

# Sustainable Manufacturing Summit Europe

Towards Sustainable Consumption and Production in European Manufacturing

Renaissance Brussels Hotel, Belgium ♦ 19-20 November 2008

Including interactive workshop: **Becoming Carbon Neutral** ♦ 21 November 2008

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Europe's politicians, regulators and manufacturers examine best practice strategies and the latest developments in sustainable policy, production and consumption



**Anders Wijkman,**  
Member of the  
European  
Parliament



**Herbert Aichinger,**  
Head of Unit,  
Sustainable  
Production and  
Consumption, DG  
Environment,  
European  
Commission



**Klaus Hieronymi,**  
Chairman of the  
Environmental  
Board, EMEA,  
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**Peter Saling,**  
Head of  
Eco-efficiency  
Analysis Group,  
BASF



**Henk Van  
Houtum,**  
Managing Director,  
Van Houtum  
Papier



**Steve Hope,**  
General Manager,  
Plant Engineering  
Division,  
Toyota Motor  
Europe



**Chris Dutilh,**  
Environment  
Manager,  
Unilever



**Benjamin Caspar,**  
Head of EU Ecolabel  
Team,  
DG Environment,  
European  
Commission

Hear how the following organisations combine sustainability and profitability

Canon

The Coca-Cola Company

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✓ Hear from the European Commission on the latest developments within the Action Plans for Sustainable Consumption and Production – what do manufacturers need to know?

✓ Examine the sustainability strategies of Europe's leading companies

✓ Discuss options for renewable energy and enhanced efficiency – how will an expanded EuP affect your products?

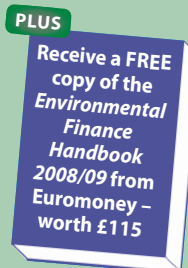
✓ How will the Eco-Label scheme be widened – will your products be included?

✓ Eco-management for SMEs – case studies to be announced

✓ 15 corporate sustainability case studies – benchmark your own activities

✓ Meet Europe's senior sustainability civil servants at a specially arranged reception

✓ Attend the 2008 EMAS awards



The conference concludes with a  
**reception hosted the European Commission's  
senior sustainability civil servants**

followed by the  
**2008 EMAS Awards**



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# Sustainable Manufacturing Summit Europe

## Towards Sustainable Consumption and Production in European Manufacturing

The great challenge faced by regulators and manufacturers is how to integrate sustainability in to industrial policy and practice. In 2008 major developments from practitioners and politicians are setting new benchmarks and moving the region's manufacturers towards the ultimate goal of sustainable consumption and production.

Soaring fuel prices combined with increasing awareness of the need to adapt for a low-carbon future has brought sustainability to the forefront of every manufacturer's agenda. While sustainability and environmental management were once tick box or regulatory exercises they now drive business strategy and corporate value.

In July this year the Commission announced the long awaited Action Plans for Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/SIP). The Action Plans comprise a series of proposals that aim to combine and expand some of the current sustainability regulation. The Action Plans will have a direct and challenging impact on the future of manufacturing in Europe.

The **Sustainable Manufacturing Summit Europe** brings together Europe's policy makers and business leaders to provide both practical and strategic information to manufacturers facing sustainability challenges.

Delegates will attend to hear the latest practical approaches through 15 corporate case studies on:

- ▶ Innovative environmental strategy and management
- ▶ Manufacturer renewable energy strategies, energy efficiency and water management
- ▶ Product life cycle analysis
- ▶ Product eco and energy labelling
- ▶ Manufacturing design for "reduce, reuse, recycle"
- ▶ The possibilities of industrial symbiosis
- ▶ SME case studies

Plus regulatory update and insight including:

- ▶ Update on the SCP/SIP Action Plans - will these strengthen or complicate European environmental legislation, what is the timescale for implementation?
- ▶ Does the Commission's vision for sustainable consumption and production match that of Europe's Manufacturers?
- ▶ The possibility of life cycle analysis as a regulatory benchmark
- ▶ A broadened Eco-Label scheme – what this will mean for manufacturers, retailers and consumers?
- ▶ The extended EuP – which new product groups to be included?
- ▶ Strengthening the EMAS scheme – turning eco-management in to corporate strategy for SMEs and global corporations



## European Commission Reception

Delegates of the **Sustainable Manufacturing Summit** are invited to attend a reception hosted by the European Commission. The aim of this networking event is for Commission's leading sustainability civil servants to meet and discuss sustainability issues with Europe's leading companies. Location and details will be disseminated to conference attendees



## 2008 EMAS Awards

The EU Eco-Management and Audit Scheme (EMAS) is a management tool for companies and other organisations to evaluate, report and improve their environmental performance. As part of the SCP/IP Action Plans, the European Commission has proposed to revise EMAS, to increase the participation of companies and reduce the administrative burden and costs, particularly for small and medium sized enterprises. The 2008 EMAS Awards take place on the evening of 20th November. This year's awards will focus energy efficiency and emissions reductions and will recognise outstanding performances in this area within organisations across Europe. As part of the Sustainable Manufacturing Summit delegates will hear case studies from award nominees and discuss the widening of the scheme and will be able to attend the 2008 EMAS award ceremony. EMAS awards details visit [www.emasawards.eu](http://www.emasawards.eu)



## Two days of essential and informative presentations and networking

| 19 November                                                                     | 20 November                                                             |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| 09.00 Session 1: Sustainable policy, production and consumption – the big ideas | 09.00 Session 5: Life cycle analysis                                    |
| 12.00 Session 2: Winning an innovative strategies for sustainable manufacturing | 10.40 Session 6: Eco-labelling                                          |
| 14.30 Session 3: Efficient and sustainable energy strategies                    | 13.00 Session 7: Reduce, reuse, recycle                                 |
| 16.20 Session 4: Water footprinting                                             | 14.40 Session 8: EMAS – turning eco-management in to corporate strategy |
| 17.40 Drinks reception                                                          | 16.30 European Commission networking reception                          |
|                                                                                 | 19.00 The 2008 EMAS Awards                                              |

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08.30 Coffee and registration

## Opening session: Sustainable policy, production, and consumption – the big ideas

The great challenge faced by regulators and manufacturers is how to integrate sustainability in to industrial policy and practice. How can Europe move towards sustainable production and consumption? In this opening session we hear from politicians, regulators and practitioners who aim to create an industrial environment that reinforces both economic growth and environmental protection.

Chair: **Willy De Backer**, European Director, **Global Footprint Network**

### 09.05 Keynote presentation: Business innovation for sustainable growth

**Anders Wijkman**, Member of the European Parliament, Member, Committee on the Environment, Public Health and Food Safety Member, Temporary Committee on Climate Change



### 09.30 Legislation update: An outline and potential impact of the Action Plans for Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/IP)

**Herbert Aichinger**, Head of Unit, Sustainable Production and Consumption, DG Environment, **European Commission**

### 09.50 How SCP/IP-developments can change your business

**Barend van Bergen**, Director, **KPMG Sustainability**

### 10.10 SCP/IP discussion

- ▶ Does the Commissions vision for sustainable consumption and production match that of Europe's manufacturers?
- ▶ Are the existing tools a good basis on which to build sustainable policy?
- ▶ How will existing regulations be strengthened – what do manufacturers need to be aware of?
- ▶ Will this vision strengthen or complicate European environmental legislation?
- ▶ What is the timescale for the implementation of these new schemes and how will companies be encouraged to not take a "wait – and – see" approach?
- ▶ Do these measures go far enough?

**Herbert Aichinger**, Head of Unit, Sustainable Production and Consumption, DG Environment, **European Commission**

**Sigrid Linher**, Environment Manager, **Orgalime**

**Klaus Hieronymi**, Chairman of the Environmental Board, EMEA, **Hewlett Packard**

**Almut Reichel**, Project Manager, Sustainable Production & Consumption and Waste, **European Environment Agency**

Chair: **Willy De Backer**, European Director, **Global Footprint Network**

11.00 Break

## Session 2: Winning and innovative strategies for sustainable manufacturing

Some of Europe's leading manufacturers have set themselves ambitious targets in their response to issues surrounding sustainability and climate change. In this session we hear how sustainability has become a clear value driver and company strategy within these organisations.

### 11.45 Case study: Cradle to grave CO2 balancing

**Peter Saling**, Head of Eco-efficiency Analysis Group, **BASF**

### 12.05 Case study: Towards zero emissions manufacturing

**Steve Hope**, General Manager, Plant Engineering Division, **Toyota Motor Europe**

### 12.25 Case study: Environmental strategy with EMAS

**Alain Denielle**, Corporate EHS Group Director, **STMicroelectronics**

### 12.45 Q&A and discussion

As well as the opportunity to question the case study strategies the discussion will allow the audience to hear about the following

- ▶ How have these companies turned sustainability in to a strategy?
- ▶ How is sustainability monitored, measured and managed within these organisations?
- ▶ What skill sets and expertise do manufacturers need to develop, acquire or hire in order to become sustainable?

**Peter Saling**, Head of Eco-efficiency Analysis Group, **BASF**

**Steve Hope**, Senior Manager, Environment and Facility, **Toyota Motor Europe**

Chair: **Willy De Backer**, European Director, **Global Footprint Network**

Further speakers to be announced

13.15 Lunch

## Session 3: Efficient and sustainable energy strategies

Both climate change and resource scarcity have heightened the importance of sustainable energy strategies for all manufacturers. Whether through innovation in energy efficiency or the use of renewable energy sources this session will comprise benchmarking case studies from leading manufacturers and discussion on future-proof sustainable energy strategies.

### 14.05 Case study: "The technology is there. It's a question of daring." CO2 free manufacturing with the innovative use of renewable energy

**Patrick Collignon**, General Manager Europe, **Volvo Trucks**

### 14.25 Energy efficiency through cooperation – the Modell Hohenlohe case study

The Modell Hohenlohe is a regional network of about 180 companies which works for better environmental management and sustainable economics.

**Kurt Weissenbach**, Chairman, **Modell Hohenlohe**

### 14.45 Case study: Energy efficiency as a corporate strategy

**Nayeem Sheikh**, Global Energy Manager, **Cisco Systems**

### 15.05 Q&A and renewable energy discussion

- ▶ What is the prognosis for the current energy crisis – how should energy managers plan for the future price of energy?
- ▶ Is the renewable energy option suitable for all manufacturers – is it cost effective?
- ▶ What are mainstream energy providers doing to meet the renewable demands of their customers?
- ▶ What are the options and viability of onsite energy generation?
- ▶ Is there enough renewable energy to meet demand?
- ▶ Is energy efficiency a realistic corporate strategy?
- ▶ Is the energy market capable of meeting manufacturers' demands for clean energy?

**Dörte Fouquet**, Director, **European Renewable Energies Federation**

Chair: **Luc Bas**, Director, **The Climate Group**

Further speakers to be announced

15.35 Break

## Session 4: Water Footprinting

While carbon has been the central issue for companies responding to climate change, many manufacturers are now looking at water scarcity as an emerging climate issue. Water is a large component of the production supply chain for many businesses which is why the idea of "water footprinting" is gaining traction. In this session we hear case studies from companies already addressing the water issue, discuss the likely size of this problem and examine strategic options for manufacturers.

### 16.20 Case study: Measuring and reducing your water footprint

**Chris Dutilh**, Environment Manager, **Unilever**

### 16.40 Case study: Incorporating water in to the sustainability strategy

**Ulrike Ebert**, CR Director – Environment, **Coca-Cola European Union Group**

### 17.00 Discussion with expert panel

- ▶ How significant is the water scarcity issue?
- ▶ What is the likely impact for Europe's manufacturers?
- ▶ How should water usage be incorporated in to corporate climate change and sustainability strategies?
- ▶ How easy is it to measure your operational water footprint?
- ▶ How can companies set specific water efficiency targets for global operations?

**Friedrich Barth**, Vice-Chairman, **European Water Partners**

**Chris Dutilh**, Environment Manager, **Unilever**

**Ulrike Ebert**, CR Director – Environment, **Coca-Cola European Union Group**

Further speakers to be announced

17.40 Networking drinks reception ending at 18.40

08.30 Coffee and registration

### Session 5: Life cycle analysis

The life cycle impacts of products are likely to be the basis of future environmental benchmarking and regulation. Manufacturers are developing tools and techniques to measure and lower the embodied emissions in their products. In this morning's sessions we will hear from manufacturers, retailers and carbon footprint experts on how emissions are determined to what accuracy and how this information is communicated to the consumer.

09.00 **Life cycle analysis at UK brewer Adnams Plc**

**Dr Simon Gerrard**, *CRed Project Manager, Low Carbon Innovation Centre, University of East Anglia*

09.10 **Case study: Life cycle thinking at Nokia – connecting people and the environment**

*A representative, Nokia*

09.25 **Case study: Life Cycle Approach in Business Development**

**Johanna M. Öster**, *Sustainability Manager, Hydro Aluminium*

09.40 **Life cycle analysis Q&A**

- ▶ How much does it cost to produce this level of emissions data from single products?
- ▶ Are there economies of scale to be had by data sharing or standard development?
- ▶ What are the main road blocks to successful LCA?
- ▶ How do you incorporate LCA in to changing and lengthy supply chains?
- ▶ How is the Commission supporting businesses in their LCA efforts and how might LCA drive future policy and regulation?

Chair: **Dr Simon Gerrard**, *CRed Project Manager, Low Carbon Innovation Centre, University of East Anglia*

*Speakers to be announced*

10.10 Break

### Session 6: Carbon and Eco-labelling

There are many schemes being developed that explain graphically through a label the carbon output, energy efficiency or whether the product meets a specific schemes criteria. Additionally the SCP/IP Action Plans announced that the European Eco-Label scheme will be broadened. In this session we will hear a labelling case study, examine the Commissions latest Eco-Label plans and discuss how manufacturers, retailers and consumers might find clarity and consistency with product labelling.

10.40 **Carbon labelling case study – Morphy Richards Irons**

**John Wild**, *CSR Director, Morphy Richards*

11.00 **An expanded Eco-labelling scheme – what this might mean for manufacturers, retailers, consumers and other scheme providers**

**Benjamin Caspar**, *Head of EU Ecolabel Team, DG Environment, European Commission*

11.20 **Panel: From life cycle to label**

- ▶ What has been the response to the emissions labels?
- ▶ What will it take for labels to impact on consumption patterns?
- ▶ What is the reaction to, and likely impact of, the proposed eco-label scheme expansion?
- ▶ What are the hopes and fears of manufacturers, retailers and environmentalists for the expansion of the Eco-label scheme?

**Rasmus Priess**, *Director, Thema1*

**Philippe Diercxsens**, *Environment Manager, Danone Beverages Division, Chairman, BusinessEurope SCP Task Force*

**Sonny Masero**, *UK Director, Camco*

**Dr. Wendy Williams**, *Regional Manager and Strategic Advisor, TCO Development*

*Further speakers to be announced*

12.10 Lunch

### Session 7: Strategies for reduce, reuse, recycle

Along with boosting a manufacturer's bottom line, waste reduction, resource minimisation and waste management can reduce an organisations environmental impact. In this session we will hear from manufacturers who

have come up with innovative waste management and recycling processes that are saving money and thousands of tons of emissions. We will also examine how the SCP/IP Action Plans will be broadened beyond the current Eco-design regulation.

13.00 **Case study: Cradle to cradle production**

**Henk Van Houtum**, *Managing Director, Van Houtum Papier*

13.20 **The possibilities and practicalities of industrial symbiosis**

**Peter Laybourn**, *Programme Director, National Industrial Symbiosis Programme*

13.40 **Case study: Designing for the 3Rs**

**Kentaro Niwano**, *Senior Environment Officer, Canon Europe*

14.00 **The possibilities for reengineering, reusing and recycling consumer products – what manufacturers need to know**

**Sepp Eisenriegler**, *Managing Director, R.U.S.Z GmbH*

14.20 Break

14.40

### Session 8: EMAS - Turning eco-management in to corporate strategy

The EU Eco-Management and Audit Scheme (EMAS) is a management tool for companies and other organisations to evaluate, report and improve their environmental performance. As part of the SCP/IP Action Plans, the European Commission has proposed to revise EMAS, increase the participation of companies and reduce the administrative burden and costs, particularly for small and medium sized enterprises.

Immediately before the 2008 EMAS awards we have invited a number of EMAS officials and nominated companies to examine some best-practice case studies, the future of the EMAS scheme and what it takes to win an EMAS Award. The nominations for the 2008 EMAS awards will be announced in September at which point further details of this session will be announced.

14.40 **EMAS easy - a cost effective tool for supply chain management**  
**Heinz Werner Engel**, *Executive Director, Eco-Conseil Entreprise*

14.55 **EMAS III – EMAS after the SCP/IP Action Plans**

*A representative, EMAS, DG Environment, European Commission*

15.10 **EMAS discussion**

What is the response of EMAS members to the proposed revision of the scheme?

- ▶ Where should the scheme be revised – what currently works well and what does not?
- ▶ How should the EMAS scheme be simplified?
- ▶ Does the EMAS scheme deliver enough in terms of the reduction of environmental impact – how can it do more?
- ▶ Which companies have been nominated for a 2008 EMAS Award and why?
- ▶ How easily is EMAS adopted by these organisations?

16.30

### European Commission Reception

Delegates of the Sustainable Manufacturing Summit are invited to attend a reception hosted by the European Commission. The aim of this networking event is for Commissions leading sustainability civil servants to meet and discuss sustainability issues with Europe's leading manufacturers.

19.00

### The 2008 EMAS Awards

The 2008 EMAS Awards take place on the evening of 20th November. This year's awards will focus on energy efficiency and emissions reductions and will recognise outstanding performances in this area within organisations across Europe. The Awards are open to all EMAS registered organisations. Nominations are through Member State EMAS Competent Bodies with the final winners being decided by an international EMAS jury. For EMAS awards details visit [www.emasawards.eu](http://www.emasawards.eu)



# Sustainable Manufacturing Summit Europe

## Interactive Post-Conference Workshop: Becoming Carbon Neutral

Renaissance Brussels Hotel, 21 November 2008

As the pressure rises to optimise efficiency and performance, companies are increasingly seeking solutions to address the concerns of both internal and external stakeholders. This interactive workshop will explore issues underlying sound carbon management, and review the carbon neutral approach increasingly being adopted by the corporate world.

The workshop will include coverage of:

- ▶ Development of a comprehensive corporate strategy to ensure all aspects of carbon management are taken into consideration;
- ▶ Sound carbon footprinting procedures, to provide a clear understanding of your current position;
- ▶ Becoming carbon neutral: strategies and mechanism to deliver a carbon neutral program that is effective and credible;
- ▶ Carbon offsetting: standards and best practice.

The workshop will be facilitated by experts from the Climate Neutral team of First Climate, and will draw upon the experience and case studies of a range of European and US based corporations.

### Workshop Timetable:

09.00 Registration

09.30 Start of Workshop

12.45 Lunch

15.00 Close of Workshop

Led by **firstclimate**<sup>2</sup>

First Climate is a leading Carbon Asset Management firm employing more than 70 specialists with extensive experience in project development, risk management, trading strategies and financial consulting. The Climate Neutral Division offers corporate VER purchases and climate neutral services including retirement of credits from the market on behalf of international corporate clients. As a globally positioned company, First Climate covers the entire carbon credit value chain to meet the demand of shareholders and stakeholders alike. With a network of partners, First Climate develops measures to reduce the energy input and GHG emissions of production processes, buildings and logistics to a more sustainable level.

## Sponsorship & Exhibition Opportunities

The **Sustainable Manufacturing Summit** is the 9th event in Green Power Conferences Corporate Climate Response series. The event offers a powerful opportunity for brand positioning, business development and face-to-face networking opportunities with senior decision makers.

### Contact Yahya Al Barrishi for further details

Tel: 009714 214 9602 or 0044 207 801 6333

Email: yahya.b@greenpowerconferences.com

## Forthcoming Event

### Corporate Water Footprinting

San Francisco, USA  
3-4 December 2008

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Hong Kong • February 2009

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# Sustainable Manufacturing Summit Europe

Renaissance Brussels Hotel, Belgium  
19-20 November 2008

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## Venue

**Venue:** Renaissance Brussels Hotel

Rue du Parnasse 19, Brussels, 1050 Belgium

Tel: 32 2 5052929

Registered delegates will be sent suggested accommodation details.

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