

Europe's Premier Climate Change Communications Event – 4th Edition

Corporate Climate Response 2007

29th – 31st May 2007, CBI Conference Centre, London

Corporate Solutions to Combat Climate Change

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MJ, Fleishman-Hillard at CCR 06

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Incorporating Think Tanks On:
Personal Carbon Accounting
Organisational Climate Response

Plus: DEFRA's Head of National Climate Change Policy Addresses:
Carbon Footprint and Supply Chain Management

Plus a full-day workshop on
Climate Change and the Food Industry

Corporate Climate Response, London

Day One, Tuesday 29th May 2007

- 08.30 Registration & Refreshments
- 08.50 Welcome
Adrienne Baker, *Editor*, [GreenPower Conferences](#)
- 09.00 **The Business Case Behind Climate Change**
Some companies are taking the lead in responding to climate change simply because it makes good business sense. Whether it's saving money through energy efficiency and waste minimization or capitalizing on consumer appetite for low-carbon products, there is now a business imperative behind global warming initiatives. But how much do you have to spend to see a reasonable return? Marks and Spencer puts that figure at £200 million while Burts Potato Chips puts it at £36K. In this opening session, we will look at how four leading companies have discovered the bottom line benefits of early action.
Richard Gillies, *Director of Store Development*, [Marks and Spencer](#)
Jason Leonard, *Head of Environment*, [Standard Chartered Bank](#)
Dr. Chris Tuppen, *Head of Sustainable Development and Corporate Accountability*, [BT](#)
Jonty White, *Director*, [Burts Potato Chips](#)

Carbon Footprint & Supply Chain Management

- 10.00 **Case Study: Getting Suppliers to Roll Back CO2**
James Stanway, *Director of Project Development*, [Wal-mart](#)
- 10.20 **Case Study: Measuring your Carbon Footprint**
Helen Wright, *Environmental Manager*, [O2](#)
- 10.40 **Case Study: Product Life-Cycle Emissions: Low Carbon Shampoo**
Andrew Jenkins, *Sustainable Development Manager*, [Boots](#)
- 11.00 **Discussion with Expert Panel**
 - Assessing and monitoring your climate impact
 - Reducing carbon and saving on energy bills
 - Determining the energy use of your product or services' full life
 - How much of the supply chain impact are you responsible for?
 - What are the costs and business implications of taking life cycle responsibility?**Martin Nesbit**, *Head of National Climate Change Policy Division*, [DEFRA](#)
Emily Farnworth, *Leadership Group Manager*, [The Climate Group](#)
Euan Murray, *Strategy Manager*, [The Carbon Trust](#)
Francisco Asculi, *Principal Consultant*, [EcoSecurities](#)
- 11.30 Networking Refreshment Break
- 12.00 **Effective Business Response – the Role of Management Systems**
 - Carbon and Climate change – the current fad?
 - Global, regional and local factors influencing corporate strategy. Trusting governments to set the drivers?
 - Development of EMS – we've been here before
 - A typical mid-size business EMS
 - Business Efficiency vs Energy Efficiency!**Andy Harrop**, *Managing Director*, [CRA](#)

Employing Renewables

- 12.20 **Case Study: Reducing Emissions through Combined Heat And Power**
Phillip Piddington, *Director*, [Combined Heat and Power Association](#)
- 12.40 **Case Study: Sky Blues Go Green: The First Wind-Powered Football Stadium**
Pete Bradshaw, *Social Responsibility Manager*, [Manchester City Football Club](#)

- 13.00 **Discussion with Expert Panel**
 - What are the feasible and cost effective renewable options?
 - Does it matter where your renewable energy comes from?
 - Does it always cost more than non-renewable sources?
 - Is there enough renewable energy to go round?
 - How does renewable energy complement offsetting and emissions trading?
 - How can you go 100% renewable, globally?
 - How easy and cost effective is it to put solar panels on the roof and a windmill in the car park?
 - What you need to know before purchasing or investing in renewable energy**Gary Freedman**, *Head of Business*, [Ecotricity](#)
Melanie Davis, *Marketing Executive*, [solarcentury](#)
Phillip Piddington, *Director*, [Combined Heat and Power Association](#)

- 13.30 Networking Lunch Break

Energy Efficiency

Moderator: Professor Martin Fry, *Associate Director*, [Energy Efficiency Accreditation Scheme](#), *Chairman*, [ESTA](#) & *VP* [Energy Institute](#)

- 14.30 **Case Study: A Small Business Saves Big on Energy Costs**
Dave Wheeler, *Production Manager*, [Manchester Rusk Company](#)
- 14.50 **Case Study: Supply Chain Efficiency - How Far Can You Go?**
John Fender, *HSE Specialist*, [Chivas Brothers](#)
- 15.10 **Discussion with Expert Panel**
 - What are the most practical initiatives to reduce electricity consumption?
 - How much energy can an organization hope to save?
 - How can you cut energy use across various locations?
 - What is the key to getting employees and other stakeholders to cut down?**Nick Eyre**, *Director of Strategy*, [Energy Savings Trust](#)
Martin Gibson, *Program Director*, [Envirowise](#)
Additional names to be confirmed
- 15.40 Networking Refreshment Break

The Challenge for SMEs

- 16.10 **Case Study: Action Plan for an SME**
Paul Haigney, *Operations Director*, [Pasta King](#)
- 16.30 **Discussion with Expert Panel**
 - How can SMEs gain access to capital for climate change initiatives?
 - How can you implement strategies without additional resources?
 - What are some of the easy steps that cost nothing?
 - When can one expect a return on investment?
 - How can you encourage employees to get on board?Chair: **Erik Bichard**, *Director*, [National Centre for Business and Sustainability](#)
John Holbrow, *Environment Chairman*, [Federation of Small Businesses](#)
Peter Spalding, *Managing Director*, [Greenwich Environmental Management Services](#)
Trewin Restorick, *Director*, [Global Action Plan](#)
Bekir Andrews, *Environmental Business Manager*, [Groundwork West London](#)
- 17.30 Close & Day One & Networking Drinks Reception

Day Two, Wednesday 30th May 2007

Offsetting Options

- 09.20 **All You Wanted to Know About Offsetting -- But Were Afraid to Ask**
Abyd Karmali, *Managing Director*, [ICF International](#)

Corporate Climate Response, London

- 09.40 **Discussion with Expert Panel**
- Is offsetting just a "get out of jail free card" - does it count?
 - Impact of government standards on the offset industry
 - How can you be certain your offsets are removing GHGs from the atmosphere?
 - What is additionality and do I need to worry about it?
 - Why do offsetting costs vary so much across suppliers?
 - Why can't I offset with projects closer to home?
- Chair: **Simon Propper**, *Managing Director, Context*
Phil Levermore, *Managing Director, Ebico*
Dick Sisman, *Founder, Ticos*
Mike Mason, *Founder, Climate Care*
Jonathan Shopley, *CEO, The Carbon Neutral Company*

10.30 Networking Refreshment Break

Emissions Trading & Other Measures for Low Energy Intensive Companies & Organisations

- 11.00 **DEFRA Update**
- Following the Energy Review, the Government published a consultation on a new emissions trading scheme - the Energy Performance Commitment - alongside other measures, to deliver 1.2MtC/year (4.4MtCO₂/year) carbon savings by 2020 from around 5,000 large non-energy intensive business and public sector organisations. This presentation will provide an update on the policies aimed at addressing energy use emissions from these organisations.
- Philip Douglas**, *National Climate Change Policy Division, DEFRA*
- 11.25 **A Worked Example of a Potential EPC**
- Ray Gluckam**, *Consulting Group Director, & Caroline Doble*, *Technical Manager, Climate Change Policy & Compliance Team, Enviro*
- 11.50 **The Emissions Trading Expert Panel Debate**
- How might this work?
 - What lessons have been learnt from the EU ETS and voluntary trading schemes that can be employed in this future scheme?
 - How can companies and organisations prepare?
 - Is this legislative approach the best method to obtain the proposed emissions reductions?
- Chair: **Mark Kenber**, *Policy Director, The Climate Group*
Philip Douglas, *National Climate Change Policy Division, DEFRA*
Dave Farebrother, *Assistant Director, Environmental Services, Land Securities*
Ray Wilson, *Risk & Governance Director, Barclays Facilities Management*
Martin Wiles, *Energy and Environment Manager, Bristol University, Convener, Environmental Association of Universities and Colleges*
Phillip Mind, *Senior Policy Consultant, Local Government Association*

Benchmarking, Reporting, League Tables

- 12.30 **Reporting Report Card: Why Climate Change Disclosure is So Poor**
- Rory Sullivan**, *Head of Investor Responsibility, Insight Investment*
- 12.50 **Benchmarking for the Hotel And Catering Industries**
- Peter Roberts**, *Project Manager, Hospitable Climates*
- 13.10 **Discussion with Expert Panel**
- What lessons can be learned from UK ETS, and EU ETS?
 - Will benchmarking, reporting and league tables be sectoral?
 - How much will all this cost?
- Chair: **Alan Knight**, *Head of Standards and Related Services, AccountAbility*
Andy White, *Managing Director, Innovest Strategic Value Advisors*
Anne-Marie Warris, *Global Product Manager for Climate Change, LRQA*
- 13.40 Networking Lunch Break

Climate Change Think Tank A:

Personal Carbon Accountability

This think tank will examine what companies and organisations are doing to make individual staff, consumers and members responsible for their climate impact. How do these schemes work, what is the response from individuals, and how close are we to a fully fledged, regulation-backed, individual ETS?

- 14.30 **Point of Sale Carbon Accountability – Consumer Response and Take-Up**
- Daniel Yates**, *Manager, Strategy and Business Development, Lastminute.com*
- 14.50 **Carbon Accountability in the Building Trade**
- Guy Battle**, *Partner, BattleMccarthy, Chairman, dcarbon8*
- 15.10 **A Personal Carbon Accountability Card**
- Jude Thorne**, *CEO, The Ice Organisation Ltd*
- 15.30 **CRAGs (Carbon Rationing Action Groups)**
- Consumer initiatives in carbon accountability
Robin Smith, *Director, Wokingham CRAG*
- 16.00 Networking Refreshment Break
- 16.30 – 17.30 **Personal Carbon Trading: The Moral Maze**
- The think tank concludes with a discussion on mandatory personal carbon trading and the likelihood, barriers and progress towards carbon credit cards. The session will be produced along the lines of Radio 4's The Moral Maze.
- Witness 1: Richard Starkey, Core Researcher, Tyndall Centre for Climate Change Research*
Witness 2: Chris Jacobs, Policy Advisor, Personal Carbon Accountability, DEFRA
Witness 3: Matt Prescott, Project Director, CarbonLimited
- Expert inquirers:*
Chair: Oliver Knight, *Energy Policy Analyst, Sustainable Development Commission*
Daniel Yates, *Manager, Strategy and Business Development, Lastminute.com*
Gareth Hughes, *Executive Director, Head of Corporate Development, Climate Change Capital*
Guy Battle, *Partner, BattleMccarthy, Chairman, dcarbon8*
Matt Walker, *News Editor, New Scientist*

Climate Change Think Tank B:

Organisational Climate Response

The recent DEFRA consultation has brought into focus the climate change response from organisations that are not responsible to shareholder or customers. Some such organisations are blazing a trail when it comes to forward thinking, innovative response to the challenges of climate change. This session will examine how leading organisations are facing up to the issue.

- 14.30 **The Church Responds to Climate Change**
- Alexander Nicoll**, *MCIPR, Head of Internal Communications, The Archbishops' Council of the Church of England*
- 14.50 **Climate Proofing London**
- Simon Mills**, *Head of Sustainable Development, City of London*
- 15.10 **The NFL & Climate Change: American Football Responds**
- Jack Groh**, *Environmental Manager, NFL*
- 15.30 **Delivering a Sustainable 2012 Legacy**
- Samantha Heath**, *CEO, London Sustainability Exchange*
- 16.00 Networking Refreshment Break
- Climate Change Communications**
- 16.30 **The Ten Rules of Climate Change Communication**
- Malin Jennings**, *Vice President, Fleishman Hillard*
- 17.00 **Getting Employees and Customers Engaged**
- Lucy Shea**, *Senior Partner, Futerra*
- 17.30 Close of Conference

Climate Change and the Food Industry

Thursday 31st May 2007

While not the biggest polluting sector in the UK, the food industry is highly susceptible to the impacts of climate change. Whether through the vagaries of public opinion, current and impending emissions regulation or even operational challenges the food industry finds itself at the forefront of climate change response.

In this workshop, we take a close look at Climate Change and the Food Industry. Topics covered include food transport, food miles; the response of the producers and consumers; packaging issues; and product impact and lifecycle.

08.30 Registration and Coffee

13.00 Networking Lunch Break

Food Transport & Product Lifecycle

- 09.00 **A New Approach to Food Transport**
Chris Brown, *Head of Ethical and Sustainable Sourcing, ASDA*
- 09.25 **Validity of Food Miles as an Indicator of Sustainable Development**
The 2006 Defra commissioned report, co-authored by Paul Watkiss, underlined the impacts of food transport, and highlighted the wider trade-offs and ambiguity in the food miles debate. It suggested some potential policies to address the environmental impact of food transport. In this presentation Paul will summarise the report findings, the reaction and subsequent work in this area, and how policy initiatives and industry thinking has moved on as a result. Paul will also discuss why, despite the findings, the term food miles continues to be widely used?
Paul Watkiss, *Director, Paul Watkiss Associates*
- 09.50 **Recommendations from Food Industry Sustainability Study Champion Groups on Food Transport, Energy & Climate Change**
- 10.15 **A New Zealand Producer Response**
The food producers of New Zealand are actively interested in environmental trends within the UK food industry. In response to the growing awareness of the impact of climate change New Zealand food producers are developing accurate lifecycle assessments for the production and transportation of their produce. In this presentation, live from Auckland, a New Zealand Producer will outline their response to this challenge.
Dave Pearce, *Chief Winemaker, The New Zealand Wine Company* (makers of Grove Mill and Sanctuary wines)
- 10.35 Networking Refreshment Break
- 11.00 **Current Research and Potential Outcomes for Produce Emissions Lifecycle**
Tara Garnett, *Director, Food Climate Research Network*
- 11.20 **Product Life Cycle Case Study**
Charles-Francois Gaudetroy, *R&D Director, Unilever UK*
- 11.40 **A Life Cycle Approach to Cider**
Richard Heathcote, *Sustainable Development Manager, Bulmers*
- 12.00 **The Food Miles Debate – Dump or Adopt?**
While it is clearly insufficient to simplify the environmental impact of food production, retail and consumption to a unit of length, the term food miles does have growing resonance
- Should the industry adopt a flawed but communicable term rather than confuse consumers with the complexities of the issue?
 - How else can the industry calculate and communicate climate impact of individual products?
 - Can the industry cater for the increasingly sophisticated consumer with growing demands for diverse, year-round products, grown organically and produced locally? Can they have their organic cake and eat it?
- Gundula Azeez**, *Policy Manager, The Soil Association*
Julian Gairdner, *Food Miles Campaign Director, Group Arable Editor, Farmers Weekly*
Andrew Smith, *Corporate Responsibility Manager, Tesco*
Guy Watson, *Founder, Riverford Organic Vegetables*
Sarah McLaren, *Senior Advisor, Landcare Research, NZ*

Operational Response

- 14.00 **Case Study: Greening the Grocer – The World's Most Environmentally Friendly Store**
James Dorling, *Development Manager, Non Food, Environmental & Com, Tesco Stores*
- 14.25 **Case Study: Maintaining an Environmental Ethos Across 189 Stores in Numerous Countries**
Founded in 1980 as one small store in Austin, Texas, Whole Foods Market is now the world's leading retailer of natural and organic foods, with 189 stores mostly in North America. Their company ethos is based on a commitment to sustainable agriculture. Part of their mission statement reads – "We believe in a virtuous circle entwining the food chain, human beings and Mother Earth: each is reliant upon the others through a beautiful and delicate symbiosis". In 2007 Whole Foods will open London's largest food retail space. In this presentation Kathy Loftus will outline how Whole Foods Markets can maintain this ethos on a large and international scale.
Kathy Loftus, *National Energy Manager, Whole Foods Market, USA*
- 14.50 **Discussion with Expert Panel:**
Bill Wright, *Corporate Energy and Environment Manager, John Lewis & Waitrose*
James Dorling, *Store Development Manager, TESCO*
Kathy Loftus, *National Energy Manager, Whole Foods Market, USA*
- 15.20 Networking Refreshment Break

Labelling and Marketing

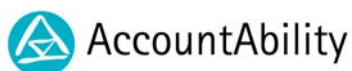
Food retailers now recognize the brand value is tied to climate change action and are coming up with innovative ways to market their credentials to consumers. From labels on air freighted food to compostable packaging and biodegradable carrier bags, supermarkets are now catering to consumers who want to buy ethically. The next big challenge, of course, is carbon labelling which could take years to sort out as experts begin to try and measure the 'embodied energy' of individual products. In this session, we will look at how the race to be green is manifesting in new labelling and marketing techniques.

- 15.45 **Case Study: Looking Beyond the Label**
Mike Barry, *Head of CSR, Marks & Spencer*
- 16.05 **Carbon Labelling – Work in Progress**
Anne-Marie Warris, *Global Product Manager for Climate Change, LRQA*
- 16.30 **The Next Step – Carbon Labelling**
Is it possible to label individual products' carbon footprints? How do you begin? After all the effort, will consumers really buy based on carbon calories?
Euan Murray, *Strategy Manager, The Carbon Trust*
- 17.30 Close of Workshop

"Useful tips on communication strategies and techniques other companies used to foster behaviour change"
PR, DEFRA at CCR 2006

Supporting Organisations

BRITISH **RETAIL** CONSORTIUM
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Over 350 people have attended the Corporate Climate Response Event Series

Here is just some of their Excellent Feedback:

"The **conference was excellent** and **stimulated many ideas** which we can consider to improve our programs. We look forward to your future events"
Advanced Micro Devices, Inc.

"I **came away with concrete steps and concepts** with regard to climate communications" Fleischman Hillard

"Your conferences were one of the easiest to sign up for and participate in and **you delivered exactly as you promised.**" Amson Technologies

"The event was **a valuable contribution to the debate concerning corporate activity and climate change**" CO3

"It was especially interesting to hear some of the world's largest companies suggest that the **time to act is now**, for both moral and brand risk reasons, and that there's profit to be made as well" CapitalBridge

"Interesting and a good opportunity to discuss with peers re their views on the subject of climate change" Philip Burch Associates

"I took away some **great ideas and information**" Ben & Jerry's

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Corporate Climate Response

29th – 31st May 2007

CBI Conference Centre, London

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Venue

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