



INFORMATION
TECHNOLOGY
FACULTY

IT FACULTY CONFERENCE 2009

Sustainable Business and Green IT

Chartered Accountants' Hall London
Wednesday 28 October 2009 10:00–16:30



SUSTAINABLE BUSINESS AND GREEN IT

Issues – Answers – Efficiencies – Savings

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Business sustainability and Green IT are coming under greater scrutiny than ever before. New regulations will soon require organisations to measure and report their carbon emissions – will you be one of them? Significant cost savings and operational efficiencies can flow from running a sustainable business, not to mention benefits from investors and the supply chain. This one day conference will enable you to understand the issues and timescales, provide you with practical advice and guidance to tackle these head on, and help you appreciate the significant benefits of running a sustainable business.

WHO SHOULD ATTEND?

- **Executives and managers** in business and practice with an interest in driving change and saving costs in their organisations through the implementation of sustainable business programmes and Green IT
- **Financial managers** with responsibility for CSR and environmental reporting
- **Practice managers** with responsibility for business development in business sustainability and Green IT

The morning session sets the scene for delegates by outlining a sustainable business strategy and how to maximise return on investment through the green agenda.

The afternoon session provides delegates with a practical guide on how to deploy Green IT in their organisations and offers an opportunity to interact with a panel of experts on business sustainability.

BENEFITS OF ATTENDING

- Understand your legal obligations – quickly and easily
- Understand what it takes to become a sustainable business
- Identify potential cost savings
- Increase IT efficiency
- Assess what Green IT means to your organisation
- Receive practical advice on implementing Green IT
- Understand and learn from successful implementations of Green IT
- Identify revenue opportunities

PROGRAMME

09:30 Registration and coffee

AM – OUTLINING THE STRATEGY

10:00 Sustainability in business – why is it important to me?

Planning for business sustainability and environmental responsibility

Case Study – Adnams Brewery

11:10 Networking break

11:30 Optimising ROI on your green agenda – engaging the business

Carbon accounting and reduction – a guide to compliance and legislation

13:00 Lunch

PM – IMPLEMENTING THE STRATEGY

14:00 Using technology to manage environmental impact

Carbon accounting – a practical guide to methods, tools and technologies

15:15 Networking break

A practical guide to deploying Green IT in your organisation

Panel questions and answers

16:30 Close



SESSION DETAILS

1 SUSTAINABILITY IN BUSINESS – WHY IS IT IMPORTANT TO ME?

Whether your objective is to improve your corporate profile, drive out costs and improve efficiencies or fundamentally change the nature of your business, this session will outline the influences in the marketplace and the emerging roles and responsibilities of the accountant.

Speaker: Paul Druckman (Chairman of HRH The Prince of Wales' Accountability and Sustainability Forum and FEE Sustainability Policy Group). Paul will also chair the event for the day

2 PLANNING FOR BUSINESS SUSTAINABILITY AND ENVIRONMENTAL RESPONSIBILITY

This session will provide an overview of the scope and benefits involved in embracing a sustainable business agenda. It will provide attendees with an overview of the areas of their business that could benefit from and be impacted by such an initiative. The speaker will make reference to real life examples and the benefits enjoyed by those organisations.

Speaker: Richard Spencer (Head of Sustainability, ICAEW)

Case Study – Adnams Brewery (Dr Andy Wood, Adnams MD). This innovative award-winning brewer of the UK's first carbon-neutral beer discusses how you don't have to be a large organisation to benefit from becoming a sustainable business

3 OPTIMISING ROI ON YOUR GREEN AGENDA – ENGAGING THE BUSINESS

This session will consider how to engage the entire business in becoming sustainable, from customers and suppliers through to staff and investors. The aim should be to maximise value from your green activities – whether delivering cost savings through staff participation or promoting your environmental credentials and accreditations.

Speaker: David Morris (Senior Manager, Baker Tilly IT Advisory Services)

4 CARBON ACCOUNTING AND REDUCTION – A GUIDE TO COMPLIANCE AND LEGISLATION

The UK Government will be publishing new guidelines for corporate reporting of carbon emissions on 1 October 2009. The new Carbon Reduction Commitment carbon trading scheme is due to start in April 2010. During this session, a leading environmental lawyer will outline the relevant regulations you should be aware of and will provide up-to-date interpretation and advice.

Speaker: Sara Feijao (Environmental Barrister, Practical Law Company)

5 USING TECHNOLOGY TO MANAGE ENVIRONMENTAL IMPACT

Most businesses have little or no idea what their carbon impact might be, let alone their wider environmental impact on greenhouse gases, waste and water. It is impossible to manage something that has never been measured or assessed. This session lays out the key role business technology needs to play in helping an organisation understand its environmental impact and manage its future performance.

Speaker: Jyoti Banerjee (Industry Analyst, Director, KiteBlue Ltd and Co-Founder M Institute)

6 CARBON ACCOUNTING – A PRACTICAL GUIDE TO METHODS, TOOLS, AND TECHNOLOGIES

How do you measure carbon emissions? This session seeks to unravel the "black art" of carbon emissions accounting and look at the opportunities for the accountant to secure new revenue streams. The session will cover terminology, standards and methodologies, including standalone and integrated methods.

Speaker: Kevin Misselbrook (Customer Services Director, Access Accounts and Deputy Chairman, BASDA)

7 A PRACTICAL GUIDE TO DEPLOYING GREEN IT IN YOUR ORGANISATION

This practical session will provide you with a toolkit to enable you to go back to your organisation and look for cost savings and resource efficiencies in areas such as travel, carriage, paperless trading and optimising the use of IT hardware[†].

Speaker: David Tebbutt (Programme Director, Freeform Dynamics)

[†]As part of the deliverables of the day, you will receive a free copy of the recent publication, *Cost savings through resource efficiency – A practical guide to Green IT*.



IT FACULTY CONFERENCE 2009

SUSTAINABLE BUSINESS AND GREEN IT
WEDNESDAY 28 OCTOBER, 10:00–16:30

Registration opens at 09:30

BOOK ONLINE AT WWW.ICAEW.COM/ITFACEVENTS

BOOKING DETAILS

I would like to attend the conference on 28 October 2009 and I enclose my cheque/credit card details below. Please complete and include each delegate's name.

Name	<input type="text"/>	Guest	<input type="text"/>
Position	<input type="text"/>		
Organisation	<input type="text"/>		

Address (NB ICAEW members – this will be one of your contact addresses)

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Email

ICAEW membership number (if applicable)

Full Day: Sustainable business and Green IT Conference Event code: TITFCNF091028

IT Faculty Members	£115.00 inc VAT
Early Bird (book before 18 September)	£86.25 inc VAT
Non Members	£172.50 inc VAT
Early Bird (book before 18 September)	£143.75 inc VAT

Morning only: Outlining the Strategy Event code: TITFCNF091028AM

IT Faculty Members	£69.00 inc VAT
Early Bird (book before 18 September)	£57.50 inc VAT
Non Members	£97.75 inc VAT
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You can take advantage of the preferential rate offered to IT Faculty members by joining the faculty until the end of 2009 at the promotional rate of £25.

I would like to join the IT Faculty until the end of 2009 at the promotional rate of £25¹ Or join online at www.icaew.com/itfacjoin and use promotional code **ITF4M**.

¹If you are not a member of ICAEW/ICAI/ICAS the membership fee will incur VAT.

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Cheque Payment – please return to Booking Services, ICAEW, Metropolitan House, 321 Avebury Boulevard, Milton Keynes, MK9 2FZ UK

I enclose a cheque payable to **Chartac** for £ . please quote **membership no.** and the **event code** on the reverse of the cheque

Credit/debit card payments can be made by telephone +44 (0)1908 248 159 (open Mon–Fri 09:30–16:30) or by completing the section below and faxing to +44 (0)1908 248 064 or by post to Booking Services, ICAEW, Metropolitan House, 321 Avebury Boulevard, Milton Keynes, MK9 2FZ UK

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CANCELLATION/TRANSFERS:

If you cannot attend you can transfer your place to another individual. Please pass all correspondence to that individual and telephone Booking Services on +44 (0)1908 248 159 to give the name of the person to whom you have transferred your booking. If you cannot transfer your place to someone else and have to cancel your booking, please telephone Booking Services. If you give more than 10 working days notice a full refund will be given. If you cancel within 10 working days your fee cannot be refunded. If we have to cancel this event, our liability in the event of cancellation is limited to a full refund of the fee and you will be notified in advance of any cancellation and offered the full refund or a transfer to an alternative venue.

Changes to the Programme: We reserve the right to make changes without prior notice.

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