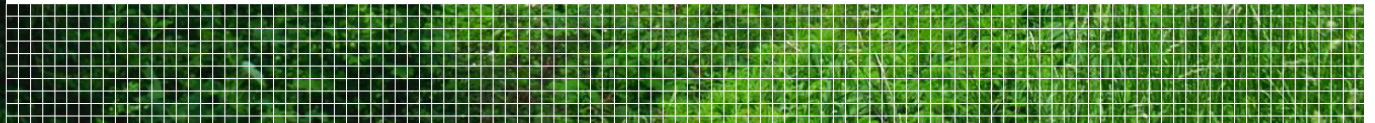


2nd Stakeholder conference Bologna, June 4

Agenda & Speakers

Massimo Marino - marino@environdec.com



AGENDA – MORNING SESSION

Time	Title	Speakers
9.15 – 9.30	Introduction	Moderators
9.30 – 10.00	EPD system and the new GPI	Joakim Thornéus, Massimo Marino - The International EPD [®] System
10.00 – 10.20	The voice of the business	Carlo Alberto Pratesi – Roma 3 University
10.20 – 10.40	The voice of the environment	Antonella Daniele - WWF
10.40 – 11.00	The voice of the consumers	Claudio Mazzini - Coop Italia
11.00 – 11.15	Coffee break	-
11.20 – 11.40	An introduction to PCRs	Kristian Jelse - The International EPD [®] system
11.40 – 12.00	The net of PCRs: the food case	Filippo Sessa - Life Cycle Engineering
12.00 – 12.20	The EPD process	Luca Ruini - Barilla
12.20 – 12.30	Roundtable & conclusions	Moderators

AGENDA – AFTERNOON SESSION

Time	Title	Speaker
14.00 – 15.30	An International system Moderator: Joakim Thornéus	Carina Kraft - BYK Chemie - Germany
		George Michalopoulos - Rodaxagro - Greece
		Huday Kara - Turkey
		Mikael Ekhangen - Vattenfall - Sweden
		Vladimir Koci - Czech Republic
15.30 – 16.00	Coffee break	-
16.20 – 17.15	EPD in Italy Moderator: Massimo Marino	Pietro Crudele- Conserve Italia
		Alessandra Zamagni - Ecoinnovazione
		Lorenzo Orsenigo - ICMQ
		Fabio Iraldo – Bocconi University
17.15 – 17-45	Roundtable & conclusions	Moderators

Joakim Thorneus & Massimo Marino

Since 2008 Joakim is the manager of The International EPD System.

Massimo is a professional consultant and acts as Chairman of Technical Committee of The International EPD System.



Introduction

Some figures and some news from the system

Carlo Alberto Pratesi

Carlo Alberto is a professor for the Università Roma 3 where he teaches Sustainable Marketing and Corporate Communication. He is also consultant for many companies for the definition of the strategic communication.



The voice of the business

How the organizations approach the sustainability issue in the communication?

Do you see many “greenwashing cases”?

Antonella Daniele

Antonella is the Business Sustainability Advisor for WWF Italy and Italian responsible for the WWF Climate Savers team.
He manages projects aimed to help the companies in the definition of the sustainability strategies.



The voice of the environment

What does the environment expects to know from companies?

When is the company engagement reliable?

Claudio Mazzini

Claudio is the Head of Sustainability, Innovation and Values for COOP Italia which is the biggest retailer in Italy.

In his activity Claudio manages the sustainability rules for products development and takes care the consumers requests.



The voice of the consumers

Do you see interest for the sustainability issue by the consumers?

Kristian Jelse

Kristian is the project Manager at The Swedish Environmental Management Council and he is the coordinator of the PCR library for the International EPD® system



Introduction to PCR

What is a PCR ?

Filippo Sessa

Filippo works for Life Cycle Engineering where he is involved in many projects regarding LCA for foods. He also acts as PCR moderators for many PCRs for food and cooperate for the “PCR net design”.



The net of PCRs: the food case

Why the needs of a “net”?

How does it work?

Luca Ruini

Luca is the health, safety, environment & energy director for Barilla where he manages the Sustainable Group Supply Chain (GSC) by developing knowledge and culture related to the whole sustainability issues. He is the responsible of the many EPDs published by Barilla.

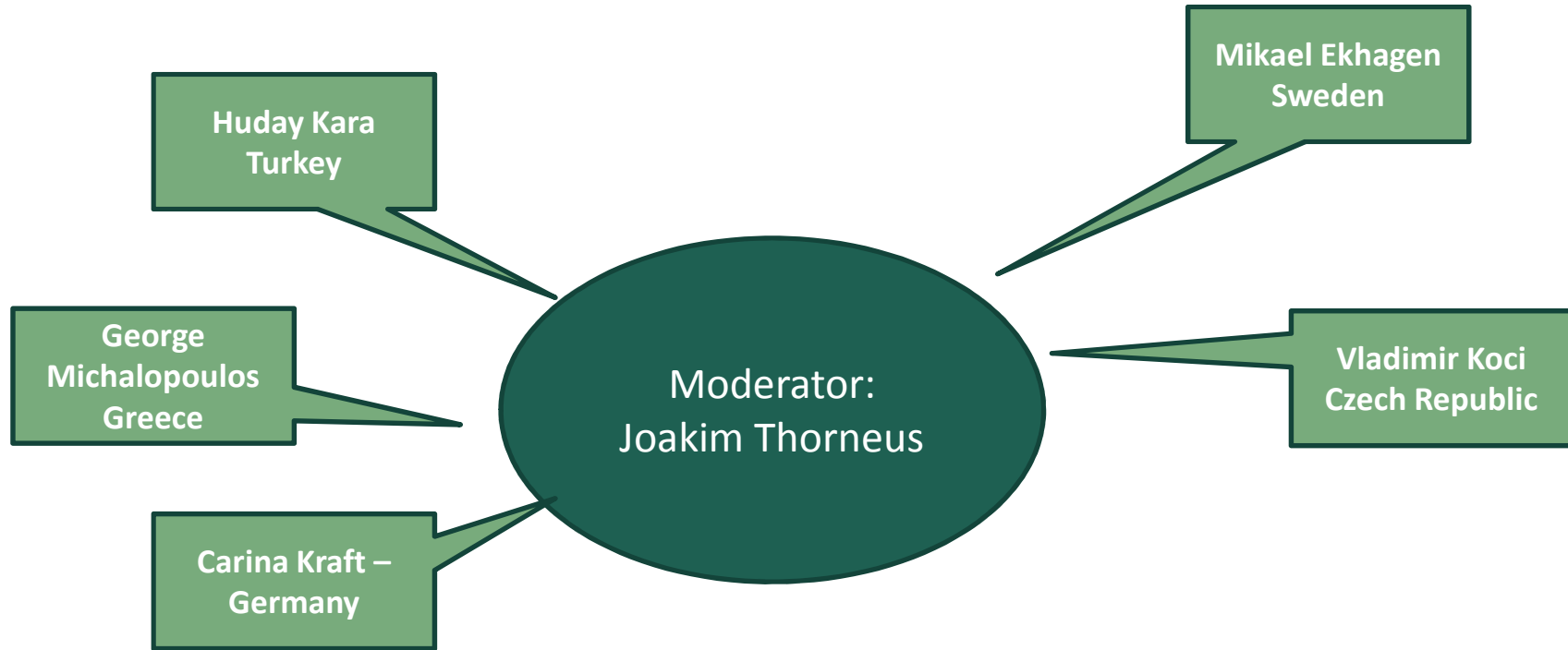


Barilla
The Italian Food Company. Since 1877.

From EPD to EPD process

Why so many EPDs?

How can you manage?



Some common requests

Why are you interested in the International EPD system?

What do you need from it?

Huday Kara - TURKEY

Hüdai is Managing Director of Metsims Sustainability Consulting that supplies services to the EU, UK and Turkish markets.

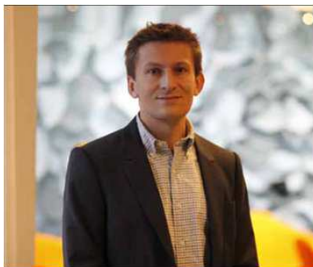


George Michalopoulos - GREECE

George Michalopoulos 67, director of RodaxAgro, is a greek agronomist with long experience in organizing primary agricultural production, with focus on quality and environment. He invites the farmers -customers of RodaxAgro- to seek diversification in the market via the novel «enviromental quality» of their products.

Carina Kraft - GERMANY

Carina Kraft works for the Regulatory Affairs department at BYK-Chemie GmbH. She is responsible for LCA and prepares the product-related studies and EPDs.



Mikael Ekhagen - SWEDEN

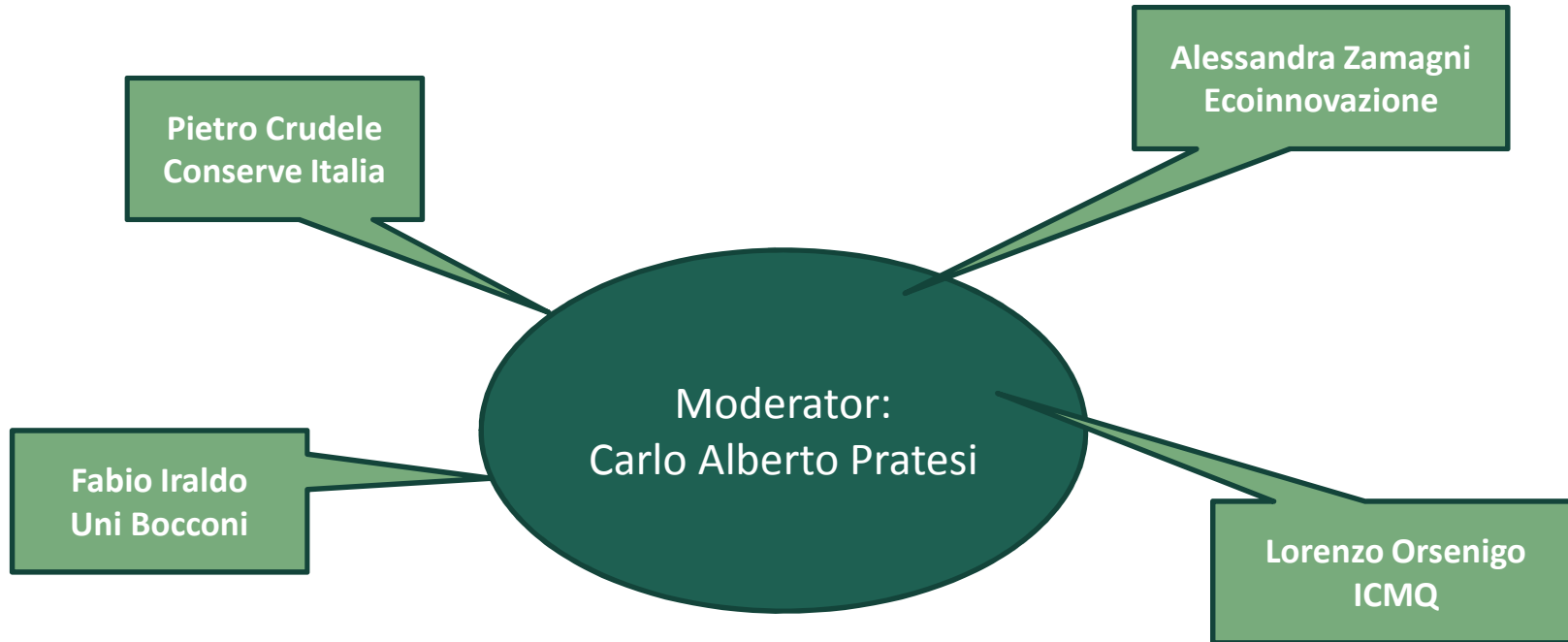
Mikael Ekhagen is working as an environmental advisor at the European energy utility Vattenfall where he is responsible for the overall EPD and LCA work including the certified EPD[®] management process.



Vladimir Koci – CZECH REPUBLIC

Vladimir Koci is head of Center for Environmental Declaration, Czech EPD operator associated to The Interational EPD system





Some common requests

Why are you interested in the International EPD system?

What do you need from it?

Pietro Crudele

Pietro is the Manager of the Environmental Management System at Conserve Italia-



Bocconi

Fabio Iraldo

Fabio is an Associated Professor of Environmental Management at the Istituto di Management - Scuola Superiore Sant'Anna, Pisa (Italy). He is also a Research Director at IEFE (Centre for Research on Energy and Environmental Economics and Policy), Bocconi University, Milan (Italy).

Alessandra Zamagni

Alessandra is President of Ecoinnovazione srl, an ENEA spin-off. She is a research at ENEA on LCA, Social LCA and Life Cycle Sustainability Analysis, co-chair of the SETAC Europe LCA Steering Committee, subject editor for the International Journal of Life Cycle Assessment.



Lorenzo Orsenigo

Director at ICMQ Certification