

ADVANTAGE
竞争力

LEADERSHIP
领导力



Green is a kind of capacity

绿色是一种能力



INTEGRATION
凝聚力

INNOVATION
创新力

SUSTAINABILITY
可持续发展

2011

Ecovane Green Capacity Building Calendar
环翼企业绿色能力建设培训公开日程

2011 Ecovane Green Capacity Building Calendar

2011年环翼绿色能力建设培训公开日程



Shanghai, China

Agenda

Course 课程	Code 编号	Length 时长	Date 日期 dd/mm	Target audience 目标听众	Training Objective 课程目的
Effective LCA with Simapro 生命周期评估及 Simapro操作	EV-01-LCA	2 days 两天	1/3-2/3; 1/6-2/6; 1/9-2/9; 1/12-2/12	Professionals involved in product innovation and sustainability, including innovators, product developers, company executive managers, environmental managers, intermediates such as consultants, centre of excellence, and researchers. It is also relevant for professionals from business associations, NGOs, and governments that work with industry in joint projects.	<ol style="list-style-type: none"> 1. understanding LCA and performing LCA's with Simapro 2. Hand on experience and know-how regarding concepts and applications of LCA (e.g. CO2 footprinting), data collection, impact assessment and interpretation of LCA results. 3. model LCA with the most profit of using Simapro 7. <p>该培训课程旨在普及及提高生命周期评估LCA以及通过应用Simapro顺利开展LCA工作(例如碳足迹)的能力。您将了解LCA的相关概念, 数据收集, 影响评价以及LCA结果的解释, 以及如何充分利用Simapro 进行LCA工作。</p>
Carbon Footprint 碳排放核算(组织及产品)	EV-02-CF	0.5 day 1pm-6pm 半天 下午1-6点	3/3; 3/6; 3/9; 3/12	同上	<p>After the course you can take back: theories and development of GHG footprint, the methodologies and standards, GHG accounting practice and management</p> <p>该课程目的在于促进对当前温室气体排放核算方法的了解以及方便学员回到公司顺利开展计算及管理工作的。</p>
Design for sustainability (Dfs) for professionals 面向专业人员的可持续设计	EV-03-Dfs	2 days 2天	30/5-31/5; 29/11-30/11	专业从事产品创新及可持续发展人员, 包括生态设计人员, 产品研发人员, 高级主管, 环境经理, 以及顾问, 能力中心, 研究人员等。也适用于与企业合作的协会, NGOs以及政府等组织	<p>This two days course with the state of the art Dfs knowhow and practice, aims to enable the audience:</p> <ol style="list-style-type: none"> 1. Start a quick design for sustainability at home company; 2. Understand the concept, context, its rationale and approaches to Dfs; 3. Get familiar with tools like benchmarking, creativity techniques and other Dfs rules 4. Get to know how to manage Dfs in a company <p>该课程持续两天, 通过介绍最新的可持续发展设计知识及实践, 旨在确保受训人员能够:</p> <ol style="list-style-type: none"> 1. 回到公司后能够快速开展可持续设计工作; 2. 了解可持续设计的概念, 背景及外延, 以及具体操作; 3. 熟悉可持续设计相关的工具比如基准比较, 创造性设计以及其他 4. 了解如何在一个公司内开展可持续设计
Strategic Product Green Innovation, communication and Management 战略产品绿色创新, 交流及管理	EV-04-GM	0.5 day 8am-12am 半天 上午8-12点	3/3; 3/6; 3/9; 3/12	C level executives Senior product and strategic managers; Sustainability directors 首席执行官级别 资深产品及战略管理经理 可持续发展总监	<p>During the course your concept about green and its relationship with business, profit, value chain and success will be interactively challenged, you might be triggered or inspired by the adventurous green programs from the world renowned top green wave riders. This is the course for success with Green.</p> <p>在这个上午您对绿色的认识及其和企业, 效益, 价值链以及成功的关系会重新认识, 通过案例学习和互动您或许能够领悟到“他山之石可以攻玉”的意境。本课程旨在帮助有志于成为“绿色领袖”企业一臂之力。</p>
Eco design in house training 生态设计与管理内部培训	EV-05-ED	2 days 2天	N/A, in house training only 本课程只开展内训	Representatives from all relevant departments in the company 企业所有与开展绿色设计相关部门	<p>This course is for both environmental expert and none expert, the message is simple and clear: make green a success in the company, using plain language (in the other words, no esoteric environmental language) and practice to show the knowledge and approach to success with eco design, the purpose of the training is to start or enhance the eco design program in the company and make sure it is a success instead of a failure.</p> <p>本课程面对的主要对象不是环境专业人员, 而是非环境专业人员, 因此课程的信息简单明了: 如何确保生态设计成功而非失败。本课程将避免使用复杂的环境术语, 而是通过通俗的语言和案例结合丰富的实践使生态设计融入企业。本内训的目的在于确保在企业内成功开展绿色设计及管理, 对于已经开展的企业则进一步保证其绿色设计帮助企业获得竞争优势</p>

Please see the following flyers for more
On site internal training is also available per request

更多信息请浏览后面的介绍
以上课程亦可组织企业内训

Registration
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<http://www.ecovane.cn/events/register.asp>



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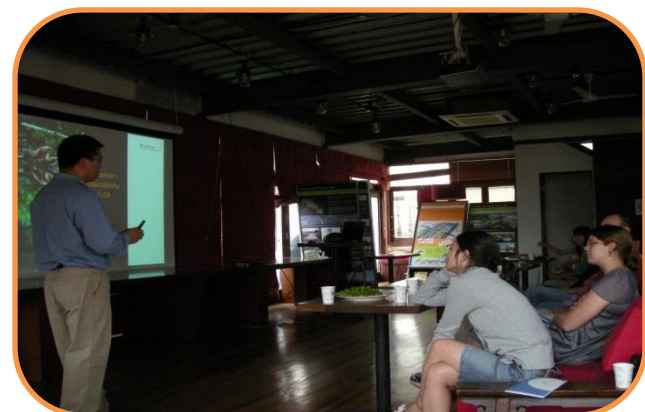
Effective LCA with Simapro 生命周期评估及Simapro操作

Course code: EV-01-LCA

Objective of Training

1. understanding LCA and performing LCA's with SimaPro
2. Hand on experience and know-how regarding concepts and applications of LCA (e.g. CO2 footprinting), data collection, impact assessment and interpretation of LCA results.
3. model LCA with the most profit of using SimaPro 7.

该培训课程旨在普及及提高生命周期评估LCA以及通过应用Simapro顺利开展LCA工作(例如碳足迹)的能力。您将了解LCA的相关概念, 数据收集, 影响评价以及LCA结果的解释, 以及如何充分利用Simapro 进行LCA工作。



About LCA and the course

These training sessions are dedicated to understanding Life Cycle Assessment (LCA) and performing LCA and other applications with SimaPro. LCA is a tool used to evaluate and analyze the environmental impact of a product or service through its entire life cycle. At these training sessions you will learn about the LCA concept and its applications as well as LCA methodology (including data collection, impact assessment, interpretation of results etc). Furthermore, you will learn how to model LCA's and how to best utilize SimaPro software.

LCA can be used for eco-design, to verify green marketing claims, to improve supply chain efficiency, for sustainable strategy design, policy making, carbon foot printing and more. This is entry level training and is therefore suitable for any professionals or academics whose work relates to these topics.

Testimony

This training has benefited me greatly in relation to both my theoretical knowledge of LCA and practical knowhow with Simapro software. The training covered the key concepts and points of LCA conduct such as goal and scope setting (Functional unit, boundary, allocation) and impact interpretation so as to ensure the quality of LCA conduct and conclusions. Although I have worked with these concepts and methodologies before, I can honestly say 70% of my previous LCA understanding was unclear and 30% was totally incorrect. I came to the training with many questions and returned home with crystal clear understanding. I also benefited a lot from my discussions with Bill concerning the application of LCA. I appreciate and acknowledge Bill & Susie's abundant LCA experience and practical skill with the SimaPro software.



Who should attend

Professionals involved in product innovation and sustainability, including innovators, product developers, company executive managers, environmental managers, intermediates such as consultants, centre of excellence, and researchers. It is also relevant for professionals from business associations, NGOs, and governments that work with industry in joint projects.

谁应该参加

专业从事产品创新及可持续发展人员, 包括生态设计人员, 产品研发人员, 高级主管, 环境经理, 以及顾问, 能力中心, 研究人员等。也适用于与企业合作的协会, NGOs以及政府等组织

Content of Training | 课程提要

Concepts and application of LCA

How to start and conduct an LCA

How to build inventories

Data collection strategies and readily available databases (such as ecoinvent and input-output data)

Structure of SimaPro

Libraries and projects

Modeling a life cycle in SimaPro

Processes and product stages, waste scenarios and life cycles

Impact assessment

Theory behind impact assessment methods, how to select the most appropriate method and how to use it in SimaPro

Analyzing and interpreting results

Impact assessment in practice and Monte Carlo uncertainty assessment

LCA概念和应用

如何开始和实施LCA

如何建立数据清单

数据搜集方法和现成数据(例如ecoinvent和输入-输出数据)

Simapro 构成

图书馆和项目

在Simapro中模拟生命周期

过程和产品阶段, 废弃物处理方式和生命周期

影响评估

影响评估方法学前提, 如何选择最合适方法学并应用于

Simapro中

分析和诠释结果

实际影响评估和蒙特卡洛的不确定性评估

Registration

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<http://www.ecovane.cn/events/register.asp>



Carbon Footprint

碳排放核算（组织及产品）

Course code: EV-02-CF

Objective from Training

Learning the methods and standards through Product life cycle assessment to determine product's greenhouse gas emissions;
Be able to carry out internal assessment activities independently;
Expect to become a product carbon emission expert within internal management of the company;



Who should attend

Professionals involved in product innovation and sustainability, including innovators, product developers, company executive managers, environmental managers, intermediates such as consultants, centre of excellence, and researchers. It is also relevant for professionals from business associations, NGOs, and governments that work with industry in joint projects.

专业从事产品创新及可持续发展人员，包括生态设计人员，产品研发人员，高级主管，环境经理，以及顾问，能力中心，研究人员等。也适用于与企业合作的协会，NGOs以及政府等组织

Registration
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About CF and the course

This training program is designed to provide professionals who have distinguished themselves as leaders in the growing field of product carbon footprint, it is dedicated to understand PCF (Product Carbon Footprint) and PCF calculation process on an entrance level, you can learn PAS 2050 to quantify the product carbon footprint through LCA methodology, typical case studies will be presented and analyzed along with the theoretical training for better understanding.

Companies are now facing more pressure to calculate, report and reduce their GHG emission to meet the requirement of international and domestic regulation. . Calculating and analyzing product carbon footprint should be the first step to know how to reduce the emission. It is also a good starting point to report the company's carbon footprint as it links between the business and the consumer, passes on and transforms the carbon footprint information of the product from raw material to production, distribution, usage until disposition/reuse.

Testimony

This training was very helpful for my understanding of LCA from a holistic perspective. Although I have dabbled in LCA before, the effect of my work was quite limited due to my lack in understanding of various LCA documents. This LCA training helped me construct a framework for LCA and provided guidance for my future learning and usage of LCA.



Content of Training

Introduction and background of PAS 2050

Calculation of product footprint according to the PAS 2050 standard

Learning the methods and processes through product life cycle assessment to determine product's greenhouse gas emissions;

Further works needs to be done

Verification, improvement (emission reduction) and communication (through labeling)

Case studies analysis

case studies will be analyzed to help the trainees better learn how to perform PCF in real situation

PCF概念和PAS2050简介

根据PAS2050计算PCF

计算整个产品生命周期的温室气体排放

计算完成后的后续步骤

后续认证,改进,减排以及沟通工作

案例分析

案例分析帮助学员更好理解和展开PCF相关工作



Design for sustainability (DfS) for professionals 面向专业人员的可持续设计

Course code: EV-03-DfS

Benefit from Training

Through the training, you should be able to create outcomes that are environmentally necessary, socially desirable, culturally acceptable and economically appropriate.



Who should attend

Professionals involved in product innovation and sustainability, including innovators, product developers, company executive managers, environmental managers, intermediates such as consultants, centre of excellence, and researchers. It is also relevant for professionals from business associations, NGOs, and governments that work with industry in joint projects.

专业从事产品创新及可持续发展人员，包括生态设计人员，产品研发人员，高级主管，环境经理，以及顾问，能力中心，研究人员等。也适用于与企业合作的协会，NGOs以及政府等组织

Registration
注册

<http://www.ecovane.cn/events/register.asp>

About DfS and the course

DfS is a vibrant, dynamic, forward-looking discipline that questions why things are the way they are, and proposes how they could, and should be. It is becoming a key strategy motivating many of today's companies, including Philips Electronics, Interface, BMW, Electrolux – to name but a few. This training program is dedicated to provide trainees with DfS guidelines, tools and case studies to help companies meet the challenge of improving sustainability of products / service to secure long-term success.

Professionals involved in designing new products (or re-design current products) are key players in helping realize a more sustainable future, you are at the significant point of conjunction between technological and cultural worlds, and therefore in a privileged position to capture and act on signals for change. The future challenge for designers is to understand the critical role you play in shaping our future and to use this ability and skill set to move design into a more sustainable future.

Testimony

It was a pleasure to meet people through the training and I especially appreciate Bill's LCA conduct instruction as I found it very beneficial.



Content of Training

Overarching DfS approach

Basic concepts & strategies; Environmental assessment tools (LCA, toolkit, etc.); In-the-box DfS (incremental innovation): product Re-design; out-of-the-box(radical innovation): new product development & Product Service System;

DfS (or Ecodesign) strategies for different industry

packaging; textile and clothing; furniture; electronic and electrical products; building supplemented with numerous case studies

Conceptual change for successful eco design

Rethinking material culture; reassessing "good" design; design, reframing design for sustainability; sustainability and the human spirit; intellectual and aesthetic understandings of design;

DfS基本概念及方法

基本概念,方法,工具,两种不同的DfS实现途径
现有产品的重新绿色设计/新产品研发及从产品到服务体系
(In-the-box & out-of-the-box)

不同行业的DfS应用

包装;服装;电子行业等

成功的概念转变

重新审视物质社会;何为"优秀"设计;设计和可持续发展理念等

Ecovane Environmental CO., LTD





Date (dd/mm): 3/3; 3/6; 3/9; 3/12

Strategic Product Green Innovation, communication and Management

战略产品绿色创新，交流及管理

Course code: EV-04-GM

Objective of Training

During the interactive course your question about green and its relationship with business, profit, value chain and success will be discussed and answered, you might be triggered or inspired by the adventurous green programs from the world renowned top green wave riders for your own success with Green.

About green management and the course

Green was interpreted as cost and burden by many executives in the 20th century, apparently there were not so many legendary companies whose success was due to the merit of 'green', but time has changed since the end of last century, many companies realized already: to keep the taste of success fresh, green is a new and valuable solution for cutting edge competitive advantage. But how?

In this course we try to uncover the secret veil of green innovation and breakthrough, by sharing theories, telling both successful and failed stories and case studies from pioneers, and interactive Q&A. We hope the course can help you make important strategic decisions about going green and confidence of managing it, until continuous success.

Testimony

I very much appreciated Bill and Susie's patient and excellent presentation. The training got me thinking about LCA application related to my work and the brainstorming sessions were really impressive and memorable. The learning process turned out to be a solid journey of raising questions, answering the questions and then finding and solving new questions...



Who should attend

C level executives
Senior product and strategic managers;
Sustainability directors

首席执行官级别
资深产品及战略管理经理
可持续发展总监

Content of Training

Green management and business

What is the concept about green product, eco design and its relationship to profit, competitive advantage, value chain

Green management approach and tools

How to develop a green structure, policy and procedure? How can we make win-win from green products? What is the process of product based environmental management? What tool can be used during this process?

Green Communication

Why is communication important? How to conduct internal and external green communication? What is stakeholder analysis and value chain management?

绿色管理及企业

什么是绿色产品，生态设计？他们和企业的利润，竞争力以及价值链的关系如何？

绿色管理途径及工具

如何建立一个绿色管理架构体系？如何确保绿色产品在经济，社会及环境三方面的成功？环境管理如何实施，有何工具？

绿色沟通

为什么沟通重要？如何进行内外部的沟通？什么是利益相关方分析等



Registration
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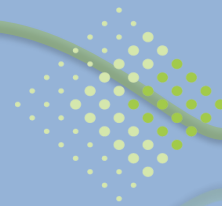
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Your Strategic Partner for Green Competitive Advantage
环翼环境科技-为您提供可持续绿色竞争力的战略合作伙伴



Eco design in house training 生态设计与管理内部培训

Course code: EV-05-ED

Benefit from Training

- Building the necessary green capacity for the competitive advantage;
- Accumulate knowledge and experience from peers and best practices;
- Smooth the barriers and set priorities for each participant for the future job going green;
- Make money and success with green.



Who should attend

Professionals involved in product innovation and sustainability, including representatives from each department.

专业从事产品创新及可持续发展人员，包括所有主要与产品相关部门成员代表。



Registration
注册

<http://www.ecovane.cn/events/register.asp>

About green and the course

This tailored course is for none environmental expert mainly but not expert, the message is simple and clear: make green a success in the company, using plain language (in the other words, no esoteric environmental language) and practice to show the knowledge and approach to succeed with eco design, the purpose of the training is to start or enhance the eco design program in the company and make sure it is a success instead of a failure.

本专门定制内训课程面对的主要对象不是环境专业人员，而是非环境专业人员，因此课程的信息简单明了：如何确保生态设计成功而非失败。本课程将避免使用复杂的环境术语，而是通过通俗的语言和案例结合丰富的实践使生态设计融入企业。本内训的目的在于确保在企业内成功开展绿色设计及管理，对于已经开展的企业则进一步保证其绿色设计帮助企业获得竞争优势

Testimony

I am now even more eager to explore these concepts by studying how my colleagues use SimaPro to assess the environmental impacts of some of our products. Getting to know other training participants is also valuable in terms of future cooperation. Thank you again Susie and Jonathan for your great work.

PHILIPS

Content of training, and training need matrix for various department (right)

1. Eco design ABC
2. Environmental policy and vision
3. Product based environmental management
 - Benchmarking method
 - Environmental analysis and assessment
4. Green Product indicators
 - Energy
 - Material
 - Packaging and transportation
 - Chemical tracking and management
5. Supply chain management
6. Green communication and marketing
7. Product recycling and end of life
8. Green legislation and regulation

- 1.生态设计123
- 2.环境政策及远景
- 3.基于产品的环境管理体系:
 - 基准比较方法
 - 环境分析与评估
4. 产品绿色解剖
 - 能耗指标分析
 - 物料指标分析
 - 包装与运输
 - 化学物质追踪管理
5. 供应链管理
6. 绿色沟通及市场
7. 产品回收及处理
8. 绿色产品政策及法规

	环境	质量	销售	生产	研发	产品	采购	战略
1								
2								
3								
4								
5								
6								
7								
8								

speaker

BILL KUNG, 龚万彬先生，首席顾问，培训项目总监

龚万彬先生在上海交通大学热能工程学院取得了理学学士学位，随后在瑞典Mittuniversitet大学的生态技术和可持续学院获得硕士学位，同时他也完成了瑞典BTH大学的‘战略可持续发展’硕士课程。他是Ecovane培训项目的项目总监和培训负责人。

在实践和服务中，龚万彬先生做过各种类型的环境风险管理项目，包括但不限于：环境法规审核&尽职调查；环境现场评估；土壤及地下水整治；工业用地的再开发；以及环境影响评估。在健康安全管理领域，他有着非常丰富的经验，包括EHS体系建设和项目执行；健康安全培训；EHS监督&审核；风险&责任评估等。

在可持续发展管理方面，龚万彬先生领导并主持过碳（GHG温室气体）管理相关项目；产品/服务生命周期评估&管理；企业可持续报告管理和企业生命周期管理。

龚万彬先生在多个行业有着十年的相关经验，包括石油和天然气，化学品，金属制造，食品，电子业，纸业，等。

Mr. Kung received his BS in Thermal Energy Engineering Dept. from Shanghai Jiaotong University, China, his MSc in Eco-technology and Sustainable Development from Mid Sweden University in Sweden, He is also a post graduate from BTH (Sweden) on strategic sustainable development.

Mr. Kung has over 10 years' working experience on sustainability issues, including EHS, LCA and energy management, he is now the founder and managing director of Ecovane, a member of global LCA partner network in China and Hongkong.

其他培训师

Susie Wu女士，环翼LCA顾问，LCA培训师

Dr. Tim G, LCA资深顾问，环翼LCA合作伙伴

Dr. Stevel, A. B, 企业绿色管理资深顾问，原Philips资深生态设计总监，环翼咨询合作伙伴

Dr. Scott M, LCA资深顾问，环翼LCA合作伙伴

Other Trainers

Ms. Susie W, Ecovane LCA consultant, LCA trainer

Dr. Tim G, Senior LCA expert, Ecovane LCA training partner

Dr. Stevel A.B., Senior Enterprise Green Strategy Consultant, formal Philips Senior Eco design advisor, Ecovane training partner

Dr. Scott M, Senior LCA expert, Ecovane LCA partner

Who has received our training | 参加过我们专业培训的公司
(selective only, University not included 举例，且不包括大学在内)



Honeywell

SanDisk



Venue | 培训地点

徐汇区宝庆路10号小白楼（地铁1,7号线常熟路站）

电话：+86-21-61931111



登记办法：

请将您的姓名，联系电话，email，公司名称及职位发到

greenevents@ecovane.cn 并在开课两周前付清注册费用，注册截止日期开课前一

付款方式（银行转账）：

户名：

上海环翼环境科技有限公司

账号：

32448408010136580

开户行：

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