

# Carbon Footprints in Your Supply Chain

## Quantifying and implementing measures for reducing your carbon impact throughout your operations and supply chains

Sydney, Australia

30th - 31st July 2008

"We are playing Russian roulette with features of the planet's atmosphere that will profoundly impact generations to come. How long are we willing to gamble?"

David Suzuki

Companies operating in the Green Economy and their departments in charge of quantifying and implementing measures for reducing the carbon footprints must attend this event. They cannot afford to miss this cutting edge, innovative and thought provoking event that ultimately puts a dollar value on their carbon management programmes



### Key benefits of attending:

- **Preparing** for upcoming energy regulations and planning for your organisation's compliance
- **Measuring** and reducing your carbon footprint throughout your supply chain
- **Gaining** cost efficiency by reducing the impact of your carbon footprint in your production, packaging and distribution activities
- **Discovering** the latest technologies in carbon footprint data management i.e. capturing, tracking and optimisation
- **Setting** the boundaries in your product life cycles and supply chains for accurate carbon footprint measurement
- **Examining** cost-effective tools for carbon reduction while making business sense
- **Learning** to stay away from false green marketing and labeling

Plus a half-day workshop on: Implementing your climate change strategy and integrating your carbon footprint reduction vision throughout your organisation

Facilitated by:

**David Morissey** Director  
**CSR Sydney**

David has a diverse background in the arts, social sciences and the environment. He has worked with Indigenous and cultural institutions, government, non-profits and companies. His work now concentrates on assisting enterprises to create wealth while investing in the social and environmental circumstances which enable them to prosper. His speciality is achieving a 'deep linkage' between the drivers of CSR and company strategy: reputation, culture, risk management, staff morale and retention, license to practice, innovation and stakeholder management. CSR Sydney embodies this approach, bridging stakeholder interests, profitability and sustainability. As an Associate Director (CSR) of Social Enterprise Consulting, he also supports the work of Cumberland Industries, employing over 500 people with disability.

### Featuring international keynote from Carbon Trust on PAS 2050:

**Dr. Graham Sinden** Technical Manager  
**Carbon Trust( UK)**

Graham is the Technical Author of PAS 2050, an internationally recognised method being developed to standardise the assessment of GHG emissions in goods and services. In addition, Graham advises the UK government on energy policy through his membership of the Renewables Advisory Board, and is a member of the London 2012 Olympic Games Carbon Technical Advisory Group.

### Featuring case study and expert presentations by:

**Amy Russell** Environment Director  
**Winemakers' Federation of Australia**

**Gioia Small** General Manager Sustainability- Aust & NZ Wine Production  
**Foster's Group Ltd**

**Graham Bruce** National Quality Systems Manager  
**TNT Australia**

TNT N.V. was the highest ranked corporation on the Dow Jones Sustainability Index 2007

**Professor Aditya Ghose** Director-Decision Systems Lab, School of Computer Science and Software Engg  
**University of Wollongong**

**Dr Juanita Day** Group Sustainability Services Manager  
**AMCOR Australasia**

Winner of Gold and Silver awards at 2007 Australian Packaging Awards for achievements in packaging innovation and sustainability

**Saugato Mukerji** Senior Engineer and Supply Chain Thought leader  
**Bluescopesteel Ltd**

**Dr. Christopher Dey, Professor**  
**Centre for Integrated Sustainability Analysis, University of Sydney**

**Sara Gipton** CEO  
**Greenfleet**

**Peter Haenke** Manager - Carbon Projects  
**Origin Energy**

Ethical Investor Sustainable Company of the Year for 2007  
Premier's Recognition Award for Large Business 2007 (Victoria)

**Julia Seddon** Environment Manager  
**Inghams Enterprises**

**Dr. Miles Dracup** Manager Environment Strategy & Policy  
**Water Corporation Australia**

**Simon Huxley** Associate  
**Baker & McKenzie**

**Simon Dunstall** Adaptive Supply Networks & Project Leader  
**CSIRO Mathematical and Information Sciences**

**Andrew Higgins** Research Scientist  
**CSIRO Sustainable Ecosystems**

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## Wednesday 30th July 2008

0830 **Registration & coffee**

0900 **Opening address from the Chair**

0915 **Session One – Case Study**

**Developing partnerships with vendors to build boutique carbon footprint calculation tools**

- Developing a workable agreement
- Performing on-going trials and tests to ensure continuous evolution of these tools
- Alleviating the importance of open, transparent and effective communication

**Amy Russell** Environment Director

**Winemakers' Federation of Australia**

*The Winemakers' Federation is the peak industry body representing Australia's wineries on all national and international issues. They exist to advance and protect the interests of Australia's winery operators*

0950 **Session Two – Case Study**

**Scrutinising the carbon footprint of a product from agriculture & farming, logistics, production & packaging - the LCA (Life Cycle Analysis) approach**

The Greenhouse Gas Accounting Protocol for the International Wine Industry and the related Greenhouse Gas Calculator were delivered by consultants Provisor, in partnership with the Yalumba Wine Company, before the planned deadline on Friday 28 December 2007. The calculation tool was developed following the agreement of a protocol with wine industry organisations in California, New Zealand, South Africa and Australia. In this session you will learn and understand what it takes to work through and utilise a lifecycle based approach to calculate your carbon footprint. Fosters Group has had successes in implementing and benefitting from using this protocol. Learn about the issues and problems they faced and how these were overcome.

**Gioia Small** General Manager Sustainability- Aust & NZ Wine Production  
**Foster's Group Ltd**

1035 **Morning refreshments & networking break**

1105 **Session Three – Expert Advice**

**Achieving effective carbon management up and down your supply chain - An Energy Supply company's approach to supply chain greenhouse gas emissions**

- Determining the boundaries of your supply chain
- Materiality: What's in and what's out?
- Establishing consistent rules and methodologies
- Avoiding "greenwash": Transparency and auditability

**Peter Haenke** Manager - Carbon Projects

**Origin Energy**

1150 **Session Four – Expert Advice**

**Broadening your carbon footprint measurement into the wider sustainability picture**

Due to the ever impending emissions reporting dateline in Australia (July 2008), companies are rushing to fulfill their reporting requirements, with the tendency to concentrate on the carbon footprint issues only. However if you want to be a sustainability leader, it's essential to widen the focus of your environmental initiatives. In this session, you'll find out how emphasis on non-carbon footprint issues can have significant bottom line impact:

- Determining the other significant environmental un-friendly impacts of your supply chain and operations
- Deciding where to focus your carbon AND environmental activities
- Why the focus on 'carbon' is too specific in the coming future
- Are chemicals corroding your supply chain? Explore and understand issues such as toxic chemicals and insecticides and how they affect your business

**Julia Seddon** Environment Manager

**Inghams Enterprises**

1235 **Networking luncheon**

1400 **Session Five – Case study**

**Greenfleet - Working with fleet managers to reduce their carbon footprint**

- Explaining transport's contribution to emissions footprints and opportunities that are currently available to reduce carbon footprint.
- Discussing approaches by different organisations to reduce the carbon footprint of their fleets and examples of managing scheduling, vehicle choice and driver behavior to deliver savings.
- Reducing the impact of the emissions by using offsets to reduce an organisation's footprint

**Sara Gipton** CEO

**Greenfleet**

*Minister for Climate Change and Water, Penny Wong, has recently congratulated forestry organisation, Greenfleet, for becoming the first not-for-profit 'offset provider' to be approved by the Australian Government. Greenfleet helps businesses and individuals reduce the impact of their vehicles on the environment by planting native trees to absorb carbon emissions*

1430

**Session Six**

**Understanding the link between water and sustainability in your operations and supply chain**

In this session, Dr. Miles will discuss the Water Corporation's challenges to adapt to WA's drying climate whilst reducing its carbon footprint. He will also illustrate approaches being taken by the Water Corporation and the community's expectations.

- Understanding the future availability, demand and management of water
- Australia's water problems
- Examining the correlation between water and energy efficiency in the supply chain
- How do you measure and manage your water footprint- Where to start and how to define the scope

**Dr. Miles Dracup** Manager Environment Strategy & Policy

**Water Corporation Australia**

1500

**Session Seven – Expert Advice**

**Assessing future regulations on carbon management and reporting in Australia. Where are the policies heading?**

- Processing the various regulative trends in the federal landscape
- Making the best out of the current regulative uncertainty
- Where are the policies heading in the next 3-5 years?
- What are the current initiatives you can put in place now to capitalise on these changes
- Communicating your carbon reduction strategy: Legal implications
- Faking your footprint and the consequences: Green Marketing and the Trade Practices Act

**Simon Huxley** Associate

**Baker & McKenzie**

1530

**Afternoon refreshments and networking break**

1600

**Session Eight – Joint presentation**

**Tackling the complexity of your supply chain's carbon footprint**

Many supply chains are complex networks of social, commercial, biophysical, logistical and environmental interactions. Efforts to reduce carbon footprint in parts of these networks can have adverse and unforeseen consequences elsewhere. Variability – in climate, markets, supply and demand – complicates decisions about carbon management at an organisation or industry level. So after the first phases of carbon-footprint measurement and reduction, What happens next?

This session will show how whole-of-system tools for analysing supply chains can be formed by merging life cycle assessment methods with computational techniques typically used for optimising supply chain economic performance. Such tools predict and quantify the environmental and economic performance of systems over time. They insightfully demonstrate "what can be done" and drive optimal carbon management decision-making in organisations and industries. Multiple case studies will be provided as illustrations, including applications in food production/processing, packaging and distributed energy generation.

**Simon Dunstall** Leader- Adaptive Supply Networks

**CSIRO Mathematics and Information Sciences**

**Andrew Higgins** Research Scientist

**CSIRO Sustainable Ecosystems**

1630

**Session Nine – Panel Discussion**

**Evaluating the different paybacks of carbon reduction in your supply chain versus purchasing carbon credits**

Ultimately, for all the positives of carbon footprint reduction, it all boils down to one thing: it has to make business and economic sense. Is it wise, to spend money on trying to reduce your emissions in your operations, when it might cause less to purchase carbon credits? What are the things you have to consider when crunch time is near?

- Analysing the investment data and spending your investment in the best appropriate way
- Measuring the core brand and what you want the company and product to stand for in the foreseeable future
- Comparing the payback of carbon reduction in the supply chain versus carbon offsetting initiatives

1700

**Closing remarks from the Chair and end of Day One**

### About the Endorser



The Australian Logistics Academy was formed in the 1990's for the purpose of providing training and education to advance Logistics and Supply Chain Management practices in Australia and the region. We actively seek to set standards and build the skill base of Logistics Professionals, from entry-level through to those that aspire to strategic leadership roles.

**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

## Thursday 31st July 2008

0830 Morning coffee

0900 Opening address from the Chair

0915 **Session One – Workshop**

### Implementing your climate change strategy and integrating your carbon footprint reduction vision throughout your organisation

All sessions will involve small group tasks based on templates and interaction. Participants will take away a model for systemic change management in their supply chain towards sustainability.

1000 **Involving stakeholders**

- Mapping your internal and supply chain stakeholders
- Understanding their interests and your responses
- Developing an engagement plan
- Communicate – a two way street

1045 **Sort what matters most**

- Map your project 'conversation'
- Make sense of the inherent 'messiness'
- Decide what you are not going to do!
- Communicate and engage

\* There will be a Morning refreshments & networking break at 1045 – 1115

1115 **Developing your strategy**

- Focusing on 'best value' pathways and cycles
- Scope core and supporting actions
- Engage again, spread the ownership
- Knowing your risks and opportunities

1200 **Systems up!**

- Immediate 'operational' work
- Developing an 'organic' culture
- Thinking systems!
- Recycling knowledge
- Integrating change.

Facilitated by:

**David Morrissey** Director  
**CSR Sydney**

1230 **Networking Luncheon**

1330 **Session Two – Case Study**

### Achieving optimal efficiency in your distribution and logistics for maximum reductions in your supply chain footprint

With increased attention on the environmental impact of transportation, route optimisation, consolidation of freight and implementation of new technologies are some of the approaches available to transport operators to minimise the supply chain carbon footprint. The careful evaluation of transport and logistics alternatives can make a significant dent in the overall environmental impact of your distribution supply chain

- Minimising the impact of transportation on your supply chain's carbon footprint
- Increasing efficiency in your distribution routes and systems
- Maximising vehicle space and fuel efficiency
- Using IT and electronic connectivity to improve your distribution network

**Graham Bruce** National Quality Systems Manager  
**TNT Australia**

1400 **Session Three – Expert Advice**

### Under the Microscope: PAS 2050- Measuring the embodied greenhouse gas emissions in products and services and what does this mean to Australian businesses?

The Carbon Trust is currently developing standard, framework and guidance documents designed to allow companies to measure, reduce and communicate the emissions of greenhouse gases associated with their products and services. What are these standards and how do these standards affect the way Australian companies calculate their carbon footprint? In this session, Dr. Graham, the technical author of PAS 2050 will take you through the latest developments in this standard that will be adopted worldwide.

**Dr. Graham Sinden** Technical Manager  
**Carbon Trust( UK)**

1445

**Session Four – Case Study**

### Investigating the different methodologies used in supply chain carbon footprint data collection and measurement

As Australia moves toward a full fledged carbon economy in the very near future, there is some debate on what actually constitutes a carbon footprint. Right now, recognised bodies are still exploring models towards establishing a global standard

- Reviewing the scopes including direct emissions, upstream embedded emissions and downstream emissions approaches
- Considering how to improve the transparency and quantification of greenhouse gases in supply chains
- Analysing some practical examples of different approaches and their implications
- Proper accounting for emissions to avoid double-counting

**Dr. Christopher Dey Professor** Centre for Integrated Sustainability Analysis  
**University of Sydney**

1530

**Afternoon refreshments and networking break**

1600

**Session Five – Expert Advice**

### Optimising packaging and engaging the consumer to reduce your carbon footprint

- Reducing your carbon impact by using innovative packaging design
- Employing useful and encouraging approaches to motivate consumers of your product to reduce wastage and seek out optimised packaging
- Increasing shelf lives of your product with good packaging solutions

**Dr Juanita Day** Group Sustainability Services Manager  
**AMCOR Australasia**

*Winner of Gold and Silver awards at 2007 Australian Packaging Awards for achievements in packaging innovation and sustainability*

1645

**Session Six – Joint Case Study**

### Using supply chain optimisation audits for carbon footprint minimisation in an energy supply chain

Optimisation of supply chain operations is a key pre-requisite for carbon footprint minimisation, but resource constraints oblige us to be judicious in the deployment of operational optimisation systems. The Supply Chain Optimization Audit (SCOA) methodology was designed as an easy-to-apply, yet principled, approach to answering these questions. You will see how the application of the SCOA methodology to an actual energy (gas) supply chain generates critical insights that can form the basis for significant efficiency gains. This session will also discuss how this leads to a model of distributed optimisation that relies on virtual carbon "micro-credit" trading. The take-away message from this presentation will be a clear set of guidelines to help decide what to optimise within a supply chain, as well as where, when and how

**Professor Aditya Ghose** Director-Decision Systems Lab, School of Computer Science and Software Engg  
**University of Wollongong**

**Saugato Mukerji** Senior Engineer and Supply Chain Thought leader  
**Bluescopesteel Ltd**

1730

**Closing remarks from the Chair and end of conference**

### Why you must attend

In the very near future, businesses will need to know their carbon footprints or run the risk of others unwilling to do business with them. Analysis of a company supply chain's current carbon footprint, along with the different storage and distribution strategies that may be used for reducing it, offer an opportunity for businesses to increase their competitive advantage in the market place. In the ripening information age, a true effort towards improving the environment will certainly be positively recognised by customers, staff and business partners alike.

The uses of energy (fuel and electricity) are large cost centres for most businesses that have big supply chains. As the price of crude oil balloons, knowing your current company's networks' costs and emission output is the first step to making positive changes for your business.

Increasingly Australian companies are looking to undertake positive activities towards cutting greenhouse emissions. This, however, may take time. One immediate way to positively contribute is through participation in such carbon offset programs. Understanding your current supply chain carbon footprint enables companies to purchase the equivalent carbon offsets to make their supply chain a "zero contributor" to carbon emissions - whilst still following strategies to reduce their own emissions.

This conference will aim to address the main issues higher management in sustainability, environmental and supply chain roles are facing. Just what is the accepted measurement of a carbon footprint? How do you quantify in, in supply chain terms into dollars and cents and how to you cost-effectively reduce it? What types of benchmarks should you be looking at?

### Who should attend

- Environmental Affairs
- Supply Chain
- Health, Safety & Environment
- Corporate Social Responsibility
- Sustainable Development
- Logistics
- Sustainability
- Head of packaging

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