

A One-Day Conference, 22 April 2009, Ibis Hotel, Earl's Court, London

Implement The Latest Standards & Legislation &  
Guarantee Internal & External Buy-In For

## Cost-Cutting Corporate Carbon Reduction Strategies

### Cut Carbon. Cut Costs. Keep Compliant. Keep Green On The Agenda.

1. **Confused About Standards And Legislation?** Clarify how the latest regulations fit into your broader carbon reduction strategy to avoid unnecessary costs across your supply chain
2. **Cutting Costs:** get board level buy-in with an economically sound business case for carbon reduction
3. **Accurate Measurement And Reporting:** save money and the environment through accurate data collection and footprint calculation
4. **Communications:** innovate your internal and external comms approaches to engage both colleagues and consumers in your footprint reduction agenda

**New Interactive Voting:** find out what your peers are doing to reduce their carbon footprints

**Plus:** give your carbon strategy the 360° treatment with our offsetting and energy-efficiency guides

#### NEW FOR 2009: COMPLIANCE FOCUS

Examine the fundamentals of the latest UK and international carbon standards and legislation for guaranteed compliance and maximum benefit to the environment and your bottom line:

- **PAS 2050**
- **ISO 14064 / 14001**
- **Carbon Reduction Commitment**
- **Climate Change Act**

Previous Corporate Carbon conferences achieved **100% satisfaction rates**

*"Very informative on a practical and engaging level."*

McDonald's

*"Interesting and inspiring."*

WWF

*"A useful insight into the importance of reducing your carbon footprint for future trading success."*

Royal & Sun Alliance

Money is tight. New standards & legislation are on their way. How are these companies adapting their green strategies?

Julian Walker-Palin,  
Head of Corporate Policy for  
Sustainability and Ethics  
**Asda Wal\*Mart**

Edward Butt, Vice President,  
Sustainability  
**Reckitt Benckiser**

Dave Challis, Head of Sustainability,  
EMEA  
**Kimberly-Clark Corporation**

Diane Booth, Head of Environmental  
Policy  
**Network Rail**

Sarah Sim, Life Cycle Manager  
**Unilever**

Richard Ellis, Group Head of CSR  
**Alliance Boots**

James Whittingham, Group  
Environment Manager  
**TUI Travel Plc**

Dr Paul Toyne, Head of  
Sustainability  
**Bovis Lend Lease**

Alix Pryde, Chief Adviser to the  
Chief Operating Officer  
**BBC Operations Group**

Christine Brown, Communications  
Manager  
**BBC Internal Communications**

John Wild, Vice President, Strategy  
and Sustainability  
**Morphy Richards**

Fiona Ball, Head of Environment  
**BSkyB**

Ben Vivian, Head of  
Communications and CSR  
**Aggregate Industries**

Yulanda Chung, Head of  
Sustainable Business  
**Standard Chartered Bank**

Max Bishop, Carbon and Climate  
Change Adviser  
**The Co-operative**

Senior Representative, Carbon  
Reduction Commitment Team  
**DECC**

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See inside for conference programme



# Identify The Commercial Opportunities In Carbon Reduction And

08.30 Morning Coffee & Registration

09.10 **Setting The Scene** – Chair's Opening Remarks, Dr Paul Toyne, Head of Sustainability, **Bovis Lend Lease**

Interactive  
Session

09.20 **Opening Delegate Discussion: What Are Your Current Reasons For Implementing A Carbon Management Strategy?** Find out how your carbon reduction priorities compare with those of your peers to establish greater consistency in carbon management across the board.

**Get To Grips With Recent UK And International Standards And Legislation For Maximum Benefit To The Environment And Your Bottom Line**

## Standards

### PAS 2050 Focus

09.35 **PAS 2050: Where Does It Fit Into Your Broader Carbon Strategy? Adapt Your Business Model For Maximum Engagement With The Environmentally-Aware Consumer**

- Explore the fundamentals of the new standard: why was it introduced? What actions do you need to take to apply it across your supply chain?
- Assess the economic and environmental benefits of calculating the lifecycle GHG emissions of your products and services
- Consider the improvements product labelling can make to your corporate brand and capitalise on the benefits of incorporating PAS 2050 into your business strategy as a response to growing consumer demand for low-carbon products
- Overcome the challenges of adapting to the new standard and recognise the future business opportunities in carbon footprinting your product

John Wild, Vice President, Strategy and Sustainability, **Morphy Richards**

Dave Challis, Head of Sustainability, EMEA, **Kimberly-Clark Corporation**

### ISO 14064 / 14001

10.15 **Develop A Comprehensive Understanding Of The Carbon Management Standards And Practically Implement Them Across Your Supply Chain For Tangible And Consistent Carbon Reduction**

- Get to the bottom of UK and international standards to develop a GHG strategy that enhances your environmental integrity and profitability
- Discover how certifying to, and putting into practice, selected standards (e.g. ISO 14064, ISO 14001) can not only minimise your organisation's environmental risk, but also enhance your reputation in the long and short term
- Look at the potential for developing further international carbon reduction standards and consider how these might be incorporated into your existing carbon management strategy

Diane Booth, Head of Environmental Policy, **Network Rail**

10.40 **Standards Q&A: Put Your Questions To Our Speakers**

10.45 Morning Refreshments & Informal Networking

## Legislation

### CRC Compliance

11.05 **Prepare Yourself For Compliance With The Carbon Reduction Commitment And Discover How You Can Use It To Your Economic And Environmental Advantage**

- Examine the tax and cashflow implications of taking part in the CRC to enable you to budget effectively for compliance
- Implement effective data management systems and accurate carbon assessments across your supply chain to elevate your league table position and reduce penalty payments
- Learn best-practice training techniques to ensure your staff have sufficient skills to implement the required energy-saving measures and invest and trade in emissions allowances

*Senior Representative, Carbon Reduction Commitment Team, **Department of Energy and Climate Change (DECC)***

### Climate Change Act

11.35 **Devise Winning Strategies For Integrating The Targets Of The New Climate Change Act Into Your Existing Carbon Management Programme For Successful Regulatory Compliance**

- Explore the interrelationships between the Climate Change, Energy and Planning Acts as part of a framework aimed at facilitating the UK's transition to a low-carbon economy. How do they fit together?
- Discover what your organisation should be doing to comply with the legally binding targets
- Where is UK and international legislation going? Forecast future developments to guarantee your business's long-term contribution to global efforts to reduce emissions

*Senior Government Representative To Be Confirmed*

12.05 **Legislation Q&A: Put Your Questions To Our Speakers**

**Develop A Financially Viable Business Case For Carbon Reduction And Source Accurate Data For An Effective Approach To Measurement And Reporting**

Insights from  
**Asda Wal\*Mart**

12.15 **Putting Together A Business Case For Reducing Carbon: Ensure Your Carbon Reduction Strategy Is Working For You Financially To Get Buy-In From Those Holding The Purse Strings**

- How can you beat the credit crunch and still be a 'green' organisation? Develop a streamlined investment strategy that ensures your business prospers financially out of doing the right thing by the environment
- Assess the relative merits of investing in various technologies and energy-reducing initiatives to ensure the long-term soundness of your investment and retain your profitability and competitiveness over time
- Learn key techniques for communicating the benefits of a carbon management scheme on your bottom line to those controlling your investment budget

Julian Walker-Palin, Head of Corporate Policy for Sustainability and Ethics, **Asda Wal\*Mart**

# Guarantee Compliance With The Latest Standards And Legislation

12.35 Lunch & Informal Networking

Measurement & Reporting

**13.45 Carry Out Data Collection And Improvement Programme Monitoring That Drives Down Supply Chain Emissions And Spend, And Demonstrates The Carbon And Cost Benefits Of Your Decisions**

- Review your data collection methods and sources for an accurately calculated carbon footprint, enabling improvement programmes that reduce emissions, save money and give you increased confidence in your carbon reporting
- Monitor improvement programmes in 'real time' to recognise the carbon and cost impacts of your decisions and track in-year progress against your annual targets
- Investigate methods for ensuring consistency and accuracy across your measurement, improvement programme and internal / external reporting activities to guarantee maximum benefit to the environment and your bottom line
- What methods are your peers using? Discover which measurement techniques best suit your business objectives and consider the environmental and commercial benefits of establishing inter- and cross-industry averages and standards
- Recognise the diverse demands of your varying stakeholders and adapt your approach to ensure 360° buy-in to your carbon reduction programme

Edward Butt, Vice President, Sustainability, **Reckitt Benckiser**

Unilever Case Study

**14.20 Effective Carbon Management: Measuring And Reducing Carbon Across Your Supply Chain In Practice**

Unilever explain how they have bolstered carbon reduction efforts across their business with a cost-effective, accurate calculation strategy that has seen their emissions reduced and their brand profile elevated.

Sarah Sim, Life Cycle Manager, **Unilever**

## Communicate Effectively With All Your Stakeholders, Evaluate The Benefits Of Carbon Offsetting And Engage In The Energy Debate To Become An All-Round Corporate Carbon Champion

Internal & External Communications

**14.45 Examine Effective Methods For Engaging Your Internal Stakeholders To Secure Inter-Departmental Commitment To Tackling Corporate Carbon From The Top Down**

- As carbon reduction becomes enforceable by law, gain insights into ensuring your staff are working to a common agenda
- Implement internal behaviour changes with a well-constructed low-carbon policy and powerful communications strategy designed to effect tangible change across your organisation
- Guarantee senior buy-in to your carbon strategy to develop a campaign that is commercially sound and supported at all levels

Fiona Ball, Head of Environment, **BSkyB**  
Christine Brown, Communications Manager, **BBC Internal Communications**  
Alix Pryde, Chief Adviser to the Chief Operating Officer, **BBC Operations Team**

**15.05 Afternoon Refreshments & Informal Networking**

**15.30 Communicate Your Low-Carbon Policies Efficiently And Effectively To An External Audience To Boost Your Green Reputation And Encourage Consumer Commitment To The Carbon Cause**

- Effectively engage with your consumers whilst avoiding greenwash to help implement carbon reduction on a broader scale and account for the footprint of your whole product lifecycle
- Recognise how communicating your commitment to reducing emissions can raise your ethical profile and satisfy your CSR criteria
- Communicate with your suppliers to ensure they are working with you as part of a holistic approach to reducing your carbon footprint

Ben Vivian, Head of Communications and CSR, **Aggregate Industries**  
Max Bishop, Carbon and Climate Change Adviser, **The Co-operative**

Live Debate

**15.55 Is Carbon Offsetting A Legitimate Method Of Corporate Carbon Management? Assess The Merits Of Offsetting Schemes To Determine Whether The Financial And Environmental Paybacks Are Worth It**

Two leading brands debate for and against making carbon offsetting part of your carbon reduction strategy

**For:** James Whittingham, Group Environment Manager, **TUI Travel Plc**  
**Against:** Richard Ellis, Group Head of CSR, **Alliance Boots**

Energy Focus

**16.20 Implement A Profitable Energy-Saving Strategy With The Latest Techniques For Increasing Energy Efficiency And Driving Down Usage**

- Review proven strategies for energy management to limit the emissions and leakage that stem from energy consumption and production
- Appraise the techniques and technologies available to cost-effectively reduce the need for business travel and limit the environmental impact of your fleet transport
- Explore the potential for reducing carbon emissions in buildings through informed decision making, procurement and ecodesign
- Discover the benefits of managing the energy of your sites and implementing energy-efficient technologies in a cash- and carbon-constrained world

Yulanda Chung, Head of Sustainable Business, **Standard Chartered Bank**

**16.45 Chair's Closing Remarks**

Sponsorship & Exhibition Opportunities

Can you communicate solutions to the challenges facing businesses attempting to reduce their carbon emissions? Customised sponsorship packages offer you a range of promotional opportunities, both pre-event and on the day. To discuss the options available, please contact Anne-Marie Sheedy on +44 (0)20 8267 4002 or email: [anne-marie.sheedy@haymarket.com](mailto:anne-marie.sheedy@haymarket.com).

## Cost-Cutting Corporate Carbon Reduction Strategies

22 April 2009 | Ibis Hotel, Earl's Court, London

[www.endscarbonfootprints.com](http://www.endscarbonfootprints.com)

### TO SECURE YOUR PLACE:

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2. Post this booking form with payment to FREEPOST (LON3727), Haymarket Conferences, 174 Hammersmith Road, London, W6 7JP
3. Book online @ [www.endscarbonfootprints.com](http://www.endscarbonfootprints.com)

If you have any problems registering please call +44 (0)20 8267 4011 or email [conferences@haymarket.com](mailto:conferences@haymarket.com).

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Industry Rate*	£499 (+VAT = <input type="checkbox"/> £573.85) <b>SAVE £100</b>	£599 (+VAT = <input type="checkbox"/> £688.85)
Consultancy Rate*	£549 (+VAT = <input type="checkbox"/> £631.35) <b>SAVE £100</b>	£649 (+VAT = <input type="checkbox"/> £746.35)
Exhibition Stand Package*	£2495 (+VAT = <input type="checkbox"/> £2869.25) <b>SAVE £500</b>	£2995 (+VAT = <input type="checkbox"/> £3444.25)
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### Sponsorship & Exhibition Opportunities

Can you help our delegates get their brands to the forefront of the environmental revolution? If you have the tools or expertise to help businesses get ahead in a carbon-constrained world, please contact Anne-Marie Sheedy on +44 (0)20 8267 4002 or email: [anne-marie.sheedy@haymarket.com](mailto:anne-marie.sheedy@haymarket.com).

### Accommodation

Overnight accommodation is not included in the registration fee. However, a limited number of rooms are available at the Ibis Hotel, Earl's Court. Please call +44 (0)20 7610 0880 and ask for 'reservations'. Please quote 'booking reference GA2104'. Rates from £97.00 inc. VAT, room only. Alternatively, for further nearby accommodation, please click onto [www.cityhotelaccommodation/w14.html](http://www.cityhotelaccommodation/w14.html). Please book early as all rooms and reduced rates are subject to availability.

### Confirmation

Once we have received confirmation of your booking in writing, we will send you an email confirmation. An invoice will be sent out to you shortly after. Your VAT receipt will follow once full payment has been received. **N.B We must receive payment prior to the conference date.** If you have not received confirmation of your booking within 14 days of the conference, please contact the Customer Services team as **we may not have received your booking.** We cannot be held responsible for the non-arrival of information. Whilst in attendance at the conference, if your behaviour is deemed to be inappropriate, disruptive, offensive, dangerous or illegal, Haymarket Conferences reserves the right to ask you to leave the conference without a refund.

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All cancellations must be made in writing to the address above, and made no later than **2 April 2009**. Such cancellations are subject to a handling and administration charge of £75.00 + VAT per delegate, which will be deducted from any due refund or invoice, whichever is appropriate. The company regrets that no cancellations are acceptable within 20 days of the conference date, but a substitute delegate can be nominated. Pre-payments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. Haymarket Conferences reserves the right to make changes to the programme, location and/or speakers without prior notice. Haymarket Conferences will not offer refunds to delegates due to a terrorist alert or incident unless the conference is cancelled. In this instance, Haymarket Conferences will retain up to 50% of the conference fee to cover marketing, administration and delegate registration costs.