

WBCSD Tokyo Connect 2025

14 October 2025

Programme overview



World Business
Council
for Sustainable
Development

In partnership with



26 August, 2025

Event details

- **Date:** 14 October 2025
- **Time:** 13:00 – 19:00 JST
- **Venue:** Kudan-Kaikan Terrace, Kudanminami 1-6-5, Chiyoda Ward, Tokyo Met., 102-0074
- **Room:** Phoenix (2F)
- **Website:** [Banquet Hall Phoenix](#)
- **Meeting language:** English (Japanese translation available)





Register here

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Agenda

	Tuesday, 14 October	
13:00 – 13:15	Opening remarks & Keynote address <i>Peter Bakker, President & CEO, WBCSD</i>	★
13:15 – 14:15	Driving Scope 3 decarbonization with PACT: building value chain transparency in Japan and beyond <i>Co-hosted with SAP</i>	★
14:15 – 14:30	Coffee break	
14:30 – 15:30	Avoided Emissions & scaling climate innovation	
15:30 – 15:45	Coffee break	
15:45 – 17:15	Global Circularity Protocol for business (GCP)	
17:15 – 18:15	Embedding people in transition plans	
18:15 onwards	Networking	

 Executive briefing
 Partner co-hosted
 WBCSD events
 Break

Executive briefing & panel

Driving Scope 3 decarbonization with PACT: building value chain transparency in Japan and beyond

Co-hosted with SAP

13:15 – 14:15

Co-hosted with SAP, this session will explore how businesses can accelerate Scope 3 decarbonization through the Partnership for Carbon Transparency (PACT). PACT is a global initiative enabling companies to calculate and exchange accurate, product-level carbon data, building a trusted foundation for transparency and collaboration across value chains.

The objectives of this session are:

- Highlight the business value of high-quality, product-level Scope 3 emissions data
- Introduce the PACT standard, methodology and technical specifications, as practical tools for supply chain transparency
- Showcase global momentum and real-world impact, with a focus on APAC adoption
- Inspire Japanese companies and partners to engage with PACT and lead on scope 3 decarbonization
- Create opportunities for collaboration and local implementation in Japan's corporate ecosystem

More information on PACT can be found [here](#).



Speakers

- **Naama Avni-Kadosh**, Director, PACT, WBCSD
- **Susanna Hasenoehrl**, Head of Sustainability for Asia Pacific & Japan, SAP
- Guest speakers will be announced shortly

Speakers

- **Marvin Henry**, Director, Climate Action, WBCSD
- Guest speakers will be announced shortly

Avoided Emissions & scaling climate innovation

14:30 – 15:30

Our updated Guidance on Avoided Emissions v2 is one of the leading methodologies for AE assessment and claims. We will discuss how to leverage avoided emissions for competitive advantage, green financing, and value creation, as well as the progress in global standardisation efforts.

Our guidance introduces how companies can contribute to climate solutions beyond their GHG inventory footprint and enables companies to quantify and communicate the emissions reductions they help deliver through their business activities.

The objectives of this session are to:

- Share key updates to the Guidance on Avoided Emissions
- Ensure uptake of the Guidance among Japanese and APAC member companies
- Strengthen confidence in avoided emissions as key driver of decarbonization and value creation

More information on the Guidance on Avoided Emissions v2.0 can be found [here](#).

Global Circularity Protocol for business (GCP)

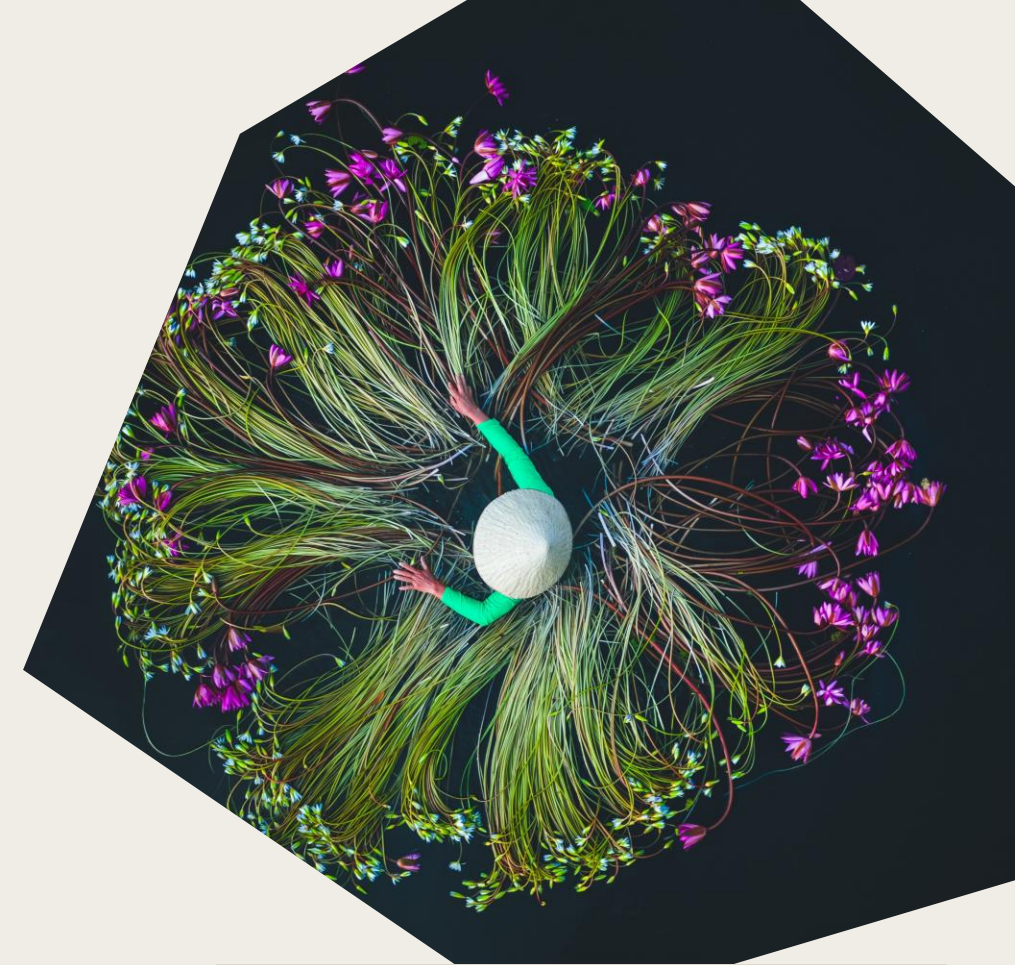
14:45 – 17:15

The Global Circularity Protocol for business (GCP) plays a pivotal role in accelerating the global shift toward circular business models and a regenerative economy. Anchored in SDG 17, this business-led initiative demonstrates how private sector engagement can deliver sustainable, resilient, and circular solutions that benefit both people and the planet.

This session will bring together key stakeholders shaping the future of circular economy practices, offering participants an exclusive preview of the GCP ahead of its official launch at COP30 and the opportunity to engage directly with contributors to its technical development.

Co-hosted by the World Business Council for Sustainable Development (WBCSD), in partnership with the United Nations Environment Programme (UNEP) and the Ministry of the Environment Japan (MOEJ), the panel will spotlight innovative, inclusive partnerships and solutions that advance the SDGs, with a focus on Sustainable Consumption and Production (SCP).

Led by WBCSD in strategic partnership with the One Planet Network (hosted by UNEP), the GCP is a pioneering initiative co-developed through a global multi-stakeholder process with over 100 experts from more than 80 organizations, including over 50 businesses, civil society, academic, international financial institutions, governments, standard setters, spanning the Global North and South.



Speakers

- **Quentin Drewell**, Senior Director, Circular Products & Materials, WBCSD
- Guest speakers will be announced shortly

Global Circularity Protocol for Business (GCP)

14:45 – 17:15

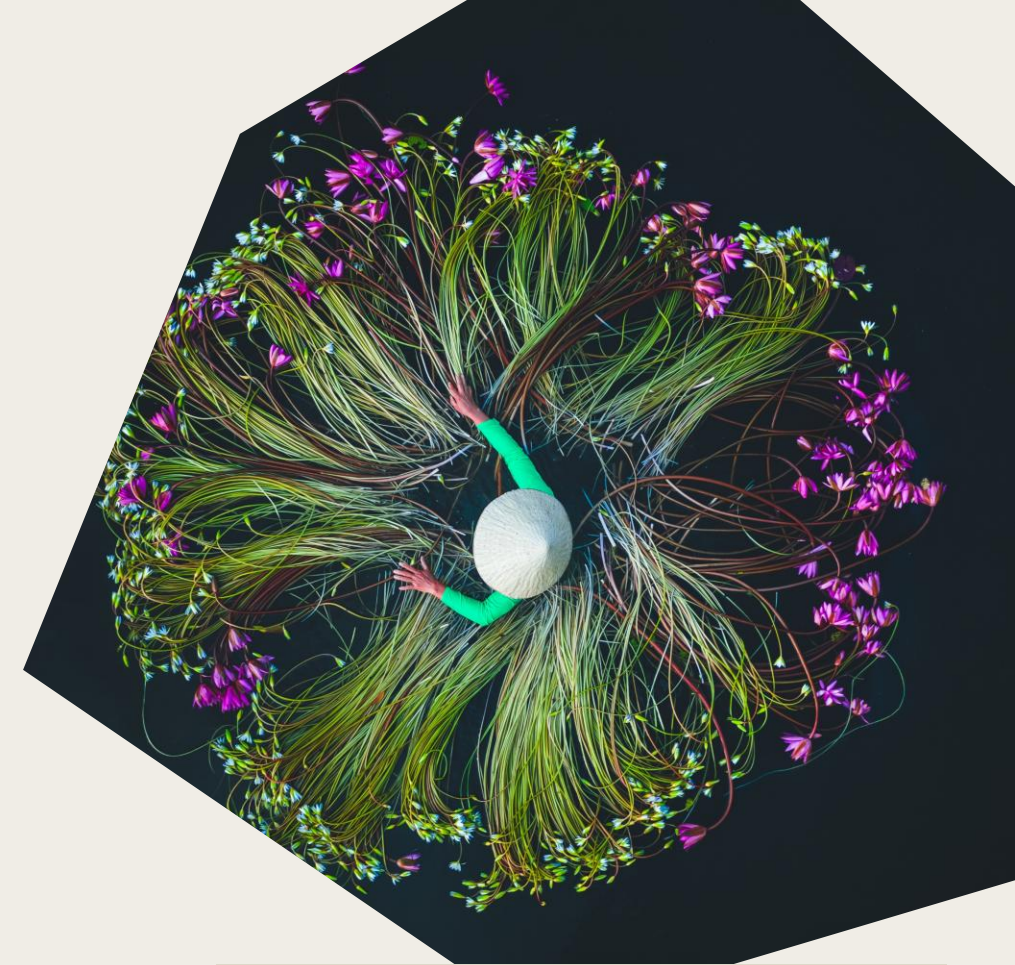
Designed to accelerate the systemic shift to circularity across value chains, the GCP has the potential to reduce up to 76 gigatons of CO₂-eq emissions and save up to 120 billion tons of materials by 2050—equivalent to 1.5 times today's annual global emissions and material consumption.

Its implementation could further unlock \$4.5 trillion in economic growth, create 6 million jobs, and reduce average annual air pollution (PM2.5) by 11–12% between 2026 and 2050 ([GCP Impact Analysis report](#)).

The Global Circularity Protocol for business aims at providing companies with a standard corporate performance accountability system for circularity, resulting in harmonized circularity methodologies and accounting metrics for reporting and disclosing their circularity performance, target-setting, assurance, and communication.

It aims to provide policymakers with practical policy levers to address the roadblocks that impede leading companies from scaling and speeding up their circular transition.

More information on the GCP can be found [here](#).



Speakers

- **Quentin Drewell**, Senior Director, Circular Products & Materials, WBCSD
- Guest speakers will be announced shortly

Speakers

- **Alyson Greenhalgh-Ball**, Senior Advisor, Equity Action, WBCSD
- Guest speakers will be announced shortly

Embedding people in transition plans

17:15 – 18:15

People are key to the transition towards net-zero. This session explores how businesses operating in Japan and globally can integrate workforce resilience, equity, and community impact into their transition plans, taking a people-centric approach to ensure long-term competitiveness and business value.

Alongside climate mitigation and adaptation, credible transition plans address workforce transformation, supply chain resilience and community impact– tailored to sector realities and local contexts.

This session is designed for executives across functions who are responsible for implementing transition strategies and seeking guidance on embedding the social dimension in Japan and internationally. Together, we'll explore what a truly people-centric approach entails, offering actionable insights to strengthen your strategy

The objectives of this session are to:

- Raise awareness of why integrating people considerations is critical for effective transition planning.
- Provide guidance on embedding the people dimension into transition plans.
- Equip participants with insights to enhance credibility and drive long-term business value.

Learn more about Equity Action's work [here](#).

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Find out too how SAP is supporting the United Nations Sustainable Development Goals- [download the document](#)

For enquiries, please reach out to **Yoshimoto, Nobuhiro** nobuhiro.yoshimoto@sap.com and **Takekawa, Naoki** naoki.takekawa@sap.com

Thank *You*

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