



Öko-Institut e.V.
 Andrea Droste
 Binzengrün 34a
 D-79114 Freiburg

Information

Location

IMD – International Institute for Management Development: Chemin de Bellerive 23, CH-1001 Lausanne ▶ www.imd.ch

Organizer

Öko-Institut – Institute for Applied Ecology, Binzengrün 34a, D-79114 Freiburg ▶ www.oeko.de

Registration

The number of participants is limited, please register in time. For your binding registration, please complete the registration form here, or register online at ▶ www.prosa.org. Registrations will be received until Friday 10 June.

Conference fee

The registration fee is 300 € (NGOs, students and members of Öko-Institut 150 €) and includes all sessions, lunches (Monday and Tuesday), dinner (Monday) and conference material.

Payment

Upon receipt of your registration, we will send you an invoice for the registration fee. Registration only becomes final after we have received the fee on our account.

Cancellation

Cancellations must be made in writing. In the event of a participant cancelling later than 24 June 2005, the organizer will retain 50% of the registration fee.

Hotel reservation

IMD has reserved a limited number of rooms in a hotel near the conference site. If you wish to stay in these, please note this on the registration form.

Contact

If you have questions regarding conference organization, please contact: Öko-Institut, Andrea Droste, Tel. +49-761-45 29 549, Fax: +49-761-47 54 37 ▶ a.droste@oeko.de



PROSA – Product Sustainability Assessment Challenges, case studies, methodologies

International congress
 4–5 July 2005
 at IMD, Lausanne

PROSA



The congress

The development and marketing of sustainable products underpins sustainable development. Sustainable products excel in every respect: High quality, reasonable price, low environmental impact, social equity – and success in the marketplace. This sounds straightforward, yet many questions arise:

- Do such products already exist? Are there successful examples? What distinguishes them from "conventional" products?
- Which management methods do companies already deploy to develop and assess sustainable products and product portfolios? Do these methods play a marginal role, or are they an integral part of regular management?
- Do companies see real market opportunities, or merely a need to avoid negative issues?
- Are there any moves to integrate social aspects?

The congress will identify the essential elements of product sustainability strategies, debate the state of play and map perspectives – based on case studies throughout. Examples from the automotive industry will be used. The congress will provide an overview of the product sustainability analysis tools already used by companies. Eco-efficiency analysis, supplier auditing and the integration of social aspects will be explored in depth.

The congress will take an interactive approach, building upon the experience gained by the IMD learning network. The congress is structured as to provide broad scope for discussion and exchange in small study groups of ten to twelve persons. Study group outcomes will be reported back to the plenary in short debriefing sessions.

Target groups

- producers of goods and services (strategic planning, product development and marketing departments)
- trading firms
- insurers and rating agencies
- politicians and ministries (product policy, sustainability strategy)
- stakeholders
- researchers (methodology development)

PROSA

International congress | 4–5 July 2005 | IMD, Lausanne



Programme

Monday, July 4, 2005

- 10:30 a.m.: Welcome and registration
- 11:00 a.m.: Opening and introduction
U. Steger (IMD)

Session I – Product sustainability strategies: Status and requirements

- 11:20 a.m.: Perspectives for sustainable products, new markets and product policy
R. Griebhammer (Öko-Institut)
- 11:50 a.m.: Case study: Examples from the automotive industry (Golf Ecomatic / 3L-Lupo / Smart / Toyota Prius)
U. Steger (IMD)

- 1:00 p.m.: Lunch

Session II – Product sustainability assessment tools and case studies

- 2:00 p.m.: PSAT – Product Sustainability Assessment Tool - a method in development
M. Franke (Procter & Gamble)
- 2:20 p.m.: The Sustainability Compass: Assessing the sustainability contributions of ICT services
T. Otto (Deutsche Telekom)
- 2:40 p.m.: SEE Balance®- Socio-Eco-Efficiency Analysis
A. Kicherer (BASF)
- 3:00 p.m.: PROSA – Product Sustainability Assessment
C. Gensch (Öko-Institut)
- 3:30 p.m.: Coffee break
- 3:45 p.m.: 6 study groups to analyse and evaluate the specific advantages and disadvantages of the methods presented
- 4:45 p.m.: Debrief via "ambassador principle"
- 5:15 p.m.: Reflection of the study groups
- 5:45 p.m.: Debrief plenary
- 6:30 p.m.: Walk to hotel for dinner

Tuesday, July 5, 2005

Session III – Three parallel workshops, each involving two study groups

- 8:30 – 10:30 a.m.:
 - Workshop 1: Eco-efficiency analysis**
 - Eco-efficiency of consumer products
I. Rüdener (Öko-Institut)
 - Eco-efficiency of B2B products
A. Kicherer (BASF)
 - Workshop 2: Social aspects**
 - Sociograde
R. Griebhammer (Öko-Institut)
 - EHS (environment, health and safety) audits in the supply chain
G. Fritz (Ciba)
 - Workshop 3: Corporate strategy**
 - Quantifying the business case
O. Salzmann (IMD)
 - Integrating CSR in the corporate strategy
C. Hochfeld (Öko-Institut)

- 10:30 a.m.: Coffee break
- 11:00 a.m.: Preparation of group debriefing
- 11:30 a.m.: Interactive debriefing by groups
- 12:00 p.m.: Lunch
- 1:00 p.m.: Study groups: Preparing an action plan – how to make the use of such tools happen?
- 2:00 p.m.: From learning to action (with role-play: Convince controller)
- 3:00-3:30 p.m.: Wrap-up and closing

Speakers

Prof. Dr. Marina Franke, Procter & Gamble
Manager Sustainable Development

Günter Fritz, Ciba Speciality Chemicals
Head of Environment, Health and Safety

Carl-Otto Gensch, Öko-Institut
Coordinator of the Sustainable Products & Material Flows Division

Dr. Rainer Griebhammer, Öko-Institut
Deputy Director of Öko-Institut; Director of Zukunftserbe foundation; member of the German Advisory Council on Global Change (WBGU)

Christian Hochfeld, Öko-Institut
Deputy Director of Öko-Institut

Dr. Andreas Kicherer, BASF
Head of the eco-efficiency analysis group within BASF's Environment, Safety & Energy Division

Tim Otto, Deutsche Telekom
Expert in corporate sustainability & citizenship

Ina Rüdener, Öko-Institut
Research fellow, expert in LCA and eco-efficiency

Oliver Salzmann, IMD
Research associate

Prof. Dr. Ulrich Steger, IMD
Alcan Chair for Environmental Management; director of the Forum for Corporate Sustainability Management; professor at Ruhr University

Registration form

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I would like to register for the congress "PROSA – Product Sustainability Assessment".

Surname

First name

Title

Institution/Company

Function

Address

Zip code and city

Country

Phone

Fax

E-mail

I will be attending:
 Lunch on Monday Dinner on Monday
 Lunch on Tuesday
I am a vegetarian: Yes No

A group reservation has been made at the Hotel Royal Savoy, 40, Avenue d'Ouchy, 1000 Lausanne 13 (Cost per person: CHF 205-220, includes breakfast, VAT and service charge)

I will require hotel accommodation: Yes No
If yes, please specify your requirements:
 Sunday, July 3 Monday, July 4

Date Signature