

## ***Asia Carbon Footprint Network: 2014 Seminar***

### **“Carbon Footprint as effective tools for business management and communication”**

Queen Sirikit National Convention Center, Bangkok, 17-18 November 2014

#### **Concept Note**

The Asia Carbon Footprint Network (ACFN), consisting of 14 member organizations in South-East Asia and North-East Asia, aims to bring key stakeholders together and promote carbon labeling implementation in the Asian region through disseminating good practices initiated by public and private sectors. Specifically, the ACFN focuses on the following areas:

- Information and knowledge exchange and collaborative research: topics include Product Category Rules (PCR), Uncertainty Analysis, Carbon Emission Factors and Life Cycle Inventory (LCI) Database, etc;
- Capacity building: Carbon Footprint and Labeling Training Programme, National Policy Review and Assistance through Asia Carbon Footprint Seminar, and Online Information Platform;
- Global outreach: interaction with other international and national organizations on matters regarding the network programmes

#### **A. Seminar Objectives**

In view of the ACFN activity areas, ESCAP in collaboration with the Thailand Greenhouse Gas Management Office (TGO) will organize the seminar to overview the recent development in environmental and carbon footprint, to discuss how the business sector makes their commitments to reduce GHG emissions, and how to engage consumers in the actions. In particular, the Seminar will serve to (1) learn the best practices for developing strategic framework for managing carbon emissions and integrating carbon management into the existing business practice, and (2) discuss carbon labelling as an effective tool for business communication and marketing in a broader context of corporate social responsibility (CSR).

#### **B. Target Participants**

The seminar is expected to have representatives from the ACFN member organizations and local CFP practitioners from public and private sectors.

**C. Venue:** Queen Sirikit National Convention Centre, Bangkok

## D. Provisional Programme

DAY 1	
09:00-09:30	Registration
<b>Opening Session</b> <i>MC: Ms. Sumon Sumetchoengprachya, Director of Carbon Business Office, TGO</i>	
09:30-10:00	<ul style="list-style-type: none"> <li>• <b>Opening and welcoming remarks by the ACFN Secretariat and TGO</b> <ul style="list-style-type: none"> <li>- <i>Mr. Gyu-Soo Joe, Director General, Sustainable Consumption Department, Korea Environment Industry and Technology Institute (KEITI)</i></li> <li>- <i>Mrs. Prasertsuk Chamornmarn, Executive Director, Thailand Greenhouse Gas Management Organization (TGO)</i></li> </ul> </li> </ul>
10:00-10:15	<b>Coffee Break</b>
<b>Session I Recent development in carbon footprint the context of environmental footprint in Europe and Asia</b>	
<p>This session will provide an overview of the recent development in Europe and Asia regarding incorporating carbon footprint into environmental footprint.</p>	
10:15-12:30	<p><i>Presenters</i></p> <ul style="list-style-type: none"> <li>• The EU and French initiatives on product environmental footprint by <i>Mr. Marc Voinnesson, Casino Group, France</i></li> <li>• Environmental footprint initiatives in Thailand by <i>Dr. Thumrongrut Mungcharoen, National Science and Technology Development Agency, Thailand</i></li> <li>• Environmental footprint activities in Japan by <i>Mr. Osamu Namikawa, Hitachi, Ltd.</i></li> </ul>
12:30-14:00	Lunch hosted by TGO
<b>Session II Carbon Footprinting: effective tool for environmental management</b>	
<p>As business and organizations become more conscious of climate change, carbon management gains a more crucial role in performance management. By tracking their carbon footprint, or the overall impact they have on the global climate in terms of the total amount of greenhouse gases produced, businesses and organizations are making noticeable improvements. This session will explain in detail why businesses need to manage their carbon emissions. It will demonstrate how to monitor, estimate and minimize carbon footprint and explain some of the key issues faced in the estimation of a carbon footprint. This session also will outline both strategic and operational approaches to managing carbon and explain how to integrate these into the existing business practice.</p>	
14:00 – 18:00	<p><i>Presenters</i></p> <ul style="list-style-type: none"> <li>• From potato to packet: Using product carbon footprinting to deliver emissions reduction – the case of Walkers by <i>Mr. Jan Van der Ven, Director,</i></li> </ul>

	<p><i>Carbon Trust Asia Office</i></p> <ul style="list-style-type: none"> <li>• Green Management- the case of LG Housing &amp; Healthcare <i>by Mr. Jongseok Kim, National Environment Manager, Health, Environment &amp; Safety Team, LG Household and Health Care</i></li> <li>• Benefits from measuring and communicating product carbon footprints <i>by Mr. Masamitsu Ikuta, Managing Director, AEON Thailand Co., Ltd</i></li> <li>• What difference the carbon footprinting made to the company - the case of Charoen Pokphand Foods Public Company Limited (CPF) <i>by Ms. Kularb Kimsri, CPF's Assistant Vice President of the Global Standard System Centre, CPF, Thailand</i></li> <li>• Low Carbon Vision 2020 of Yuhan-Kimberly <i>by Mr. ChungJae Lee, Environment &amp; Energy Engineer, Yuhan Kimberly</i></li> </ul>
<b>DAY II</b>	
<b>Session III Carbon Footprinting: effective tool for communication and marketing</b>	
<p>Product carbon footprinting (PCF) is an increasingly popular method of reporting sustainability impacts and are seen both as a way to better communicate and inform consumers and as a tool to reduce the carbon footprint related to production and consumption activities.</p> <p>This session will demonstrate that Product carbon footprinting (PCF) could be an effective tool for communication with various stakeholders as well as a valuable device for marketing in a broader context of Corporate Social Responsibility (CSR).</p>	
09:00-12:30	<p><i>Presenters</i></p> <ul style="list-style-type: none"> <li>• Communication and engagement: Public sector-led initiatives <i>by Mr. Pil-ju Park, Director, Carbon Management Office, KEITI</i></li> <li>• Communication and engagement: Company-led initiatives <i>by Mr. Steven Ko, CEO, O'Right, Taiwan (via consecutive interpretation)</i></li> <li>• Apply PCF as part of a broader CSR strategies <i>by Mr. Hyunbae Lee, Research Engineer, LG Electronics</i></li> <li>• Impact of carbon labelling on the consumers <i>by Ms. Youngshin Sim, Principal, Continuum</i></li> </ul>
12:30-14:00	Lunch hosted by TGO