



# CARBON LABELLING & FOOD MILES

**Date:** 26th September 2007

**Venue:** Radisson Edwardian, Marlborough, London

Supported by:



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Organised by:



**EnvironmentBusiness**

## An essential one day conference addressing carbon labelling and food miles in the grocer sector.

Carbon labelling and food miles are increasingly at the forefront of retailer and manufacturer agenda's. Consumer buying behaviour is set to reflect this with potentially serious commercial consequences.

- Do you understand carbon labelling and food miles?
- What will the impact be on your business?
- How will your company prepare for the future?
- What are the systems and which should you use?
- Are you ready?

In this one day conference, understand how your business will be affected, how consumers will react, and develop strategies to create opportunities for financial savings and promotion of your brand.

### The day's speakers include:

- Jonathan Banks** - Business Insight Director, **AC Nielsen**
- George Terhanian** - President, **Harris Interactive Europe**
- Richard Perks** - Director of Retail Research, **Mintel**
- Barney Burgess** - Business Development Director, **Tesco**
- Andrew Jenkins** - Sustainable Development Manager, **Boots Plc**
- Steve Agg** - Chief Executive, **Chartered Institute of Logistics and Transport**
- Sally Uren** - Director of the Business Programme, **Forum for the Future**
- Mike Barry** - Head of Corporate Responsibility, **M&S**
- Euan Murray** - General Manager, Carbon Footprinting, **Carbon Trust**
- Nick Monger-Godfrey** - Head of CSR - **John Lewis Partnership**
- Debbie Evans** - Business Systems Manager - **LRQA**

Visit [www.thegrocer.co.uk/greenissues](http://www.thegrocer.co.uk/greenissues)

### Speaker Enquiries and Sponsorship Opportunities

**Mark Skelton**  
Events Producer

Tel: 01293 610391

Fax: 01293 610340

### Booking and Information

Tel: 01293 610391

**Standard Ticket £595 + VAT**



## CARBON LABELLING & FOOD MILES

### LRQA information:

LRQA is an independent, management systems certification and verification organisation providing business assurance for organisations globally. Our services span a complete range of businesses from manufacturing including food and transport through to the service sector, including finance and distribution, telecommunications, design and IT. Central to LRQA's success is its commitment to service excellence and added value.

Our services include verification of sustainability, corporate and site reports; Emissions Trading Schemes; EC Directives and EMAS. An LRQA verification assures an organisation's reported data and information. We also provide management system training, assessment and certification to international and national standards and schemes in the areas of environmental, health and safety, quality and information security.

### Further information:

LRQA UK

T 0800 783 2179

F 024 7630 2662

E enquiries@lrqa.co.uk



**LRQA**  
Measure the Difference

Would you feel confident if your products were put under the environmental spotlight? Or more importantly, what would your consumers think?

Carbon Labelling and Food Miles are key topics and something that the grocery industry should have an understanding of to be seen as environmentally and socially responsible.

### Who should attend this conference?

This conference is vital for senior management from retailers (multiples and independents), suppliers, manufacturers, agencies and consultancies relevant to the grocery sector.

### How will this conference benefit you?

- Ensure your organisation has an informed knowledge of key green issues within the industry.
- Achieve an understanding of consumer behaviour and reaction to carbon labelling, to ensure financial benefit and promotion of your brand
- Understand business strategies and alternative schemes to use within your business/industry to maximise revenue
- Partake in a successful information gathering and networking opportunity



*“A great way to keep up with industry thinking”*

N Widdowson, Unilever UK Foods

*“A mixture of very insightful and engaging presentations”*

A Cobb, ex-Proctor and Gamble



Speakers Include:



Waitrose

MINTeL



## Programme

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- 8.45 - 9.15: Registration and Refreshments.**
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- 9.15 - 9.30: Chairman's Introduction.**  
Adam Leyland – Editor: The Grocer.
- 
- 9.30 - 10.00: Scene Setting – Consumer Trends in the Sector.**  
Jonathan Banks – Business Insight Director: AC Nielsen.  
Market trends: increased environmental awareness. What is the research telling us about the market?  
What will be the expectations in the immediate future?
- 
- 10.00 - 10.30: Going Green – A Growing Market.**  
George Terhanian – President, Harris Interactive Europe.  
Trends in the sales of “green” products. Carbon labelling and the impact on sales. Assessing current trends and movements in the sector. Will “green” be the growth sector?
- 
- 10.30 – 11.00: Refreshments & Networking.**
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- 11.00 – 11.30: Understanding the Carbon Issues – A scheme for the Sector?**  
Euan Murray – General Manager, Carbon Footprinting: Carbon Trust.  
Use of labelling and what it means. Evaluating the schemes benefits. How does it work? Why is it good for the sector? What does it cost? How will it develop? Who is using the scheme and what is the current feedback?
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- 11.30 – 12.00: Case Study – Working in Practice**  
Andrew Jenkins – Sustainable Development Manager for Products: Boots Plc  
An example of carbon labelling, its implementation and its effectiveness in practice.
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- 12.00 – 12.30: Panel Session – Questions, thoughts and opinions from the floor.**
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- 12.30 – 13.30: Lunch & Networking.**
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- 13.30 – 14.00: A Retailer's Viewpoint**  
Mike Barry – Head of Corporate Social Responsibility: M&S  
Carbon labelling and CSR for the retailer. What is M&S doing and what are their expectations of their suppliers?
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- 14.00 – 14.30: A Different Approach?**  
Barney Burgess – Business Development Director: Tesco.  
Is there an alternative approach? What is Tesco doing? How does it differ? What are its expectations of suppliers?
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- 14.30 – 15.00: Problem Solved – Are We Doing Enough?**  
Sally Uren – Director of the Business Programme: Forum for the Future.  
What are the limitations of the scheme? What else should the sector be doing? What more is there to the solution?
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- 15.00 – 15.30: Refreshments and Networking**
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- 15.30 – 16.00: The Economics – Logistics, freight and Transport.**  
Steve Agg – Chief Executive: Chartered Institute of Logistics and Transport.  
The carbon footprint in the supply chain and its economics.
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- 16.00 – 16.30: Crystal Ball Gazing – Future Consumer Behaviour.**  
Richard Perks – Director of Retail Research: Mintel.  
Looking at future trends and what consumers will want in the future.
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- 16.30 – 16.35: Summary and Close**  
Adam Leyland – Editor: The Grocer.


## GREEN ISSUES – CARBON LABELLING AND FOOD MILES

**DATE: 26<sup>TH</sup> SEPTEMBER 2007**

**VENUE: RADISSON EDWARDIAN, MARLBOROUGH, LONDON**

<input type="checkbox"/>	Number of delegates <b>Standard Ticket £595 + VAT per person</b>
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Company details – please use BLOCK CAPITALS

Where did you see the information about this conference?  
(Please contact us prior to the conference if you have any additional requirements e.g. wheelchair access, large print, special dietary requirements etc.)

**CONTACT DETAILS:**

Surname (Mr/Mrs/Ms/Dr)	First Name	Job Title
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