

Turning the lens around: LCA Success Stories “outside-in”

Chair: Eric Mieras, PRé Sustainability, Netherlands

Co-chair: Alain Wathélet, Solvay, France

LCA studies are often prepared by high level scientists and are focused on specific subjects for the interest of a small community. Nevertheless, the development of Life Cycle Thinking in a business organization leads to the use of a large panel of tools to demonstrate the sustainability of their business solutions (products and/or services), and an LCA approach perfectly fits this goal. At LCM, the benefits of this LCA approach are mainly presented by LCA practitioners and people from the LCA community. To advance the use of Life Cycle approaches it's crucial to understand the perspective from the different users of Life Cycle approaches.

Therefore we organize an “outside-in” session where we turn the lens around: so not looking from the LCA perspective but to look from the perspective of users outside of the LCA community at what LCA practitioners can offer to them. We believe this will help to understand what users of Life Cycle approaches need from us and how we can improve on that. It will also bring new energy and insights from other fields of expertise like production, purchasing, policy makers, marketing and sustainability department. For the LCA community, this sharing of external perspective is a powerful driver and a source of inspiration for the development of new sustainability skills.

For this purpose we want to invite authors to submit platform presentations with speakers from outside the LCA community that share the success stories of their business/industry that were supported by LCA studies. These case studies can cover a wide range of possible topics, like:

- building a trust partnership customer/supplier on environmental targets for a better communication to the market
- elaborate the eco-design guidelines for a product catalog
- exchange of data in a win-win relationship
- improvement of the supply chain of raw materials by a selection of LCA criteria

reshaping of a product portfolio for alignment with sustainability targets of the company

However, these are just examples. For an interesting session, the authors are invited to present their success stories with both partners in case of a customer/supplier or win-win relationship. The format of the session should be as 4-5 presentations followed by a short panel discussion.