

2nd Annual

Achieving Excellence in Environmental Product Development in the High Tech and Electronics Industry

Boosting ROI, Driving Competitiveness and Minimising Product Carbon Footprint Through the Integration of Environmental Design, Compliance and Technology

Amsterdam, The Netherlands

23rd and 24th September 2010

Attending This Premier **marcus evans** Conference Will Enable You to:

- **Find** the best ways to design environmentally friendly products with a longer life cycle
- **Explore** the latest technologies and tools to minimise product carbon footprint and improve usability of a product
- **Create** green products while complying with tightening regulatory demands
- **Examine** the newest ecodesign directive and its impact on different product groups and industries
- **Learn** how key industries are tackling the challenges related to creating sustainable products
- **Boost** ROI and cut development costs to achieve sustainability in green product initiatives

Learn from Key Practical Case Studies:

- Drive innovation and boost competitiveness through green public procurement from **Dell**
- Gain a competitive edge with sustainable design of electronics products from **Pioneer**
- Move towards sustainable products and manufacturing from **Sharp Manufacturing**
- Comply with the EUP directive and strengthen the efficiency of the products from **Electrolux Professional**
- Tackle the issue of closing the material loop from **Philips Lighting**
- Create energy efficient products to ensure compliance and achieve carbon management objectives from **Canon Europe**

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Being **green** means
being **profitable!**

marcusevans

Adopt the **best approach**
to meet **regulatory demands**
and **gain cost savings**

In the Chair:

Maarten Ten Houten

Director, Sustainability and Government Affairs
Philips Lighting

Your Expert Speaker Panel:

Markus Stutz

EMEA Environmental Affairs Manager
Dell

Willy Tomboy

Director, Environmental Affairs
External and Environment Affairs Division
Toyota Motor Europe

Sebastian Gann

Environmental Programme Manager
Zumtobel Group

Bill Thomas

General Manager, Quality Control,
Environmental Centre
Sharp Manufacturing

Dr. Freimut Schröder

Vice President, Environment, Health, Safety
and Product Testing Laboratory
Siemens Healthcare

Elinor Kruse

Chairwoman of Task Force Product Policy
**Orgalime – The European Engineering
Industry Association**

Daniela Voinea-Popescu

Eco-Officer, Research and Development
Océ-Technologies

Alexander Pavlov

Product Marketing Manager,
Control and Monitoring Systems, Energy
Efficiency
Atlas Copco Airpower

Kentaro Niwano

European Environment Project Manager,
Environment and Product Safety
Canon Europe

Erika Menosso

Eco Tech and Standards
Project Manager
Electrolux Professional.

Maarten Ten Houten

Director, Sustainability
and Government Affairs
Philips Lighting

Hans Wendschlag

European Environmental Programme
Manager
Hewlett-Packard

Martin Charter

Director
Centre for Sustainable Design

Danny van Roijen

Environment and Product Compliance
Supervisor
Pioneer

Mike Zepp

Director - Global Market Development
Environmental Compliance & Sustainability
Dassault Systemes Enovia Corp

Xavier Theunissen

Senior Manager Sustainability
ASML

Dr. Yu-Mi Mun

Environmental Affairs Manager
LG Electronics Europe

Hans Jager

Policy Officer
**SNM Dutch Society for Nature and
Environment**

Day 1

23rd September 2010

Booking Line

Marc Grieco

Tel: +46 (0) 8 678 6040

Fax: +46 (0) 8 407 2962

MarcG@marcusevansse.com

08.30 Registration and Coffee

09.00 Opening Address from the Chair

Maarten Ten Houten

Director, Sustainability and Government Affairs

Philips Lighting

REGULATORY DEVELOPMENTS AND ENVIRONMENTALLY CONSCIOUS PRODUCTS

09.10 Keynote Presentation

Enhancing Product Performance and Environmental Protection Through the EcoDesign Directive

- Latest developments regarding the ecodesign directive
- Status of implementation measures for product groups
- The ecodesign directive and development of standards
- Extension of EUP to ERP: What does it mean in practice?
- Assessing the future legislative outlook

Elinor Kruse

Chairwoman of Task Force Product Policy

Orgalime – The European Engineering Industry Association

09.55 Case Study

The Impact of EUP on Products Companies Make

- What is the first step for directive implementation? A case: Professional refrigeration- a common performance methodology and data analysis
- Green aspects: More elements to reach and only one target to be environmentally safe
- Some examples of how to market your products while ensuring compliance

Erika Menosso

Eco Tech and Standards Project Manager

Electrolux Professional

10.40 Morning Coffee and Networking Break

11.00 Sustainable product development (SPD)

- Overview of key trends and issues
 - Green growth
 - 3rd 'green' consumer wave
- Examples of company approaches
 - How companies are approaching SPD
 - Key issues related to implementing SPD
- Business benefits achieved
 - Quantified examples of benefits of SPD
- Examples and cases
 - Company cases
 - Product-related examples

Martin Charter

Director

Centre for Sustainable Design

11.45 Case Study

LGE Experience on Energy Compliance

- ERP/Energy Labelling regulations that is affecting or will LGE (refrigerators, washing machines, dryers, TV, standby, EPS, Vacuum Cleaner, Fan, Aircon, etc)
- Is there consistency in EU ERP/Energy Labelling regulations?
- Challenges created by ERP/Energy Labeling Regulations in LGE's internal compliance system
- Opportunities for energy efficiency marketing

Dr. Yu-Mi Mun

Environmental Affairs Manager

LG Electronics Europe

12.15 Pros and Cons of the Product Methodology Behind the EUP and ERP Directive

- Developing a standardised methodology to analyse products
- How to assess the methodology?
- Should there be an update of the methodology to analyse products?
- Harmonising the methodology and the standards
- Developing standards related to evaluating environmental product performance

Hans Jager

Policy Officer

SNM Dutch Society for Nature and Environment

13.00 Luncheon

LIFE CYCLE ASSESSMENT AND MANAGEMENT

14.00 Case Study

Scrutinising a Product's Life Cycle Assessment (LCA)

- Key aspects to look into for effective LCA
- Developing a LCA strategy to better evaluate a product's environmental performance
- Calculating carbon footprint and energy efficiency with the life cycle evaluation
- Looking at the whole life cycle of a product and setting the targets where the biggest reductions can be made
- Life-cycle costing to help evaluate the environmental impact and cost of products

Xavier Theunissen

Senior Manager Sustainability

ASML

14.45 Interactive Panel Discussion

Performing Eco-Efficiency Analysis to Drive Sustainable Products

- Discussing eco-efficiencies at a practical level: Is it a win-win for both business and environment?
- How to build a better and clever product with a longer life cycle: Tools to implement eco-efficiency measures
- Improving eco-analysis for a better decision making process
- Implementing different performance indicators to help with the analysis and creating even more sustainable products
- Assessing environmental impacts of a product with eco-efficiency analysis

Panellists Include:

Willy Tomboy

Director, Environmental Affairs, External and Environment Affairs Division

Toyota Motor Europe

Kentaro Niwano

European Environment Project Manager, Environment and Product Safety

Canon Europe

Alexander Pavlov

Product Marketing Manager, Control and Monitoring Systems, Energy Efficiency

Atlas Copco Airpower

Dr. Yu-Mi Mun

Environmental Affairs Manager

LG Electronics Europe

15.30 Afternoon Tea and Networking Break

COST EFFICIENT DEVELOPMENT OF GREEN PRODUCTS

15.50 Case Study

Moving Towards Sustainable Products and Manufacturing

- Incorporating a "3G-1R" strategy
- Sharp's "green mind" approach
- Sharp's "green product" approach: Focus on ecodesign and life cycle analysis, value engineering, green procurement, material compliance RoHS, REACH, data collection and monitoring
- Sharp's "green factory" approach
 - o Installing improvements: Financial cost versus carbon cost
 - o Achievements: Examples of trends affecting CO2 emissions
 - o Data collection and monitoring

Bill Thomas

General Manager, Quality Control, Environmental Centre

Sharp Manufacturing

16.35 Case Study

Creating Energy Efficient Products to Meet Compliance and Achieve Carbon Management Objectives

- Overcoming the challenges with admitting products to the market
- Making already efficient products even more so
- Improving long usability of products by taking the advantage of eco-friendly materials
- Extending the operating life and enhancing durability of a product
- Measuring the environmental impact of a product and constantly improving it in the early stage of development

Kentaro Niwano

European Environment Project Manager, Environment and Product Safety

Canon Europe

17.20 Case Study

Carbon Zero Oil-Free Air Compressors – Recovery of up to 100% of Input Energy

- Introduction to Atlas Copco
- Value of energy in compressed air installations
 - o Break down of life cycle costs, with 70-80% dedicated to energy consumption
 - o 99% of CO2 footprint of a compressor is coming from the use of machine
 - o Atlas Copco energy circle: Our approach to achieve ultimate efficiency
- ZR carbon zero compressors
 - o Why carbon zero?
 - o Energy recovery working principle
 - o Typical applications, potential savings
 - o Carbon zero certificate from TÜV

Alexander Pavlov

Product Marketing Manager, Control and Monitoring Systems,

Energy Efficiency

Atlas Copco Airpower

18.05 Closing Comments from the Chair

18.10 End of Day One

18.15 Drinks Reception Sponsored by **TechniData**

24th September 2010

Booking Line

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08.30 Registration and Coffee

09.00 Opening Address from the Chair

Maarten Ten Houten

Director, Sustainability and Government Affairs

Philips Lighting

PRODUCT DESIGN TO INCREASE EFFICIENCY AND MINIMISE CARBON FOOTPRINT

09.10 Case Study

Innovation in Eco-Design for Environmental Product Improvement

- Emphasis on sustainable life cycle design to create a green product
- Methods to enhance eco-design and evaluate design performance
- Overcoming the challenges connected to demand, knowledge and skills
- Assessing new ways of design thinking: Eco-efficiency and eco-effectiveness
- Examples of innovation for improved environmental performance

Daniela Voinea-Popescu

Eco-Officer, Research and Development

Océ-Technologies

09.55 Case Study

Gaining a Competitive Edge with Sustainable Design Solutions of Electronics Products

- Explaining the link between carbon footprint and eco-design
- Maximising resource efficiency through design
- Assessing where you stand and what your procedure is in making eco-design efforts
- Finding the best ways to incorporate environmental aspects into new product development decision-making

Danny van Roijen

Environment and Product Compliance Supervisor

Pioneer

10.40 Morning Coffee and Networking Break

11.00 Case Study

Innovation for Eco-Sustainability

Eco-Sustainability is a whole new demand upon business in the global economy that we all live and work in today. Companies are being forced to respond to a whole new set of business rules (RoHS, ELV, REACH, etc...), new consumer demands (Lower Energy Consumption, Lower Carbon Footprint & More Recycling), and ever changing market conditions (New Competitors, Fluctuating Energy Costs & Skyrocketing Raw Material Costs). Innovating & designing to meet these new requirements is a must for businesses today, and effectively managing the overwhelming volume of data involved with things like chemical substance content compliance demands a broad-based and dynamically flexible solution that can support your current & future business processes.

Dassault Systemes would like to introduce you to the future where "Innovation for Eco-Sustainability" is part of everyone's job, and where information on the environmental impact of design decisions and new product developments is shared throughout your company's eco-system via the business processes of Eco-Create, Eco-Share, and Eco-Experience. Learn how material choices during CAD design can be contrasted & compared for their environmental impact. Learn how a "Cradle-to-Cradle" lifecycle approach to product development can be achieved by integrating & sharing material compliance information amongst designers, partners, and customers.

Mike Zepp

Director - Global Market Development
Environmental Compliance & Sustainability

Dassault Systemes Enovia Corp

11.45 Case Study

Driving Innovation and Boosting Competitiveness Through Green Public Procurement (GPP)

- What is the role of GPP in relation to the other instruments?: The potential it can offer
- Analysing procurement needs and prioritising goods and services with less adverse environmental impact
- Establishing improvement targets
- Presenting the attributes of products to the industry
- The next steps in green public procurement

Markus Stutz

EMEA Environmental Affairs Manager

Dell

CREATING ECO PRODUCTS THROUGH GREEN TECHNOLOGY

12.30 Case Study

Development of an ErP Self-Regulatory Initiative by the Medical Devices Industry

- Impact of the ErP Directive on the medical device industry
- The need and concept for the COCIR ErP self-regulatory initiative
- Requirements, solutions and business opportunities
- Benefits and outlook of the self-regulatory initiative

Dr. Freimut Schröder

Vice President, Environment, Health, Safety and Product Testing Laboratory

Siemens Healthcare

13.15 Luncheon

14.15 Interactive Panel Discussion

Finding the Best Technologies and Strategies to Improve Energy Efficiency of Products

- Cost saving strategies through eco-technology: How it works in practice
- What are the key approaches to minimising product carbon footprint?
- Carbon footprint metrics: Efficiently assessing exposure to energy and carbon costs through the right model solutions
- Identifying and focusing on the highest ROI eco-technology that will drive competitive advantage

Panelists Include:

Willy Tomboy

Director, Environmental Affairs, External and Environment Affairs Division

Toyota Motor Europe

Dr. Freimut Schröder

Vice President, Environment, Health, Safety and Product Testing Laboratory

Siemens Healthcare

Alexander Pavlov

Product Marketing Manager, Control and Monitoring Systems,
Energy Efficiency

Atlas Copco Airpower

ECO-FRIENDLY MATERIALS

15.00 Case Study

Closing the Material Loop

- How to reduce the amount of materials used in products?
- Developing materials that have less environmental impact and more value at the end-of-life
- Material flow management
- Trying to achieve more when materials are not available: Turning to bioplastics

Maarten Ten Houten

Director, Sustainability and Government Affairs

Philips Lighting

15.45 Afternoon Tea and Networking Break

ENVIRONMENTAL PRODUCT DECLARATIONS

16.05 Case Study

The Eco Declaration – Allowing Customers to Make Informed Purchase Decision

Since the mid 90s, the IT industry has delivered objective and standardised environmental product related information for customers to compare products from different brands and allow them to make informed purchase decisions. The content is based on European ecolabel criteria as well as customer frequently asked questions. In 2006 the declaration became an international standard, ECMA-370. There is multiple evidence that the declaration is an acceptable verification document in both public and commercial tenders.

- Market demand for objective IT product environmental information
- Industry response: The eco declaration
- Market acceptance of the declaration content
- Future declaration content development possibilities

Hans Wendschlag

European Environmental Programme Manager

Hewlett-Packard

16.50 Case Study

Meeting the Demands for Product Related Environmental Data with EPDs Environmental Product Declarations (EPDs)

- Supporting the product development process of organisations by means of EPDs
- EPDs as a reliable and transparent basis to communicate the environmental
- How to establish the framework for the generation of EPDs

Sebastian Gann

Environmental Program Manager

Zumtobel Group

17.35 Closing Comments from the Chair

17.45 End of Conference

Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Rob Taylor, Sponsorship Director, **marcus evans**, Barcelona

Tel: +34 933 934 632

Email: RobT@marcusevanses.com

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Achieving Excellence in Environmental Product Development in High Tech and Electronics Industry

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Fees

From In-House Counsels:

- 2 DAY CONFERENCE + ON-LINE DOCUMENTATION @ EUR 2995 (SEK 28453) + VAT**
- ON-LINE DOCUMENTATION @ EUR 895 (SEK 8503)**

Payment is required within 5 working days.

The credit card payment amount will be deducted in SEK. A 24 % service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments. VAT will charged at the country rate where the conference will be held.

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Applies to full conference:

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Registration Details

CONFERENCE: ACHIEVING EXCELLENCE IN ENVIRONMENTAL PRODUCT DEVELOPMENT IN HIGH TECH AND ELECTRONICS INDUSTRY

DATES: 23RD AND 24TH SEPTEMBER 2010

VENUE: AMSTERDAM, THE NETHERLANDS

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Terms and Conditions:

- 1.** Fees are in inclusive of programme materials and refreshments.
- 2.** Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.
- 3.** Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above) Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
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- 7.** Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.