

# CARBON PRICE SUMMIT

## *what it means to your business*



Sydney: 22nd November 2011

Melbourne: 23rd November 2011

Cost: \$330.00 Per Attendee

Pricing carbon has been subject to ongoing consideration in Australia over an extended period of time. On 12 October 2011, the Carbon Price legislation passed through the House of Representatives.

**The Carbon Price – what it means to your business** will explore the risks and opportunities to your business of a carbon price and present the latest thinking and practice in carbon risk management.

Participants will have the opportunity to hear first hand from experts in the fields of energy, finance, accounting, law, IT and business management who will provide insight into the workings of the carbon tax mechanism and provide guidance on how to adequately prepare your business for its introduction.

### Summit Objectives:

- **The Carbon Price – what it means to your business** will build your understanding of the potential impact of a carbon price on your business and the capability to adequately respond.

### Summit Outcomes:

By attending this workshop you will gain the following:

- Understanding of the proposed Australian Carbon Tax Scheme.
- Understanding of the potential risks and opportunities of a carbon price to your business and the type of strategies that companies can employ to prepare for the introduction of the Australian Carbon Tax Scheme.
- Understanding of the legal and accounting requirements.

*“Regardless of one’s view, a carbon price is about to become a business reality and it is imperative that businesses respond positively”*

A close-up photograph of two hands, one from the left and one from the right, holding a large, 3D green letter 'R' between their fingers. The hands are positioned above the rest of the 'CARBON PRICE' text.

# CARBON PRICE

*"I found the Shaper Group content & presenter performance to be excellent & useful"*



## Summit Agenda:

Time	Agenda item	Description	Presenter
8:00 am	<i>Arrival</i>		
8:30 am	Welcome	Welcome and introduction to speakers and participants.	Nadya Krienke-Becker, Shaper Group
8:35 - 8:45	An overview of the Australian carbon pricing mechanism	An overview of the carbon pricing mechanism to be introduced in July 2012 and a brief reflection on the international context.	Dan Atkins, Shaper Group
8:45 - 9:15	Carbon impact on energy consumption	Managing embedded carbon exposures in energy contracts and usage.	David Rylah, EnergyAdvice
9:15 - 9:45	Carbon, energy and environmental data management	Organisations need ready access to financial-grade business intelligence to manage their energy, carbon and environmental performance. David Solsky will reveal how today's best businesses track, manage and report their sustainability performance.	David Solsky, CarbonSystems
9:45 - 10:15	Role of financial tools	The strategic options and financial tools available to reduce the exposure of businesses to an increasing carbon price.	Jennifer Lauber Patterson, NAB
10:15	<i>Morning Tea</i>		
10:45 - 11:15	Carbon reporting and assurance	The ways in which the carbon assurance process can support the effective management of carbon risk.	Brad Pollock, Deloitte
11:15 - 11:45	Legal implications	The legal obligations emerging from the proposed Australian Carbon Tax Scheme.	Simon Greenacre, Baker McKenzie
11:45 - 12:15	The Carbon Farming Initiative (CFI)	Understanding the ins and outs of carbon reductions through Carbon Farming Initiatives.	Simon Fjell
12:15 - 12:45	How the carbon price impacts the business case for sustainability through the value chain	An increasing carbon price represents a threat but also an opportunity. Dan Atkins will provide insight into how companies can position themselves to address an increasing price of carbon throughout the value chain and seize the opportunities it presents. This session will also look at building business resilience and capturing new business opportunities.	Dan Atkins, Shaper Group
12:45 - 13:00	<i>Summary and close</i>		Nadya Krienke-Becker, Shaper Group

*Please note speakers may be subject to change without notice*

## Summit Sponsors:



# Summit Speakers



## Nadya Krienke-Becker, Shaper Group



Nadya Krienke-Becker is General Manager of the Shaper Group. With 25 years of brand, marketing, communication and strategic management expertise within Australia, UK and Europe, Nadya has chosen

to apply her knowledge to developing, marketing and communicating sustainable brands. Having held senior roles with blue chip companies and leading branding agencies, Nadya has in-depth experience in understanding what is required in developing and driving successful brands. Nadya spent 8 years in the Australian energy sector heading up Brand and Communication on behalf of both AGL and Origin Energy. Whilst with Origin Energy, Nadya launched Origin's Green Energy product and has watched it grow to become Australia's number one green energy brand. Nadya has been an ADMA judge, AANA Committee member, National Green Brand Forum Chair, ADC Future Summit Green Brands and Consumer Engagement panel member, and is Secretariat for Future Energy Network. Understanding the power of brands and communication, Nadya works with organisations to embed sustainability via their brands and by helping them engage with their stakeholders on their sustainability journey.



## Dan Atkins, Shaper Group



As one of Australia's leading sustainability practitioners and entrepreneurs, Dan Atkins has more than 15 years experience advising organisations across Australia, Asia, Europe and the

USA. Dan is a pioneer in the sustainability sector and was responsible for establishing Deloitte's sustainability division in Australia, and managed their Global Centre for Excellence for Environmental and Sustainability Services in Denmark.

Dan was the former head of environmental affairs at Toyota Australia and has advised many of the world's leading companies including Toyota Motor Corporation, Novo Nordisk, Norsk Hydro, UBS, Amcor, Santos, Europcar, BHP Billiton, Spotless, ANZ, George Weston Foods, National Foods and 7 Eleven.

Through his thought leadership, Dan has been an advisor to organisations around the world including the World Economic Forum, World Business Council for Sustainable Development, United Nations Environment Program and the European Environmental Awards.

As a sought-after speaker, Dan has presented at over 100 worldwide conferences & events.



## David Rylah, EnergyAdvice



David leads EnergyAdvice's Structured Solutions and Carbon Markets Team, and provides leadership for major Australian corporations in the development of their carbon market strategies, and energy efficiency and

compliance reporting programs.

Having over 25 years experience trading and advising across a range of financial and energy markets, David has worked in sterling money markets, UK & Australian government bonds, interest rate swaps, electricity (NEM & SWIS), natural gas, renewable energy and petroleum products. David is responsible for providing strategy reviews and tailored client solutions across a range of energy products to "capture value" from the volatile energy market.

Prior to joining EnergyAdvice, David held senior positions in both Wholesale and Derivative Trading and Major Customer management for a number of retail energy supply companies operating across South East Australia. David has served on a number of industry committees that established the current framework for wholesale electricity derivatives trading in the National Electricity Market.



## David Solsky, CarbonSystems



David Solsky is a co-founder of CarbonSystems. A passionate technology entrepreneur, he has spent the past four years working locally and internationally to build the company into a leader in the

energy and carbon management sector.

Prior to 2007 David spent a decade in the IT industry as an entrepreneur, building several successful Australia and New Zealand businesses in the information and data management sector.

David spent seven years with PricewaterhouseCoopers in their Corporate Finance and Assurance Divisions and has applied this experience to CarbonSystems' technology platform, ensuring it meets the rigorous information-integrity standards of the corporate sector.

In 2011, ABC Carbon named him beside David Suzuki, Nicholas Stern and Tim Flannery as one of 100 Global Sustainability Leaders that have made a significant contribution to sustainability.



# CARBON PRICE

*"Excellent presentation. Speaker engaging and delivered material very well. Great opportunity to share ideas and network"*

## Summit Speakers

### Jennifer Lauber Patterson, NAB



Jennifer is a specialist in environmental and energy markets with over 20 years experience in the banking and energy sectors.

During her time in the energy industry Jennifer held a number of senior roles before transitioning to banking in 2004, taking up the position of Director, Electricity, Emissions and Renewables at ANZ. In this role she established ANZ's carbon and renewable derivative business. In 2009 Jennifer moved to NAB where she is currently heading up the development of the bank's carbon trading capability. Over the last 12 months Jennifer has actively promoted better communication of the positive opportunities for moving to a lower carbon economy. She was responsible for NAB commissioning a report by "Republic of Everyone" on how to "Build Conversations Around a Low Carbon Economy". Jennifer is also a non-executive director of Yarra Energy Foundation and a non-executive director of Frontier Carbon.



### Brad Pollock, Deloitte



Brad is the national leader of the Deloitte Sustainability & Climate Change practice. Brad has over 17 years of professional experience with Deloitte, both in Australia and in the United Kingdom.

He has particular experience in the provision of external audit, due diligence and advisory services in the mining, oil and gas and electricity industries. This includes advice on the impacts of the proposed carbon pricing mechanism, compliance with the National Greenhouse & Energy Reporting Act 2007 (NGER) and provision of greenhouse gas verification and assurance services. Brad has assisted a number of major Australian companies in developing greenhouse gas and energy data reporting systems across a number of industries including mining, oil and gas, electricity generation, paper, pulp & glass container manufacturing. Brad is an NGER registered greenhouse gas and energy auditor and is also registered by the Department of Climate Change and Energy Efficiency as an Emissions-Intensive-Trade-Exposed (EITE) registered auditor.



### Simon Greenacre, Baker McKenzie



Simon is a carbon and energy lawyer. A member of Baker & McKenzie's global Environmental Markets group since 2007, his practice focuses on carbon trading under the Kyoto Protocol, the Carbon Farming Initiative,

renewable energy projects and environmental law in the Asian region. His clients include the Asian Development Bank, Origin Energy, Indigenous Land Corporation, the Department of Climate Change and Energy Efficiency and the National Australia Bank. During his time at Baker & McKenzie Simon has completed secondments in London with Camco International and most recently in Beijing with the global carbon team of Standard Bank. Simon previously worked for five years as a policy adviser in the Department of the Prime Minister and Cabinet, where he spent two years as the Asia desk officer and also advised on trade, energy market reform and competition policy. Simon has also worked as a visiting research fellow at Peking University as an Australian Youth Ambassador for Development.



### Simon Fjell



Simon is a sustainability pioneer, educator, designer, economic botanist, sustainable orchardist, serial ecosocial entrepreneur, professional speaker, writer, carbon developer CFI & REDD+.

Simon is Co-founder director of the Permaculture Institute International (1976) which develops sustainable designs based on an approach to human settlements and agricultural systems modeled on the relationships found in nature. It is now a global sustainable design organization with many thousands of projects in over one hundred countries with over 150,000 graduates from its training programs.

He was a pioneer of the exotic tropical fruit and flower industries in North Queensland.

Simon has now turned his attention to gaining in-depth insight into land based carbon such as Australia's Carbon Farming Initiative (CFI), including projects such as the Savannah burning of Northern Australia stretching from Cape York via the Gulf and Arnhem Land to the Kimberley. He is also an expert in Reduced Emissions Degradation and Deforestation (REDD+) projects globally.

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*"Shaper presenters were engaging and knowledgeable."*



## About the companies

### The Shaper Group

**The Shaper Group** seeks to inspire global change in business thinking and practice for a sustainable future.

We are a group of companies that works with businesses, government and not-for-profit organisations who want to improve their competitive advantage and reputation by embracing sustainable business practices.

As the only Australian company to be invited by the World Economic Forum to assist in developing strategies to create a sustainability future for the international business community, the Shaper Group is linked into the latest sustainability thinking from around the globe.

With our extensive knowledge and expertise in sustainability, climate change, carbon, CSR, industrial symbiosis, sustainable branding, communications and events our focus is to make the complex simple for you.

We understand that business sustainability impacts the whole of your business and to shape a successful future requires strategic action.

[www.shapergroup.com](http://www.shapergroup.com)

### EnergyAdvice

**EnergyAdvice** is widely recognised as Australia's leading energy consultancy assisting clients in managing the complexities of the evolving energy market. With extensive experience and knowledge in electricity, gas, LPG, fuels, carbon and renewable markets; EnergyAdvice excels at providing comprehensive energy management, procurement, reporting, auditing, energy efficiency, advisory and project management functions. EnergyAdvice's market intelligence is second to none; enabling us to develop informed solutions for our clients. With our industry experience, knowledge, ongoing market monitoring and engagement, we stay connected to the entire energy spectrum. Our clients recognise us as their trusted leading edge energy advisor; one that adds value to their businesses.

We understand that each business is unique and has individual requirements, particularly when it comes to staying ahead in the dynamic and complex energy market.

The Future is Now - we ensure your energy needs are well managed now and in to the future.

[www.energyadvice.com.au](http://www.energyadvice.com.au)

### CarbonSystems

**CarbonSystems** is a global provider of sustainability software. Their Enterprise Sustainability Platform ("ESP") enables companies to manage their carbon, energy, environmental and social responsibility performance and operate more efficiently by driving cost savings in their use of energy, fuel, gas, water, waste, and other environmental metrics. CarbonSystems' platform has been chosen by leading ASX 200 companies, government, private companies and organisations as their preferred environmental and sustainability performance management system. They have clients in diverse sectors, including manufacturing, health, mining, property, government, tertiary education, fast moving goods distribution, information technology, managed services, logistics, and professional services.

CarbonSystems is a privately owned and funded Australian company. With over 40 staff, CarbonSystems has offices in London, New York and Sydney, and are experiencing global growth in the demand for their technology and services.

[www.globalcarbonsystems.com](http://www.globalcarbonsystems.com)

### Deloitte

As one of Australia's leading professional services firms, **Deloitte Touche Tohmatsu** and its affiliates provide audit, tax, consulting, and financial advisory services through 4,500 people across the country. Focused on the creation of value and growth, and known as an employer of choice for innovative human resources programs, we are dedicated to helping our clients and our people excel. Our Sustainability and Climate Change practice comprises of multi-disciplinary professionals helping clients transition to the sustainable business models and practices that will deliver top and bottom line growth for the long term. Our approach is built on:

- Deep knowledge of industries and sectors
- Focused technical credentials
- Broad complement of time

Through our international network we are able to draw upon the expertise of more than 400 experienced sustainability practitioners in more than 30 countries, including the USA, United Kingdom, New Zealand, across Europe and North America.

[www.deloitte.com](http://www.deloitte.com)

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## About the companies

### NAB

At **NAB** we're committed to doing the right thing - helping our customers, communities and our people realise their potential. To us corporate responsibility means:

- Getting the fundamentals right with our customers by delivering fair value and quality advice
- Being a good employer through investing in the skills and capabilities of our employees
- Addressing our broader responsibility to society by supporting communities, managing our environmental impact and having a positive impact through our supply chain

Our five-point strategy for addressing climate change focuses on being a leading organisation, and working in partnership with our employees, customers and suppliers.

We're also working to understand the risks and opportunities that we create as a financial lender.

[www.nabgroup.com](http://www.nabgroup.com)

### Baker McKenzie

**Baker & McKenzie** defined the global law firm in the 20th century, and we are redefining it to meet the challenges of the global economy in the 21st .

We bring to matters the instinctively global perspective and deep market knowledge and insights of more than 3,750 locally admitted lawyers in 69 offices worldwide. We have a distinctive global way of thinking, working and behaving – “fluency” – across borders, issues and practices. We understand the challenges of the global economy because we have been at the forefront of its evolution. Since 1949, we have advised leading corporations on the issues of today’s integrated world market. We have cultivated the culture, commercial pragmatism and technical and interpersonal skills required to deliver world-class service tailored to the preferences of world-class clients worldwide.

Our commitment to excellence and fluency are reasons why we have more lawyers listed in more countries in Chambers Global Directory of the World’s Leading Lawyers than any other global firm.

[www.bakermckenzie.com](http://www.bakermckenzie.com)

## Be informed. Register NOW!

### CONTACT DETAILS

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### COST

**\$330 per participant**

### DATE /VENUE

**Sydney: 22 November 2011**

Royal Automobile Club of Australia

**Melbourne: 23 November 2011**

Melbourne Convention and Exhibition Centre