



PCF World Forum



Greg Norris
Founder of
New Earth



Herbert Bolliger
President of the
Executive Board MIGROS



Doris Leuthard
Minister of the
Environment, Switzerland



Hans-Peter Fricker
CEO of WWF
Switzerland



Markus Naegeli
CEO of Canon,
Switzerland



Maureen Nowak
Department for Environment,
Food and Rural Affairs, UK



Sylvain Chevassus
Ministry of Sustainable
Development, France

and others

5th PCF World Summit / 7-8 April 2011 / Zurich, Switzerland

Implementing the International PCF Standards: Building Credibility in Carbon Footprint Information

Canon | Carbon Footprint & Carbon Label Project, Thailand | Chiquita | Climatop | Department for Environment, Food and Rural Affairs, UK | Det Norske Veritas | Ecoinvent | European Commission | Federal Department of Environment, Transport, Energy and Communication, Switzerland | Federal Environmental Agency, Austria | Holcim | Institute of Agricultural Climate Research, Germany | ISEAL Alliance | MIGROS | Ministry of Sustainable Development, France | Nestlé | New Earth | PricewaterhouseCoopers | SGS | Swiss Federal Council | Swiss State Secretariat for Economic Affairs SECO Economic Cooperation and Development | THEMA1 | World Bank | World Resources Institute | WWF Switzerland | World Trade Organisation



MIGROS

Canon



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.



Programme

Implementing the International PCF Standards: Building Credibility in Carbon Footprint Information

Carbon footprinting plays an increasingly important role in environmental and sustainability strategies of companies. The upcoming international standards constitute an important milestone in its uniform implementation for carbon management and for communication with customers and stakeholders. Addressees of such information, be it customers, end-consumers or stakeholders need to have trust in the information provided. This is particularly important when carbon footprint information is used in marketing claims and corporate communication. But also the data infrastructure needs to be robust enough and reliable so that companies undertaking carbon footprint calculations have trust in their underlying integrity.

The **5th PCF World Summit** will address the issue of **Credibility in Carbon Footprint Information**, as related to **assurance and verification**, the **emerging international standards**, its consideration in different **international initiatives and programmes** and its **practical relevance** and implication for **emerging economies** and **international trade**.



PROGRAMME



Chair:
Jacob Bilabel
Managing Director THEMA1, Germany

Day 1, Thursday, 7 April 2011

08:00 Registration, Coffee

09:00 Welcome and Keynotes



Doris Leuthard
Member of the Swiss Federal Council, Head of the Federal Department of Environment, Transport, Energy and Communication



Hans-Peter Fricker
CEO of WWF Switzerland



The Carbon Conscious Retailer
Herbert Bolliger
President of the Executive Board MIGROS



Low Carbon Products: The Communication Challenge
Markus Naegeli
CEO Canon Switzerland

10:00 Building Credibility into Carbon Footprint Information

The session will highlight issues around credibility, assurance and verification of carbon footprint information:

- How should carbon footprint assessments be organised for maximum credibility?
- What levels of assurance for carbon footprint data and information are possible and desirable?
- How can consumers' trust in climate-related product information?
- How do common databases treat data quality and consistency?
- How can exchange of credible carbon footprint data be facilitated?

**Introduction to the Issue of Credibility in Carbon Footprint Information****Rasmus Priess**

PCF World Forum / THEMA1, Germany

**Sound Carbon Footprint Assessment as the Basis for Verification and Credible Communication****Ahmad Ansari**

SGS, Germany

**Insights and Recommendations on Carbon Footprint Assurance from the GHG Protocol Initiative****Holly Lahd**

World Resources Institute / GHG Protocol Initiative

**Earthster: Facilitating Exchange of Credible Environmental and Social Data in the Supply Chain****Greg Norris**

Sylvatica and New Earth, USA

11:30 Coffee

12:00 Building Credibility in Carbon Footprint Information (cont'd)**Critical Review - Quo Vadis?****Walter Klöpffer**

LCA Consult & Review, Germany (to be confirmed)

**Building Credibility into Data:****The ecoinvent Database Approach to Completeness, Transparency and Consistency****Roland Hischier**

ecoinvent Centre, Switzerland

13:00 Conversation Lunch

14:30 Open Space Discussion

Open Space Discussions provide participants with the opportunity to raise and facilitate issues of broader interest, which may help to stimulate collaboration and innovation. Participants who would like to host and address a particular topic in the Open Space Discussions at the Summit can get in touch with Rasmus Priess (priess@thema1.de) prior to the Summit or announce their topic at the Summit.

16:00 Case Studies

Case Studies highlighting practical experience with carbon footprinting and communication will be shared with participants. Particular emphasis is placed on credibility and assurance.



**Developing Low Carbon Cement Products:
The Role of Commonly Accepted Calculation Tools**
Bruno Vanderborght
Holcim Senior Vice-President Climate Change



**From Understanding into Practice:
Reducing the Life Cycle Impact of Fruits**
Ralph Huggel
Chiquita Country Manager Switzerland



**Robustness in Carbon Footprint Results:
Evidence and Recommendations from a Comparative Study of Beer**
Heinz Schmid
Managing Director of Climatop

17:00 Perspectives on Carbon Footprinting and Updates

Perspectives and updates on international standardisation processes and developments in carbon footprinting will be provided, e.g. on **GHG Protocol Product and Scope 3 Standard**, **PAS 2050**, **ISO 14067** and **Product Category Rule (PCR)** development. Particular emphasis will be placed on their treatment of assurance and verification:

- What new provisions have been incorporated in the draft standards and revisions?
- How do the standards treat the need for assurance and / or verification of models, data and claims?
- How is the need for product category specifications currently incorporated?



Update and Considerations Arising in the Review of PAS 2050
Maureen Nowak
Department for Environment, Food and Rural Affairs (defra), UK



Assurance and Verification in the French Environmental Labelling Scheme

Sylvain Chevassus

Ministry of Sustainable Development, France



Environmental Performance of Food and Drink Products: Towards Harmonised Rules for Assessment and Communication

Pascal Gréverath

Vice-President Environmental Sustainability of Nestlé and Co-Chair
of European Food SCP Roundtable



Product Category Rules to Underpin Carbon Footprint Communication and Comparison – Update from the Task Force Product Category Rules

Rasmus Priess

PCF World Forum / THEMA1, Germany

18:00 Closing Day 1

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

As a tradition at the PCF World Summits, the Low Carbon Network Dinner on the evening of the first conference day gives the participants a special opportunity to network in a relaxed atmosphere while experiencing exquisite low carbon cuisine.

Day 2, 8 April 2011

08:00 Registration, Coffee

09:00 Carbon Footprinting in Emerging Economies and International Trade

The emergence of carbon footprint standards from an emerging economy and small farmer point of view will be explored and implications for international trade considered.



Carbon Footprinting and International Trade

José-Antonio Monteiro

World Trade Organisation



Challenges and perspectives in applying carbon footprint methodologies to a developing country and small farmer context

Katharina Plassmann

Institute of Agricultural Climate Research of the Federal Research Institute for Rural Areas,
Forestry and Fisheries, Germany

**Building Credibility into Standards: The ISEAL Alliance Code of Assurance****Norma Tregurtha**

ISEAL Alliance

**SECO Capacity Building in South America for Low Carbon International Trade****Hans-Peter Egler**

Swiss State Secretariat for Economic Affairs SECO Economic Cooperation and Development

11:00 Coffee

11:30 Discussion „The Future of Credibility in Carbon Footprinting“

Providing and using carbon footprint information in a credible and relevant manner is a challenge for verification and corporate communications. In a panel and plenary discussion the future of assurance in carbon footprinting will be considered. Particular emphasis will be placed on the general trend of increased demand for value chain transparency:

- What kind of assurance can be provided in the future?
- What are the pros and cons for comprehensive transparency versus verification?
- Can verification reduce the need for transparency?
- What are the limits of verification? What are the limits of disclosure?



Chair:

Rasmus Priess

PCF World Forum / THEMA1, Germany

Panellists:

- **Ahmad Ansari**, SGS
- **Cynthia Cummis**, World Resources Institute/ GHG Protocol Initiative
- **Moritz Nill**, PricewaterhouseCoopers
- **Greg Norris**, Sylvatica and New Earth
- **Mayta Villafane**, DNV Climate Change and Environmental Services

12:30 Conversation Lunch

14:30 Open Space Discussion Rounds

As on Day 1 the Open Space Discussion provide participants with the opportunity to raise and facilitate issues of interest. Sessions from the first Day can be continued and concluded or new ones announced incorporating the input gathered during the Summit. Open Space outcomes are shared with the main plenary.

Break Out Group Debate: The Credibility and Relevance of Carbon Offsetting

Carbon offsetting is considered by many as an important and reasonable measure for reducing GHG emissions and contributing to climate change mitigation and has thus entered business climate strategies. There are however also voices that question the integrity and relevance of offsetting as a measure to “balance” actual emissions in value chains. In a special break out group during the open space discussion rounds the advantages, disadvantages and challenges of carbon offsetting will be debated and implications for business climate strategy considered.



Chair:
Richard Walker
Producer/Anchor, Deutsche Welle TV

16:00 Perspectives on Carbon Footprinting and Updates

Continuing from Day 1 perspectives and updates on international developments in carbon footprinting and low carbon consumption and production will be given.



Product Carbon Footprinting in Thailand: Experiences from an Exporting Nation
Shabbir H. Gheewala
King Mongkut's University of Technology Thonburi, Thailand



Building Assurance in the Use of the Upcoming ISO standard „Carbon Footprint of Products“
Klaus Radunsky
Federal Environment Agency, Austria and Convener ISO 14067



Updated Provisions in the GHG Protocol Product and Value Chain (Scope 3) Standards
Cynthia Cummis
World Resources Institute/ GHG Protocol Initiative



Supporting Credible Footprint Communication in the EU
Pavel Misiga
DG Environment, European Commission

17:00 Closing Day 2

Venue

GDI – Gottlieb Duttweiler Institute

Langhaldenstrasse 21, CH-8803 Rüschlikon/Zurich, www.gdi.ch



Venue - Low Carbon Network Dinner

Zunftthaus zur Safran

Limmatquai 54 . CH 8001 Zürich, www.zunftthauszursaffran.ch



Organiser



THEMA1, Berlin, Germany

Information

Roman Dashuber
dashuber@thema1.de
+49 (0) 30 779 0 779 12

Registration

Please choose one of the following ways to register quickly and easily:

- Online: Register at <http://www.pcf-world-forum.org>
- Fax: Send the registration form to +49 (0) 30 779 0 779 99



Past Activities of the PCF World Forum

PCF Word 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.

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

For the last two years the PCF World Forum has brought together international stakeholders including senior executives from:

3M
ADEME
Adidas
AENOR
AIST
AkzoNobel Technology & Engineering
Alanus University
alesco green packaging
Alfred Ritter
Alnatura
ANEC Environment Working Group
ANH Immobilien
Apple
Asahi Photoproducts Europe
Bangor University
Barilla
BASF
Bayerische Landesanstalt für Landwirtschaft
Bayreuth University
Behaviour Change
Beiersdorf
Berndt & Partner
Bio Intelligence Service
Blue Horse Associates
BP
British Council
British Embassy
BVL Magazine
C.A.R.M.E.N.
capital
Carbon Disclosure Project
Carbon Fix
Carbon Footprint of Products Project,
Japan
Carbon Trust

Centre for Low Carbon Futures
Centre for Sustainable Consumption
and Production / Finnish Environment
Institute
Chainfood
Chair of Economic Geography, Berlin
ClimatePartner
Climatop
Coca-Cola
COLEACP
Consumers International
Coop
cope
COWI
Ctifl
CUEIM
delfortgroup
Deloitte
denkstatt
Department for Environment Food and
Rural Affairs
Der Spiegel
Deutsche Lebensmittelrundscha
Deutsche Milchwirtschaft / Trade Journal
Deutsche Telekom
DEVELOPMENT RESEARCH NET-
WORK
DHL Innovation Center
DIGITALEUROPE
DIN / NAGUS
DNV
Doyle
DQS
DSM
Dutch Product Board for Horticulture
E.ON

Earthster
Ecofys UK
Environ Germany
Environmental Economist
ERM
Ernst & Young
EUREF
European Commission
European Commission's Joint Research
Centre
Evonik
Evonik Degussa
Federal Environment Agency Austria
Federal Environment Agency Germany
Federal Ministry for Environment, Austria
Federal Ministry for the Environment,
Germany
Federal Press Office, Germany
Federal Public Service Environment, DG
Environment
Federation of German Consumer Orga-
nisations
Fedis
Finnish Meteorological Institute
First Climate Group
Forest Carbon Group
Forest Stewardship Council
Fraunhofer IML
FRoSTA
Fujitsu Technology Solutions
FutureCamp Climate
GDA
GEO
Getec Climate Projects
Gies Kerzen
GITEC Consult



PCF World Forum

5th PCF World Summit, Zurich, 7-8 April 2011

Glocalist Medien	Noble Carbon Credits	Università ca' Foscari
Government of Quebec	Novozymes	University of Bonn
Grantham Research Institute / LSE	NZ Netzeitung	University of Bremen
Greenext	of Austrian Research Institute for Chemistry and Technology	University of Hohenheim
Greenpeace	Organic & Wellness News / Magazine	University of Manchester
Greenpeace Magazine	ORSAY	University of Tokyo
Groupe Casino	Ostfalia - University of applied sciences	University of Pforzheim
grüneköpfe	Ostfold Research	University of Witten/Herdecke
GTZ	OVID	UPM-Kymmene
Guardian UK	PA-Europe	UPS Germany
GUTcert	Panasonic Europe	Utopia
Hartmann	PE International	Vertis Environmental Finance
Heineken	PepsiCo	VITO NV
Heinrich Bauer Produktions	Pforzheim University	W.L. Gore & Associates
Henkel	Philips Lighting	Wacker Chemie
Hewlett-Packard	Potsdam Institute for Climate Impact Research	WBCSD / WRI
Hilti	PRé Consultants	WeGreen
Holcim	PriceWaterhouseCoopers	WestLB
Hoof	RDC-Environment	Wipac Walsrode
Huntsmann	Recarbon Deutschland	WWF
IBM	Red Onion	ZEIT DIGITAL
Ideenscout	Research Institute of Organic Agriculture	ZEIT Magazine
IHK Berlin	Roland Berger	ZEIT Online
IIIEE	SAINT GOBAIN PACKAGING	Zero Emissions Technologies
ILIB	SAP	
Industrie Forum Design	SCA Hygiene Products	
Initiative for Sustainable Use of Paper	SCHOTT Solar	
Innovys	Scottish Development International	
Inst. for Adv. Study in the Humanities	Secretariat ISO 14067	
Instituto Terra	SEEAP Nepal	
International Trade Centre	SER Sustainable Equity Return	
Intertek	SERI	
Iseal Alliance	SGS Institut Fresenius	
Japan Environmental Management Association for Industry	Shell Global Solutions	
JEMAI	SIK, the Swedish Institute for Food and Biotechnology	
Johnson & Johnson	Soil & More	
Justus Liebig University Gießen	Sony Germany	
Karlsruhe Institute of Technology	South Pole Carbon Asset Management	
Kasetsart University, Thailand	South West College, UK	
KEITI	State Agency for Environment, Germany	
Kellogg Europe	Steinbeis Center of Management and Technology	
King Mongkut's University of Technology Thonbur, Thailand	Stiftung Warentest	
Kings College London	Sustain	
Kist Europe	Sustainable Business Institute	
KlimAktiv	Sustainable Consumption Institute	
KMPG	Svenskt Sigill	
Korea Eco-Products Institute	Swedish Environmental Management Council	
KRAV ek för	Swedish Environmental Protecting Agency	
Kvantita Oy	Swedish Standards Institute	
Landcare Research	tape.tv	
Landmark Europe	Tchibo	
Lebensmittelzeitung	TechniData	
Leuphana University	Tengelmann Energie	
Lockheed Martin	Tesco	
LoNam Magazine	Tetra Pak	
LUBW Karlsruhe	The Carbon Disclosure Project	
LVT Lebensmittelverfahrenstechnik	The Climate Conservancy	
McDonald's Europe	The Guardian & The Observer	
memo	The Himalayan Global Fund	
Merck	Tricorona Germany	
Migros	TUNAP Group	
Ministry for Sustainable Development, France	TÜV Nord	
Ministry of Agriculture and Forestry, New Zealand	TÜV Rheinland	
Ministry of Economy, Trade and Industry, Japan	TÜV Süd	
Mitsubishi	UNEP/SETAC Life Cycle Initiative	
Mizuho Information & Research Institute	United Nations Environment Programme	
MTT Finland	United Nations Industrial Development Organisation	
myclimate	Università Bologna	
Nature & More		
Nike		



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

Your Choice of Registration Package	Full 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	<input type="radio"/>
Special Fees*		
NPO* Premium Pass (includes two-day pass, network dinner presentations and conference DVD)	€745 +VAT	<input type="radio"/>
NPO* Standard Pass (includes two-day pass and presentations in pdf)	€545 +VAT	<input type="radio"/>
NPO* Single Pass (includes one-day pass and presentations in pdf)	€345 +VAT	<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)

Title:	First name:	Last name:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Company:	Position:	
<input type="text"/>	<input type="text"/>	
Country:	Email:	
<input type="text"/>	<input type="text"/>	
Invoice address:	Telephone:	
<input type="text"/>	<input type="text"/>	
	Date, Signature	

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 7 February 2011 will incur an administrative charge of 25%. If you cancel your registration after 7 March 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 promotional 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.
