



**ENEP/EFAEP General Assembly Side Event
VNU German Environmental Manager Day**

7 April 2011, 13:00-17:30

Venue: Chamber of Commerce and Industry,
Industrie- und Handelskammer / IHK Frankfurt/Main
Börsenplatz 4, D-60313 Frankfurt/Main

SUSTAINABLE PRODUCTS

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Time	Subject	Speaker
12:45 – 13:00	Arrival, registration and refreshments	
13:00 – 13:20	Welcome and presentation of agenda	Chamber of Commerce Frankfurt, Head of Environmental Departmt.; VNU e.V., Matthias Friebel, President
13:20 – 14:00	Product Carbon Footprint in supply chain and other methods/tools for measurement of sustainable products	Barbara J. Wieler (tbc) PricewaterhouseCoopers
14:00 – 14:40	Steps towards sustainable products	Dr. Brigitte Dittrich-Krämer BASF SE
14:40 – 15:10	Coffee Break	
15:10 – 15:50	Sustainable products in printing	Daniela Matysiak KYOCERA MITA
15:50 – 16:30	Sustainable strategy and products of a cleaning equipment specialist	Axel Leschtar Alfred Kärcher GmbH & Co. KG
16:30 – 17:20	Panel Discussion	(Chairman) Frank Sprenger Sustainable AG all speakers
17:20 – 17:30	Wrap-up and close-up	VNU e.V., Frank Sprenger VNU e.V., Matthias Friebel