups such as the current Task Force on international harmonisation of **Product Category Rules (PCR)** and direct collaboration between participants.



6th PCF World Summit | Focus

Within the overall theme of the 6th PCF World Summit „**Environmental Footprinting in Europe and Beyond: How will it Shape the Corporate Agenda?**“ the relationship between product carbon footprinting and other environmental aspects as well as product sustainability labels will be explored.

Quantification and communication of value chain environmental impacts

The past years have seen a strong focus on building the foundations for assessing GHG emissions in value chains. This work will continue and more emphasis will be placed on sector and product level specifications and actual implementation. Besides this important „deepening“ of GHG management and reporting along value chains, a number of public and private initiatives are widening their scopes to assess the **environmental and social performance** of products in a more comprehensive and integrated manner. Prominent examples are the Product Environmental Labelling Programme in **France** which is currently in its long awaited experimentation phase and the recently launched Environmental Footprinting Project by the **European Commission**.

Climate change criteria for products

Also many existing programs with a focus on other sustainability issues, such as organic, fair trade or eco-labels, are incorporating climate change considerations in their set of criteria.

The **6th PCF World Summit** on 26 and 27 October 2011 will focus on better understanding these **developments towards more holistic product sustainability assessments and reporting**. Individual sessions will explore **methodological issues** as well as approaches used and foreseen for **communication**. Participants have the opportunity to engage in discussions around the future of managing and communicating on the environmental performance of products and reflect implications and opportunities for their own organisational strategy.

Carbon Footprint methodologies and initiatives

As usual updates on major carbon footprint methodologies and initiatives will be given (e.g. ISO 14067, PAS 2050, ...).

www.pcf-world-forum.org



Experimentation phase in Grenelle 2 French Environmental Labelling Scheme

On July 1st a national experiment has started within the Environmental Labelling Scheme in France. 168 companies from all sectors and sizes are currently testing communication approaches for quantified environmental impacts that will inform the future development of the scheme. An overview of communication approaches taken will be provided at the 6th PCF World Summit, complemented by particular case studies from participating companies.



The Greenhouse Gas Protocol Initiative
the foundation for sound and sustainable climate strategies

GHG Protocol Product and Value Chain Standards

The new GHG Protocol Product and Value Chain Standards will be officially launched on October 4th, 2011 in New York City. The standards establish the first internationally agreed-upon approaches for measuring and reporting GHG emissions throughout product life cycles and corporate value chains. The new standards will be presented and distributed at the 6th PCF World Summit, complemented by in-depth training sessions on October 28th.



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6th PCF World Summit

Environmental Footprinting in Europe and Beyond: How Will it Shape the Corporate Agenda?

Berlin, 26-27 October 2011

Chair: Jacob Bilabel | Managing Director THEMA1, Germany

Day 1, Wednesday, 26 October 2011

08:00 | **Check-in and welcome coffee**

09:00 | **Opening and introduction**

- ▶ **Introduction to international developments in carbon and environmental footprinting**
Rasmus Priess | PCF World Forum / THEMA1, Germany

10:00 | **Major developments in carbon and environmental footprinting**

- ▶ **The EU Environmental Footprinting Project within the Sustainable Consumption and Production Action Plan: Status and Outlook**
Pavel Misiga | DG Environment, European Commission
- ▶ **Four months into the French National Experiment on environmental labelling: First reflections and outlook**
Sylvain Chevassus | Ministry of Sustainable Development, France

11:00 | **Coffee**

11:30 | **Major developments in carbon and environmental footprinting (cont'd)**

- ▶ **Implementation of the new GHG Protocol Product and Value Chain (Scope 3) Standards**
Cynthia Cummis | World Resources Institute / GHG Protocol Initiative, USA
- ▶ **ISO 14067 „Carbon Footprint of Products“: Status and Outlook**
Katherina Wühlrl | Secretariat ISO 14067 / DIN, Germany (to be confirmed)
- ▶ **The revised PAS 2050: International dimension and supporting systems**
Maureen Nowak | defra, UK and Katherine Hunter | BSI, UK

13:00 | **Conversation lunch**

14:30 | **Dedicated tracks**

1. Methodologies for the quantification of environmental impacts

- ▶ **The multi-criteria methodologies, product category rules and databases developed for the French Environmental Declaration Scheme**
Edouard Fourdrin, ADEME, France (to be confirmed)
- ▶ **Time to get technical: Some specifications in the upcoming EU environmental footprinting methodology**
Rana Pant | Joint Research Centre / European Commission, Italy



- ▶ **The Sustainability Measurement and Reporting System (SMRSTM):
A worldwide system in development for transparent product declarations**
Georg Schoener | The Sustainability Consortium, USA

2. Communication approaches for quantified environmental impacts

- ▶ **Current communication framework and overview of communication approaches
in the French National Experiment**
Olivier Jan | Bio Intelligence Service, France
- ▶ **Case Studies from companies participating in the French National Experiment**
- ▶ **Hop-Cube's three key guidelines for an environmental display on products:
innovation, simplification & transparency**
Thomas Albisser | Hop Cube, France

3. Acquiring and developing talent for building low carbon products and value chains

People are the critical factor for the successful implementation of GHG management initiatives within and amongst organisations. As these initiatives increasingly entail understanding and improving entire product and corporate value chains, building and managing an appropriate team is essential. The implications associated with finding, acquiring and developing the right talent will be explored in this interactive session, building upon personal experiences and opinions of participants. Possible questions for exploration include:

- What skill-set is needed for the successful implementation of corporate sustainability and footprinting initiatives and at what level?
- What changes have you noticed within the market?
- What are the broader developments within the corporate sustainability job market?
- What influence does the availability of people / knowledge / skills have on GHG management trends?
- Where do you notice gaps in education?
- What are employers looking for in their green leaders and what are green leaders looking for in their employers?
- How can you attract the best talent?
- What are the core motivators for green talent?

The session is facilitated by

Tom Savage | Savage & Hall, UK and
Cynthia Cummis | World Resources Institute / GHG Protocol Initiative, USA

17:00 Updates: Carbon footprint methodologies and initiatives

- ▶ **Lagos State Carbon Footprint and Management Project for green product development**
Adebola Rasheed Shabi | Lagos State Environmental Protection Agency, Nigeria
- ▶ **The Japanese Carbon Footprint System and Label: International dimension, findings and future tasks**
Masayuki Kanzaki | JEMAI, Japan

20:00 Low Carbon Network Dinner (premium registration required)



6th PCF World Summit

Environmental Footprinting in Europe and Beyond: How Will it Shape the Corporate Agenda?

Berlin, 26-27 October 2011

Day 2, Thursday, 27 October 2011

08:00 | Check-in and welcome coffee

09:00 | Introduction and wrap-up Day 1

10:00 | Integrating climate change criteria in environmental and social seals

► **Climate criteria as a voluntary addition to the Svenskt Sigill certification:
A model for other seals and certification systems?**

Anna Richert | Climate Certification for Food and Svenskt Sigill, Sweden

► **Case: Climate certification for products at Swedish food company Findus:
What difference does it make to Findus' business one year into the project?**

Enar Magnusson | Findus, Sweden

► **The German Blue Angel: Incorporating climate criteria in the first and
most well-known eco-label worldwide**

Ulf Jaeckel | Federal Ministry for the Environment, Germany

► **The SAN Sustainable Agriculture Standard Climate Module:
Voluntary extension of the Rainforest Alliance Certification**

Gianluca Gondolini | Rainforest Alliance

11:00 | Coffee

11:30 | **Debate: Is transparency on environmental impacts of products
the right approach to drive sustainable production and consumption?**

Carbon and environmental footprinting stimulates controversial discussions, particularly with regard to their use in communication to customers and consumers. Eco-labels provide an alternative for communication, emphasising trust in products certified against defined criteria. In this debate the notion of maximum transparency is challenged and alternatives explored.

12:30 | Conversation lunch

14:00 | **Participant viewpoints: The next five years in carbon and
environmental footprinting: what should we aim and what should we prepare for?**

PCF World Summit speakers and participants are invited to share short statements on how the carbon and environmental footprint agenda will or should develop over the course of the next five years. The viewpoints are documented and included in the documentation and help to shape the future dialogue.

16:15 | Wrap-up and closing



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Selected past activities of the PCF World Forum

PCF World Summits

- ▶ 1st PCF World Summit
International Approaches to Product Carbon Footprinting and Carbon Labelling - The Road Ahead for Business, Berlin, February 2009.
- ▶ 2nd PCF World Summit
On the Road to Harmonisation? Business Responses to Diverging Approaches, Berlin, September 2009.
- ▶ 3rd PCF World Summit
Sector Approaches to Product Carbon Footprinting, Berlin, March 2010.
- ▶ 4th PCF World Summit
Product Carbon Footprinting: From Standardisation to Communication, Berlin, October 2010.
- ▶ 5th PCF World Summit
Implementing the International PCF Standards: Building Credibility in Carbon Footprint Information, Zurich, April 2011.

Dedicated Workshops

- ▶ Update Workshop, International Standardisation, Legislation and Consistency in Product Carbon Footprinting, Berlin, July 2009.
- ▶ Update Workshop, French Environmental Labelling Scheme: What to Expect from Grenelle 2, Berlin, June 2010.
- ▶ First Round Table Product Category Rules, Berlin, October 2010.
- ▶ Second Round Table Product Category Rules, Zurich, April 2011.

The PCF World Forum was initiated by the Berlin based think-do-tank THEMA1.

The previous PCF World Summits attracted interest and commitment from more than 450 stakeholders from 30 countries and stimulated wide-ranging discussions.

All summits are fully documented. Complete DVDs and individual presentations are available at

www.pcf-world-forum.org





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REGISTRATION FORM – FAX to +49 30 779 0 779 99

| Your Choice of Registration Package | Price | |
|--|--|--|
| Corporate Premium Pass (includes two-day pass, network dinner, presentations and conference DVD) | €1790 +VAT | <input type="radio"/> |
| Corporate Standard Pass (includes two-day pass and presentations in pdf) | €1590 +VAT | <input type="radio"/> |
| Corporate Single Pass (includes one-day pass and presentations in pdf) | €890 +VAT 26 th 27 th | <input type="radio"/> <input type="radio"/> |
| Special Fees* | | |
| Reduced* Premium Pass (includes two-day pass, network dinner presentations and conference DVD) | €745 +VAT | <input type="radio"/> |
| Reduced* Standard Pass (includes two-day pass and presentations in pdf) | €545 +VAT | <input type="radio"/> |
| Reduced* Single Pass (includes one-day pass and presentations in pdf) | €345 +VAT 26 th 27 th | <input type="radio"/> <input type="radio"/> |

* For environmental, consumer and government organisations as well as scientists and participants from economies in transition.

You can also register online and pay by credit card at www.pcf-world-forum.org/webshop.

Delegate Details (Please copy this form for multiple registrations)

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| Title: | First name: | Last name: |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Company: | Position: | |
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| Country: | Email: | |
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| | Date, Signature | |
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Additional Information

Programme

The organisers reserve the right to make changes to the programme without notice.

Prices

Include conference drinks and lunch buffet.

Payment

We will send you an invoice. By registering online on the PCF World Forum webshop, you can pay by credit card: <http://www.pcf-world-forum.org/webshop>.

Full payment must be received before the event.

The organisers reserve the right to limit the number of conference participants.

Cancellation Policy

Places are transferable without any charge. But once you register at the event your pass is strictly for your own use and you are not permitted to reassign, transfer or lend it to any other person whether or not they are employed by the same company.

Cancellations after 31 August 2011 will incur an administrative charge of 25%. If you cancel your registration after 30 September 2011, we will be obliged to charge the full fee.

Please note - you must notify THEMA1 of a cancellation in

writing (pcf@thema1.de) or we will be obliged to charge the full fee. The organisers reserve the right to make changes to the programme without notice.

Audio / Video Recording

For documentation purposes the 5th PCF World Summit will be audio and video recorded. By attending the PCF World Summit you consent to being filmed and recorded for documentation and promotion purposes. You release THEMA1 GmbH of any liabilities connected with these recordings and waive all rights to any claims for payment or royalties with regard to the resulting material.

Contact



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