



安讯教育与科技有限公司  
Axon Consultancy Sdn Bhd

# BEYOND CARBON

## LCA LEADERSHIP FOR GLOBAL MARKET DOMINANCE



**Axon Consultancy Sdn. Bhd.**

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,  
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## AN OVERVIEW

Malaysia is accelerating its transition to a low-carbon economy as part of its national commitment to reduce emissions intensity by 45% by 2030. As ASEAN Chair in 2025, Malaysia is poised to lead the region in environmental governance, signalling heightened expectations for companies to demonstrate carbon accountability. Global supply chains, regulators, and investors now demand transparent carbon data—making Life Cycle Assessment (LCA) and ISO 14067-aligned Product Carbon Footprinting (PCF) essential capabilities for manufacturers and exporters.

**Beyond Carbon** is a transformative program that empowers leaders to leverage LCA not only for regulatory compliance, but also for market differentiation, operational efficiency, and long-term competitiveness in a rapidly evolving carbon economy.

## WHO SHOULD ATTEND

Ideal for leaders and decision-makers in manufacturing, energy, engineering, industrial processing, and export-driven sectors, including:

- **Senior Executives & Directors** (CEO, COO, GM, Business Owners)
- **Sustainability & ESG Managers**
- **Operations, Supply Chain & Production Managers**
- **Product Development, R&D & Engineering Teams**
- **Compliance, Policy & Regulatory Affairs Officers**

Organisations are encouraged to send **cross-functional teams** to accelerate unified adoption of LCA practices.



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## TRAINING METHODOLOGY

This is a **hands-on, experience-driven** program designed for practical application:

- **Interactive Lectures:** Expert-led presentations with Malaysian/ASEAN context.
- **Local & Global Case Studies:** Learn from real-world LCA successes and pitfalls.
- **Hands-On Exercises:** Apply LCA techniques, data assessment, and decision frameworks.
- **Group Work & Brainstorming:** Cross-industry collaboration on operational scenarios.
- **Action Planning:** Participants design a tailored LCA roadmap for their organisation.
- **Expert Coaching:** Ongoing facilitator support during discussions and exercises.
- **Resource Toolkit:** Digital materials for post-training implementation.

## LEARNING OUTCOMES

Upon completing this programme, participants will be able to:

- Analyse global and regional regulatory drivers (EU CBAM, ASEAN Taxonomy, ISO 14067).
- Evaluate LCA methodology and identify its relevance to their organisation.
- Apply life cycle thinking to reduce emissions across product and operational stages.
- Assess cost savings, competitive advantages, and innovation opportunities via LCA.
- Interpret LCA results to support strategic decision-making.
- Develop a strategic action plan to integrate LCA and carbon management into operations.



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## Course Content

### DAY 1 — Pertinence of LCA in Operational Excellence

#### Module 1: The LCA Competitive Advantage – Global Trends & Business Implications

- Global sustainability drivers and carbon transitions
- Market access requirements across EU, US, ASEAN
- Bursa Malaysia sustainability mandates
- Supply chain and investor pressures
- Business case for adopting LCA

#### Module 2: Demystifying ISO 14067 and CBAM – Standards, Regulations & Compliance

- ISO 14067 principles, scope, boundary, and requirements
- EU Carbon Border Adjustment Mechanism (CBAM) essentials
- Product Carbon Footprint reporting in ASEAN
- Customer-driven sustainability expectations
- Organisational compliance readiness assessment

#### Module 3: LCA in Practice – Tools, Techniques & Operational Integration

- Overview of LCA methodology and software tools
- Life Cycle Impact Assessment (LCIA) fundamentals
- Integrating LCA into product design and manufacturing
- Risks of non-compliance with global carbon regulations
- Data collection strategies and ensuring data quality



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### DAY 2 — Navigating the Carbon Economy

#### Module 4: Interpreting LCA Results – Analysing Impacts for Strategic Decisions

- Interpreting LCA results for business decisions
- Hotspot analysis and risk identification
- Scenario modelling and option evaluation
- Linking LCA insights to KPIs and strategic goals
- Sustainability storytelling for stakeholder communication

#### Module 5: Innovating for Low-Carbon Leadership – Strategies & Case Studies

- Operational carbon reduction strategies
- Circular economy applications in manufacturing
- ASEAN & global case studies of LCA-driven innovation
- Market differentiation using PCF transparency
- ROI analysis of sustainability investments

#### Module 6: Action Planning & Change Leadership – Embedding LCA in Your Organisation

- Developing an LCA implementation roadmap
- Change management strategies for adoption
- Building internal LCA capacity and cross-functional teams
- Monitoring progress and enabling continuous improvement
- Securing executive support and next-step commitments



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## Trainer Portfolio: Dr Yasmin Yashodha

### HRDC Accredited Trainer | Carbon Management Specialist | ESG & Sustainable Finance Specialist

**Dr Yasmin** is an accomplished leader in **carbon management, ESG strategy, and sustainable finance**, bringing over **20 years of cross-sector experience** spanning corporate advisory, regulatory bodies, academia, and industry. Her career portfolio includes notable roles with **EY Malaysia, PwC Malaysia, the Securities Commission Malaysia, Perception Management, Taylor's University, and Sunway University**—reflecting her rare ability to bridge the worlds of finance, policy, academia, and sustainability.

With deep expertise at the intersection of **finance, strategy, environmental economics, and carbon governance**, Dr Yasmin has spent her career designing and advancing ESG and sustainability initiatives that support the global low-carbon transition. She is known for her strong analytical capability and her strength in transforming complex sustainability, regulatory, and carbon accounting frameworks into **practical, actionable strategies** for organisations across sectors. Her advisory work has supported both private- and public-sector organisations in strengthening compliance readiness, enhancing competitiveness, advancing climate resilience, and aligning commercial growth with international sustainability standards.

### Areas of Expertise

- ESG Strategy & Integration
- Carbon Accounting & Carbon Markets
- Environmental Economics
- Sustainable Finance
- Life Cycle Assessment (LCA & LCIA)
- Net Zero & Decarbonisation Strategies
- CBAM Compliance & ISO 14067/14068 Standards
- Sustainability Reporting & Governance

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