

PCF World Forum



The PCF World Forum Dialogue: Reflections

IV Seminario Internacional CEPAL sobre la Huella de Carbono
Rasmus Priess, Santiago de Chile, 11 October 2012



What am I going to talk about?

- PCF World Forum
- Reflections on PCF World Forum dialogue
- What is needed?
- Opportunities for improved dialogue: What does the PCF World Forum offer?

PCF PILOT PROJECT GERMANY.





PCF World Forum

Why the PCF World Forum?

- Already in 2008:
 - Large number of existing and emerging initiatives in carbon footprinting, carbon labelling, etc.
 - Little dialogue and understanding of each other's approaches

- **PCF World Forum as neutral platform to promote mutual understanding and dialogue across initiatives and their stakeholders**

PCF World Forum

The PCF World Forum has brought together...



Carbon Footprint of Products
Identification of the quantity of greenhouse gas emissions of products



Casino

EPD



CARBON DISCLOSURE PROJECT



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And many more...



PCF World Forum past and future

- **Mutual understanding**
- **Harmonisation** -> Collaboration
- Outreach and Capacity Building



PCF World Forum past and future

- Mutual understanding
- Harmonisation -> **Collaboration**
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REFLECTIONS ON PCF WORLD FORUM DIALOGUE

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Number of approaches and initiatives increasing

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Number of initiatives and approaches increasing

- General standards
- Product category and sector work in different geographies and programmes
- Range of communication approaches

- **Why growing number of initiatives?**
 - Lack of government regulation on climate change
 - Demand for (corporate) leadership
 - Before working with others on harmonisation need to build own understanding and “identity” with own stakeholders



**Without clear approach to consumer
communication difficult to agree on methods**

Without clear approach to consumer communication difficult to agree on methods

- Communication determines the methodological specifications required
- However, communication is competitive
- **Communication is perhaps a matter of leadership, transparency and acceptance rather than harmonisation**
- **We may have to live with a certain diversity of approaches for some time**



**Based on quantification: common
understanding of hotspots and measures**

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Based on quantification common understanding of „hotspots“ and mitigation measures

- What are the main climate and environmental impacts in each product category and sector?
- Do we have a common understanding of these?
- If so, what are the best ways to reduce these?
- And can we make these comparable?

- **What does this mean?**
- Understanding of life cycle environmental impacts (quantification) necessary
- Further initiatives

Properly account for and „safeguard“ major mitigation measures: use of renewable energy and renewable resources



Properly account for and „safeguard“ major mitigation measures: use of renewable energy and renewable resources

- Recognised as major mitigation measures
- However, not fully included in carbon and environmental footprint methodologies, e.g.
 - green power accounting
 - land-use change
 - biodiversity impacts



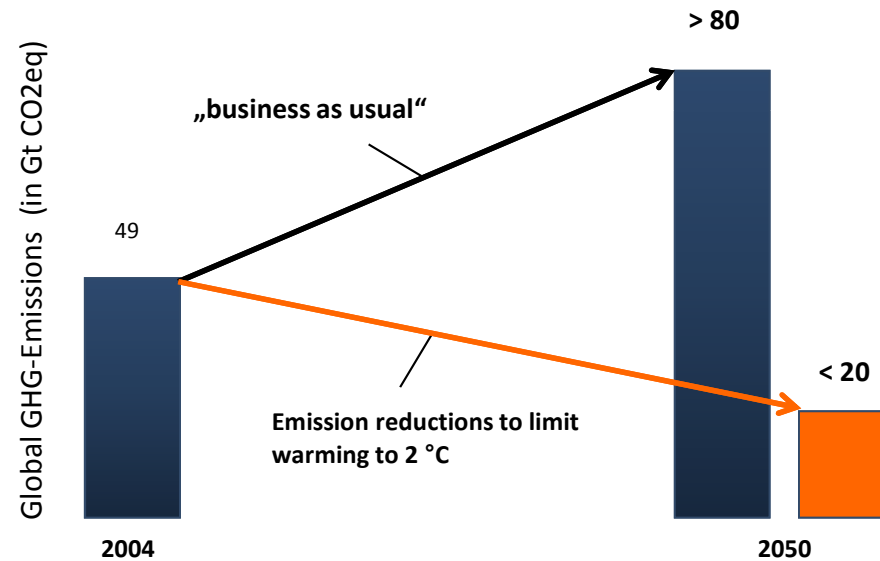
Demand for leadership remains strong

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Leadership needed (and happening) as long as challenge unresolved



NASA Goddard Space Flight Center Image by Reto Stöckli (land surface, shallow water, clouds). Enhancements by Robert Simmon (ocean color, compositing, 3D globes, animation). Data and technical support: MODIS Land Group; MODIS Science Data Support Team; MODIS Atmosphere Group; MODIS Ocean Group Additional data: USGS EROS Data Center (topography); USGS Terrestrial Remote Sensing Flagstaff Field Center (Antarctica); Defense Meteorological Satellite Program (city lights).



Quelle: IPCC 2007, Stern 2008



What is needed?

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What is needed?

- Identification and support for communication approaches that really drive relevant change
- Availability and accessibility of „real-life“, high quality data
 - for footprint assessments
 - for shared understanding and insights
- Better collaboration among initiatives to increase impact and make best use of resources; and, yet, leave room for leadership
- Better alignment of product category rules with accepted international standards, within and across sectors as well as the real objectives of such rules
- Leadership + real life applications and implementation



Opportunities for improved dialogue: What does the PCF World Forum offer?

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Opportunities for improved dialogue: What does the PCF World Forum offer

- Platform for organisations and individuals to
 - Understand global developments
 - Share relevant insights and bring them to international attention
 - Demonstrate leadership
 - Make proposals for (jointly) addressing climate change and GHG emissions in production and consumption
- Establishment of local focal points of PCF World Forum dialogue to
 - bring more of the local ideas, concerns, proposals to the joint stage and
 - bring more of the international reality to local stakeholders
- Facilitate collaboration across initiatives and stakeholders
- Capacity building



Join the dialogue!

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Open issues and challenges

- Specific emerging measurement landscape – including product category rules - still unclear (though with GHG Protocol now general recognised basis)
- Environmental footprinting is not just business, policy or civil society driven, but a combination
- Best type of consumer communication in general or per product category (or per country) still unclear
- **Manufacturers and suppliers need to build competencies in this volatile environment and help their customers demonstrate leadership**



Demand for quantification of life cycle environmental impacts to inform

- Understanding of „hot-spots“
- Impact reduction measures
- Certification/ Standards/ Benchmarks

- Especially for environmental impacts that are not black and white

The „new quality“ in environmental footprinting

- Life Cycle Assessment has been developed over the past 25 years or so
- Mostly used for general system comparisons/ „political“ decision making, e.g. disposable vs. reusable packaging
- Also limited use for „Environmental Product Declarations“ in a B2B context

- Use for questions such as: **Is this product system or option better/ worse than an alternative option?**
- Limited use for assessing *SPECIFIC* goods and services

- Now we are asking: **What is the carbon, water, biodiversity impact, ... of that particular product? And how does that compare?**
- **DEMANDS FOR QUANTIFICATION ARE NOW MUCH HIGHER!**

Recognising rationale behind measurements

→ Quantification is not an objective in itself but rather an instrument to

1. **Understand and demonstrate** origin of environmental/ climate impacts
2. **Compare** relative performance of different products/ consumption options to make informed decisions
3. **Explain measures** to reduce environmental/ climate impact