



PE INTERNATIONAL
EXPERTS IN SUSTAINABILITY



sustainability 2.0

Symposium

**sustainability 2.0 –
from green to blue**

Oct. 26 Workshops and Seminars

Oct. 27 Symposium

Oct. 28 Workshops and Seminars



sustainability 2.0 – from green to blue

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Michael Betz, CEO

In the past, the term sustainability was simply a marketing talking point. Now, the integration of “green” products and business processes illustrate sustainability as a decisive element of global competition. Looking forward, another shift in mentality will push sustainability further into the core strategies for the development and survival of organisations. The ability for an organisation to successfully transform current business models towards sustainability will become a question of existence.

Experts from innovative companies and organisations will share their experience with you how they transform their business models towards sustainability and how they position themselves as market and sector leaders, now and in future

to ensure longevity both on world markets and in society at large.

Learn about best practices from sustainability leaders addressing the whole value chain in different industries.

Get insights from a global perspective.

Use this opportunity to enhance your network and exchange ideas with experts coming from all over the world.

Be exposed to cutting edge ideas, know-how and concrete solutions for future challenges through participating in interactive workshops and informative seminars.

Programme October 26-28, 2010

October 26

9.00-17.00 Workshops and Seminars, SoFi Customer Workshop, Networking Opportunity

October 27

8.30 Registration

9.00 Welcome

9.15-10.30 Future Market Drivers & Requirements

11.20-12.35 Answers to the Trends from a Global Perspective

12.35-14.00 Lunch

14.00-15.10 Best Practice in Corporate & Product Sustainability

16.00-17.15 Driving Business Transformation – from green to blue

17.15-17.45 Plenary Discussion

20.00 Evening Event

October 28

9.30-17.00 Workshops and Seminars, GaBi Customer Conference

Programme October 27, 2010

Future Market Drivers & Requirements

9.00-10.30



9.15-9.35

Cynthia Cummis, World Resources Institute

Senior Associate with the GHG Protocol team at WRI and currently managing the development of the GHG Protocol Scope 3 and Product Life Cycle Standards.

The Greenhouse Gas Protocol – Global Standards and Guidance

Cynthia Cummis manages the development of the two most important carbon accounting standards globally. The presentation will outline the key drivers for the advancement of these standards, the approach taken in terms of stakeholder engagement, the level of corporate interest and the likely impact of the standards on the marketplace.



9.40-10.00

Nigel Topping, Carbon Disclosure Project

Chief Innovation Officer of the CDP. He launched CDP's Supply Chain program and is now responsible for new programs and major development projects.

Shaping Sustainability – The Carbon Disclosure Project

The presentation will provide an overview of recent trends and results of publicly listed companies disclosing corporate carbon emissions and their management. You will get insights into new developments such as the Carbon Disclosure Performance Index, the Draft CDP Framework, and touch on initiatives such as the Supply Chain and Water Disclosure programs. It will also outline the cooperation of CDP with partners and other organisations.



10.05-10.25

David Metcalfe, Verdantix

CEO and a founding director of Verdantix

From Carbon to Sustainability

Describing the needs for solutions today and tomorrow, the presentation held by David Metcalfe focuses on the future drivers, trends and clients needs. Learn about the impact of the GHG protocol addressing the supply chain (scope 3) on the carbon and sustainability management markets.

Answers to the Trends from a Global Perspective

11.20-12.35



11.20-11.40

Fabio Peyer, Amcor

Sustainability Analyst – WRI Roadtester

Extended Corporate Carbon Accounting – Experiences at Amcor

Starting with a historical overview of sustainability initiatives at Amcor Packaging, and the business drivers behind Amcor's position at the forefront of such activities, the presentation will outline why Amcor decided to get involved in the development of the new corporate (scope 3) standard, key experiences with the draft standard and how Amcor intends to implement it.



11.45-12.05

Lakshminarasimhan Srinivasan, Tata Consultancy Services (TCS)

Unit Head of Eco-Sustainability Services and Senior Consultant

Driving Sustainability Based on a Strong Ethical Framework – the Tata Way

Indian business is increasingly becoming aware of its responsibility to be leaders in addressing Climate Change by leapfrogging old patterns and implementing best practices. Learn why the TATA Group is at the forefront in developing solutions for this problem. Within the TATA Group, TCS has taken a leading role and not only makes environmental stewardship a priority for their business, but also extends support to clients and the community at large. TCS believes that ICT is the crucial tool to enable breakthroughs in technology and innovation.



12.10-12.30

Vincent Briard, Knauf Insulation

Head of Strategy and Sustainable Development

Implementing Life Cycle Thinking in a Multinational Company

The presentation given by Vincent Briard will focus both on how Knauf Insulation answers market demands for life cycle information from the building sector and how the concept is developing, internally, as a tool to guide products and process evolution. Corporate level and practical product level applications to enhance the sustainability of products will be discussed.

10.30-11.15 Coffeebreak & Roundtable Discussions

12.35-14.00 Lunch & Roundtable Discussions

Best Practice in Corporate & Product Sustainability

14.00-15.10



14.00-14.20

Jan Dalsgaard Johannesen, Arla Foods Amba Corporate Environmental Manager Sustainable Supply Chain

Jan Dalsgaard Johannesen presents the key factors for a successful implementation of life cycle thinking into the environmental strategy, will point out the benefits and will discuss the processes of an international diary.



14.25-14.45

Dan Pettit, Kraft Foods

Associated Director Life Cycle Management – Sustainability

Combining Life Cycle Assessment and Life Cycle Costing

Kraft Foods has set some aggressive sustainability goals for sustainable sourcing, operations and products. Dan Pettit will explain how these goals enhanced environmental and economic performance by presenting a case-study of a unique, highly detailed, integrated LCA and LCC product model.



14.50-15.10

Dr.-Ing. Manfred Schuckert, Daimler

Senior Manager Daimler Corporate Strategy-Commercial Vehicles

The Road Transportation Industry on its Way to Decarbonisation – Successes and Challenges

After two decades of focusing on regulated emissions in the transport sector CO₂ emissions are now becoming the new “center of gravity” for the industry. The life cycle perspective is becoming an integral part in tackling CO₂ emission reductions in the transport sector. The recently released EU directives on renewable energies and fuel quality are just two examples for this. The presentation will address the possibilities of holistic environmental optimisation in the road based transport sector.

Driving Business Transformation – from green to blue

16.00-17.15



16.00-16.20

Richard Reynolds, Masdar City

Department Manager Supply Chain at Masdar City

Decarbonising the Economy – From Vision to Implementation

Masdar integrates the full renewable and clean technology lifecycle – from research to commercial deployment. The \$22 billion Masdar City unit is an emerging global clean-technology cluster located in what aims to be one of the world’s most sustainable urban developments. Using a life cycle approach in its conception, sustainability and innovation are at the core of its design, construction and operation.



16.25-16.45

Dr. Brigitte Dittrich-Krämer, BASF

Senior Manager Sustainability at BASF SE

From LCA to Eco-Efficiency to Seebalance

The presentation highlights success factors for the integration of corporate and product sustainability into business practice and the opportunity to generate added value.



16.50-17.10

Michael Betz (CEO) & Thomas Odenwald (CTO) PE INTERNATIONAL

The sustainability 2.0 Platform

Solutions for a better world – through integration of product, corporate and supply chain sustainability in all relevant business processes and IT solutions. See how PE’s future sustainability 2.0 platform supports the transformation of your organisation towards sustainable business success.



17.15-17.45 Plenary Discussion

20.00 Evening Event

Workshops & Seminars, Oct. 26 & 28, 2010

Flanking the symposium day, these expert workshops and seminars, are addressing upcoming topics like Water Footprint, Corporate Carbon Footprint in the Context of Scope 3, Environmental Product Declarations and more, and will serve as an ideal basis and platform for dialogue. The workshops will be conducted together with experts from industry to underpin the practical approach with case studies and direct exchange. A SoFi Customer Workshop (Oct. 26) and GaBi Customer Conference (Oct. 28) will also provide insights and information about novelties and future developments in sustainability software solutions.

All workshops and seminars are full-day-events and running in parallel.

Tuesday, October 26

9.00-17.00

Seminar 1

Getting started – Life Cycle Assessment & Product Carbon Footprint

Workshop 1

Sustainable Supply Chain Management (Limited space – 20 persons)

Workshop 2

Carbon Management (Limited space – 20 persons)

Workshop 3

Product Carbon Footprint (Limited space – 20 persons)



SoFi Software
CORPORATE SUSTAINABILITY

SoFi Customer Workshop

Networking Event

Thursday, October 28, 2010

9.30-17.00

Seminar 2

Environmental Product Declaration (EPD) – An International Approach

Seminar 3

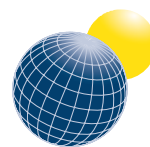
Corporate Carbon Footprint in the Context of Scope 3

Workshop A

Water Footprint (Limited space – 20 persons)

Workshop B

Land Use in Life Cycle Assessment – LANCA® (Limited space – 20 persons)



GaBi Software
PRODUCT SUSTAINABILITY

GaBi Customer Conference

Detailed information about workshops and seminars:

www.pe-international.com/international/academy/symposium-2010/workshops-seminars



PE INTERNATIONAL
EXPERTS IN SUSTAINABILITY

Sustainability, from consulting to software.

Sustainability awareness is the road to long-term corporate operation and a vibrant environment. PE INTERNATIONAL has been steadily guiding companies all over the world along this road since 1991. Today, PE INTERNATIONAL is the international market leader in strategic consultancy, software solutions and extensive services in the field of sustainability. Serving market leaders around the world, PE has offices in Stuttgart, Vienna, Copenhagen, London, Manchester, Tokyo, Taipei, Perth, Bhillai, Boston, Wellington, Shanghai, Johannesburg, Istanbul and Kuala Lumpur.

PE INTERNATIONAL provides conscientious companies with cutting-edge tools, in-depth knowledge and an unparalleled spectrum of experience in making both corporate operations and products more sustainable. Applied methods include implementing management systems, developing sustainability indicators, life cycle assessment (LCA), carbon footprint, design for environment (DfE) and environmental product declarations (EPD), technology benchmarking, or eco-efficiency analysis, emissions management, clean development mechanism projects and strategic CSR consulting.

Moreover, PE INTERNATIONAL offers two leading software solutions, with the GaBi software for product sustainability and the SoFi software for corporate sustainability. Over 1000 companies and institutes worldwide put their trust in PE INTERNATIONAL's consultancy and software, including market and branch leaders such as Alcan, Allianz, Bayer, Daimler, Deutsche Post DHL, Rockwool, Siemens, Toyota, ThyssenKrupp and Volkswagen.

Please register online:

www.pe-international.com/international/academy/symposium-2010/registration

Costs:

Oct. 27 Symposium "sustainability 2.0 – from green to blue" 480 Euro* (Evening Event included)
Free for current PE customers

Oct. 26 & 28 Workshops (small groups, highly interactive) 680 Euro*

Seminars 380 Euro*

SoFi Customer Workshop and GaBi Customer Conference are free of charge for current GaBi & SoFi customers

Discounts:

• Participants from Universities and non-OECD countries get a discount of 50 %

Venue Symposium:

Filderhalle Leinfelden
Bahnhofstr. 61
70771 Leinfelden-Echterdingen
Germany

Venue Evening Event:

Rosenstein Museum
Rosenstein 1
70191 Stuttgart, Nordbahnhof
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* All prices plus 19 % VAT

PE INTERNATIONAL reserves the right to postpone or cancel the event or parts of it or to alter the advertised speakers.