



First PCF World Summit 2009

International Approaches to Product Carbon Footprinting and Carbon Labelling

The Road Ahead for Business

Berlin, 26-27 February 2009

Major initiatives from around the world meet in Berlin for the first international Product Carbon Footprinting and Carbon Labelling Summit.

Carbon footprinting - where is the common ground?

International footprinting schemes discuss options for harmonised assessments of product-related GHG emissions

The future of GHG reporting to consumers

Current and emerging approaches to carbon labelling and supply-chain communication around the world

What should companies do until a common standard exists?

Strengthen your own roadmap in Product Carbon Footprinting and climate-related communication

Market or policy driven?

Understand and discuss current political approaches to Product Carbon Footprinting and carbon labelling

Outstanding opportunity to expand your network

Confirmed speakers from:

- » **AIST**, Japan
- » **ADEME**, France
- » **Casino**, France
- » **Co-Convener ISO/TC207/SC7/WG2**, Austria
- » **defra**, UK
- » **DG Environment**, European Commission
- » **Federal Environmental Ministry**, Germany
- » **krav and Svenskt Sigill**, Sweden
- » **Nature&More/Soil&More**, The Netherlands
- » **Migros**, Switzerland
- » **New Zealand Greenhouse Gas Footprint Strategy**, New Zealand
- » **PCF Pilot Project**, Germany
- » **The Carbon Disclosure Project**, UK
- » **Tesco**, UK
- » **WBCSD/WRI**, Switzerland/USA

International Product Carbon Footprinting (PCF) schemes

More and more companies are recognising the opportunities and challenges presented to their businesses by climate change. They are confronted with rising expectations from stakeholders to take action – and increasingly understand that acting on the issue can lead to efficiency gains, lower risk exposure, and improved consumer recognition.

All goods and services produced by a company have an inherent carbon footprint, which is determined by the greenhouse gas emissions that are incurred along the entire supply chain. If measured and quantified, these emissions on a product-by-product basis can provide a significant indicator of the company's carbon performance. In contrast to the company's overall emissions, which are difficult to interpret in comparison to other firms, emissions associated with the manufacture and provision of individual products could become a benchmark criterion and hence allow for credible product differentiation. However, the assessment of these Product Carbon Footprints (PCF) is not trivial. Further steps are necessary to develop a standardised methodology for this purpose.

Several initiatives have emerged over the past two years to create solid foundations for the assessment of PCFs. As a common approach is fundamental for businesses and consumers alike, the first World Summit on Product Carbon Footprinting will present and shed light on the various international initiatives – helping companies prepare for their own carbon footprinting efforts without compromising the emergence of a common methodology.

International CO₂ labelling of products and services

Communicating the climate impact of consumption decisions to consumers is crucial for tackling emissions associated with goods and services. Numerous approaches have emerged, through different varieties of labelling or more complex forms of communication.

Communication to consumers has to fulfil a number of requirements to ensure both benefits to the climate and a sound basis for healthy competition among companies. As with divergent methodological standards for assessing footprints, a proliferation of communication approaches may lead to confusion, extra costs for companies and reduced impact.

The communications initiatives that have emerged in Europe, the United States and Asia will present current developments and future plans and discuss the challenges ahead. Participants will gain a thorough understanding of current initiatives to help in identifying suitable options for their own activities and ensure long-term market and stakeholder acceptance.

Dialogue Forum Low Carbon Society

The Dialogue Forum Low Carbon Society is a platform for stakeholders to share experiences and build synergies in the development of low carbon market tools to accelerate the transition to a low carbon society. Presently the Dialogue Forum focuses on identifying suitable instruments to empower the consumer to take carbon-conscious decisions.

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Thursday, 26 February 2009 (preliminary agenda)

08:00 Registration, coffee

09:00 Welcome

09:15 Keynote

09:30 International standardization efforts in Product Carbon Footprinting

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

10:30 Coffee

11:00 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

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)

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15:00 What should companies do until a common standard exists?

Chaired panel discussion

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

16:30 Coffee

17:00 Breakout groups

- A. "Carbon Footprinting of Goods and Services: The Methodology"
- B. "Working with PAS 2050 - Lessons Learned"
- C. "What Methodology to Follow Until Common Standards Exist?"
- D. "Product Carbon Footprinting - Case Studies"
(Practical insights from corporate partners)

18:30 Summary statements of breakout groups

20:00 Low carbon network dinner (please register!)

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Friday, 27 February 2009 (preliminary agenda)

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)

09:30 International carbon labelling schemes

- “Climate Labelling in Sweden: Current Status and Outlook”
(Anna Richert, Svenskt Sigill, Sweden)
- “Market Experiences from the UK - The Carbon Reduction Label”
(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)

10:45 Coffee

11:15 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 Engelsmann/ Tobias Bandel, Nature&More/ Soil&More, Netherlands)
- “The Carbon Disclosure Project Supply Chain Leadership Collaboration”
(Andrea Smith, Carbon Disclosure Project, UK)

12:30 Network lunch

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14:00 Open Space: The road ahead in carbon labelling

- With sessions on:
 - Retail & Fast Moving Consumer Goods
 - Food & Agricultural Products
 - B2B Communication
 - International Harmonisation

15:30 Coffee

16:00 Results of open space discussion

- How should companies approach carbon labelling and communication before common international guidelines exist?
- How will existing national approaches be integrated into an international harmonisation process?
- What are the necessary next steps towards international harmonisation?

17:00 Conclusion and outlook

Summit background

The **PCF World Summit 2009** follows a series of successful dialogue forums helping stakeholders to share experiences and build synergies in the development of low carbon market tools to accelerate the transition to a low carbon society. The Dialogue Forum Low Carbon Society – www.low-carbon-society.org – focuses on identifying suitable instruments to empower the consumer to take carbon-conscious decisions. It is organised by **THEMA1 GmbH**, Berlin – www.thema1.de

Over the past two years the Dialogue Forum Low Carbon Society has brought together international stakeholders including senior executives from:

ADEME	German Environment Ministry (BMU)	Otto Group
BASF	First Climate Group	PepsiCo
Bombardier	Green Music Initiative	Potsdam Institute for Climate Impact Research
Boots	Henkel	REWE GROUP
BP	IBM	SAP
British Embassy, Berlin	Johnson & Johnson	Swedish Seal
British Telecommunications	Kimberly-Clark	Tchibo
The Carbon Trust	McDonalds	Tesco
The Center	MAN	Tetra Pak
Coca-Cola	MGM International	Tropicana
Coop	Metro Group	TÜV
Deloitte	Migros	UK Trade & Investment
Deutsche Post	myclimate	University of Manchester
DIN	MySpace	The World Bank
European Commission	Nestlé	WWF
European Climate Forum		



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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,
http://www.stm.baden-wuerttemberg.de/de/Kontakt_und_Anfahrt/106711.html

Organiser

THEMA1, Berlin, Germany

Information

Dr. Marco Axmann
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Registration

To register, please choose between the following quick and easy ways:

- **Call:** THEMA1 on +49 (0) 30 779 0 779 0
- **Fax:** The registration form to +49 (0) 30 779 0 779 99
- **Email:** The registration team at pcf@thema1.de
- **Post:** The registration form to THEMA1 GmbH, Torstrasse 154, 10115 Berlin, Germany.



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REGISTRATION FORM

Your choice of registration package	
Corporate Premium Pass (includes two-day pass, network dinner and conference CD)	<input type="checkbox"/> €1790+VAT
Corporate Standard Pass (includes two-day pass)	<input type="checkbox"/> €1590+VAT
Corporate Single Pass (includes one-day pass)	<input type="checkbox"/> €890+VAT <input type="checkbox"/> 26th <input type="checkbox"/> 27th
Extra savings for NGOs!	
NGO Premium Pass (includes two-day pass, network dinner and conference CD)	<input type="checkbox"/> €895+VAT
NGO Standard Pass (includes two-day pass)	<input type="checkbox"/> €695+VAT
NGO Single Pass (includes one-day pass)	<input type="checkbox"/> €495+VAT <input type="checkbox"/> 26th <input type="checkbox"/> 27th

Delegate details (Please photocopy this form for multiple registrations)

Mr / Mrs / Ms / Dr : First name:

Last name:

Company Position:

Telephone:

Email:

Country:

Invoice address (company).....

.....

Date

Signature

Prices include conference drinks and buffet lunch.

Payment: by invoice. Full payment must be received before the event. The organisers reserve the right to limit the number of conference participants.

Group discounts: buy 3 passes and get the 4th free! Please note that this offer cannot be combined with any other offer. For more information on this and other offers, please contact THEMA1 on +49 (0) 30 779 0 779 0 or pcf@thema1.de

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 may not reassign, transfer or lend it to any other person, even if they are employed by the same organisation. Cancellations before the 12 February 2009 will incur an administrative charge of 25%. If you cancel your registration after 12 February 2009 we will be obliged to charge the full fee. Please note: you must notify THEMA1 of a cancellation in writing (to 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.