



PCF World Forum



Cynthia Cummis,
World Resources Institute



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Board MIGROS



Greg Norris,
Earthster



Sylvain Chevassus,
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and others

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

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

Carbon Footprint & Carbon Label Project, Thailand | Chiquita | Climatop | Department for Environment, Food and Rural Affairs, UK | Earthster | European Commission | Federal Environmental Agency, Austria | ISEAL Alliance | MIGROS | Ministry of Sustainable Development, France | Svenskt Sigill, Sweden | World Bank | World Resources Institute



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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 given the ever increasing number of initiatives around the world and often little real understanding of respective approaches and activities. 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 and direct collaboration between participants.



Preliminary 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**.

Preliminary Programme

Thursday, 7 April 2011, 9:00 – 18:00 (registration starts at 8:00)

Building Credibility in Carbon Footprint Information

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

- How can companies evaluate and trust information provided by suppliers?
- What levels of assurance for carbon footprint data and information are possible and desirable?
- How can consumers' trust in climate-related product information be built?
- How do common databases treat data quality and consistency?
- How can exchange of credible carbon footprint data be facilitated?

Contributions from

Rasmus Priess, **PCF World Forum**

Cynthia Cummis, **World Resources Institute**

Greg Norris, **Earthster**

Open Space Discussion Rounds Run by Participants

Open Space Discussions provide participants with the opportunity to raise and facilitate issues of broader interest, which may help to stimulate innovation. The discussions can be concluded or continued on Day 2. Facilitators of individual topics are identified in advance or spontaneously at the conference. 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. Conference participants decide on each Day which Open Space session they would like to join. Open Space outcomes are shared with the main plenary.

Speakers and participants run open space sessions of broader interest.

Case Studies

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

Contributions from

Chiquita

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Updates on Standardisation in Carbon Footprinting

Short updates on international standardisation processes in carbon footprinting will be provided, e.g. on GHG Protocol Product and Scope 3 Standard, PAS 2050, ISO 14067 and Product Category Rule 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 date, results and claims?
- How is the need for product group specifications currently incorporated?

Contributions from

ISO 14067, Klaus Radunsky, Federal Environmental Agency, Austria and Convener ISO 14067

PAS 2050, Maureen Nowak, Department for Environment, Food and Rural Affairs, UK

GHG Protocol, Cynthia Cummis, World Resources Institute

Task Force Product Category Rules

Evening of Day 1

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.

Friday, 8 April 2011, 9:00 – 17:00 (registration starts at 8:00)

Debate „Environmental Information of Products: Full Transparency vs. Result Verification“

Companies that want to inform about their environmental and climate credentials have two general options. They can provide assurance (e.g. through independent verification) that the provided information and claims are correct or they can provide substantial insights in the underlying data, assumptions and models. Both (not necessarily distinct) approaches have advantages and disadvantages. In a staged discussion the trade-offs will be explored and the case made for these two approaches.

- What are the pros and cons for comprehensive transparency versus result verification?
 - Can verification reduce the need for transparency?
 - What are the limits of verification? What are the limits of disclosure?
-



Carbon Footprinting in Emerging Economies and International Trade

Most carbon footprint exercises and schemes have an international cross-border dimension. The role of emerging economies is of particular importance. Standards set for implementation in end-consumer markets have an effect through the value chain and may partially affect small-scale farmers. Building assurance around the environmental credentials and attributes of primary products is important while recognising the ability of supply chain partners in their provision. The session will explore the emergence of carbon footprint standards from an emerging economy and small farmer's point of view and highlight implications for international trade.

Contributions from

ISEAL Alliance (tbc)

World Bank (tbc)

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.

Updates on Country Approaches and International Initiatives

Updates on recent developments in country approaches and carbon footprint initiatives.

- What progress has been made in different country initiatives around the world?
- How do these approaches take into account questions of credibility and assurance?

Contributions from

Pavel Misiga, DG Environment, **European Commission**

Sylvain Chevassus, Ministry of Sustainable Development, **France**

Shabbir H. Gheewala, King Mongkut's University of Technology Thonburi, **Thailand**



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 250 stakeholders from 30 countries and stimulated wide-ranging discussions.

Both 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 NETWORK
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 Organisations
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	Early Bird Discount Registry by 24 January 2011	Full Price
Corporate Premium Pass (includes two-day pass, network dinner, presentations and conference DVD)	€1590 +VAT (save €200)	€1790 +VAT
Corporate Standard Pass (includes two-day pass and presentations in pdf)	€1390 +VAT (save €200)	€1590 +VAT
Corporate Single Pass (includes one-day pass and presentations in pdf)	€790 +VAT (save €100)	€890 +VAT
Special Fees*		
NPO* Premium Pass (includes two-day pass, network dinner presentations and conference DVD)	€545 +VAT (save €200)	€745 +VAT
NPO* Standard Pass (includes two-day pass and presentations in pdf)	€345 +VAT (save €200)	€545 +VAT
NPO* Single Pass (includes one-day pass and presentations in pdf)	€245 +VAT (save €100)	€345 +VAT

* 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

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.

Group Discounts

Buy 3 passes for the price of 2! All three participants have to be registered.

For more information 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 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.
