Does LCA need to be 'rebranded'?

Presented by

Dr. James A. Fava

Executive Director, Anthesis

Co-founder, Forum for Sustainability Through Life Cycle Innovation

Charter Member and Past President of SETAC

Anthesis

FSLCI Forum for Sustainability through Life Cycle Innovation

What have we learned in 30 years?

What was it like in 70/80s?

- A focus on manufacturing, solid waste and superfund sites

- Move beyond pollution control to pollution prevention

- FIFRA and TSCA dominated product registration

- Linear economy

- SETAC was being established

- Demand for additional information on environmental impacts e.g.

  - dueling diaper debates;

  - mercury in fluorescent light bulbs; and

  - Coca-Cola demanding supply chain improvements. **vs.**

Challenging Suppliers

- 1969: Environmental impact of beverage containers
- No material ban / de-selection
- Challenged material & container companies to make adjustments
- Al sector was able to reduce Life cycle energy by 90%
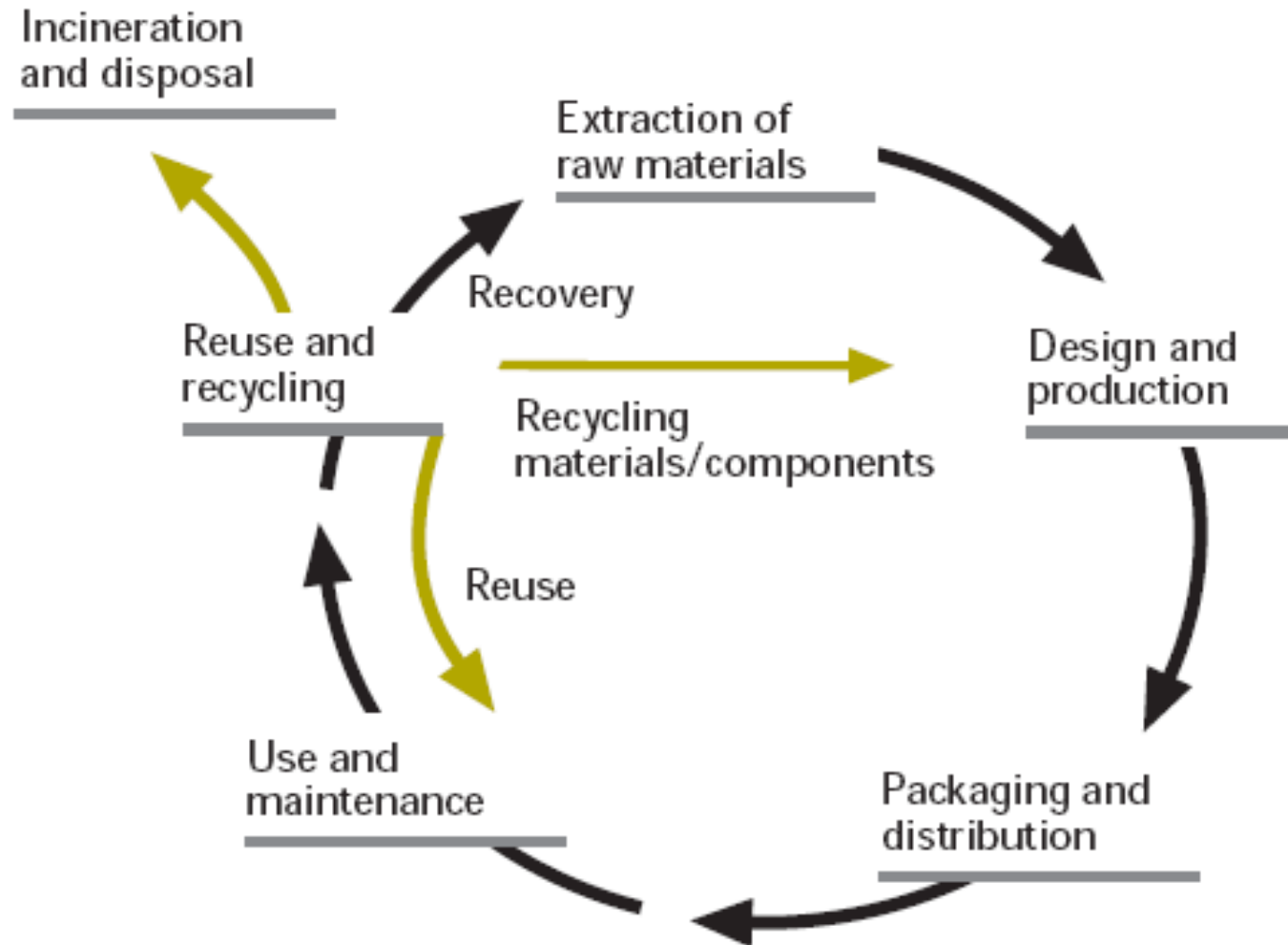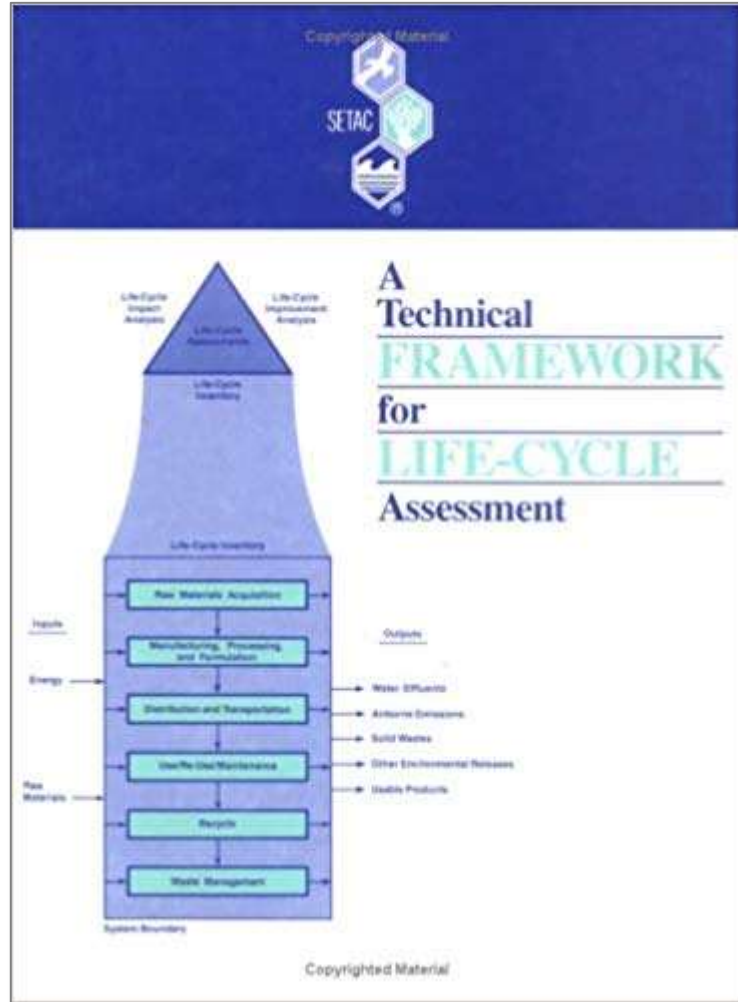- Contributed to the development of the infrastructure for aluminium recycling

There was a better Idea!

SETAC and UNEP establish UNEP/SETAC Life Cycle Initiative

Now there are LCA networks around the world

Where are we? Where do we go from here?

- We have not hit scale among decision-makers

- Disconnect between the LC and user communities

Rebranding LCA to accelerate the use of life cycle information to
- inform decision making
- create business value
- address societal issues

For 30 years, the life cycle and user communities have

- Developed methodology, databases, software, and conducted LCA studies
- Ensured the scientific and technical foundation for LCA
- Standardized globally acceptable methods through ISO
- Built capacity in universities, governments, business, consulting, …
- Established global, regional and country LCA networks
- Have used LCA as part of governments/NGOs policies/programs
- Companies like PepsiCo, BASF, Whirlpool, Unilever, JNJ, SBD and many others have incorporated life cycle information/LCA/software into their business practices

All good and excellent successes,
but are they enough and
are they known outside of the organizations?

Anthesis

FSLCI — Forum for Sustainability through Life Cycle Innovation

10 Golden Rules for

applying life cycle information

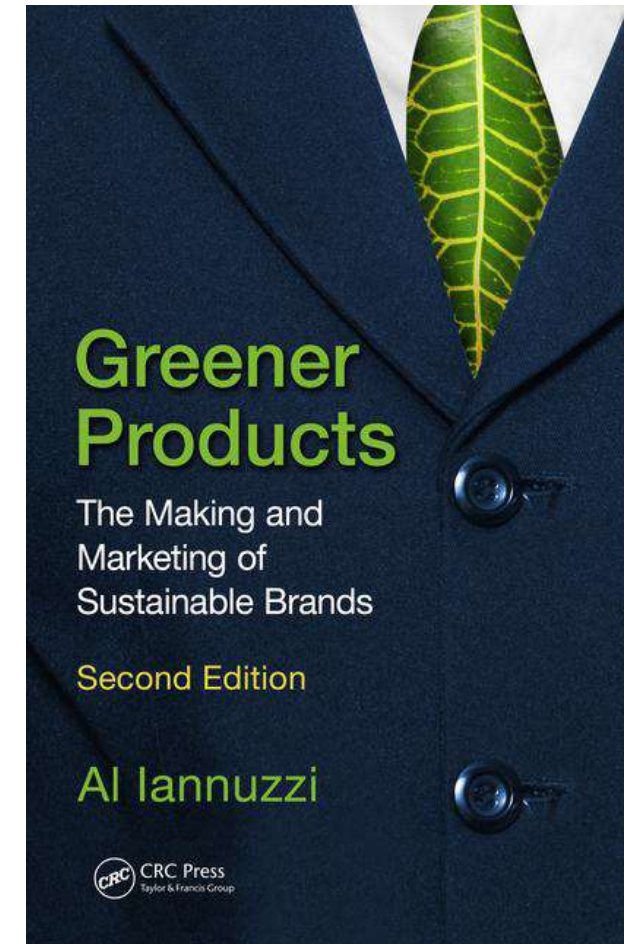# to create a sustainable business

Anthesis

Golden Rule 1:
There are no green (sustainable) products – only 'greener' or 'more sustainable'

Al Iannuzzi: *"Whenever I speak about greener products, there are two things I usually say:*

> *1. There is no such thing as a green product.*

> *2. What good is a greener product if no one knows about it?*

The reason for these assertions is that life-cycle assessments have shown that every product has impacts, from raw materials to transportation, manufacturing, customer use, and end of life.

Every product can be improved in some way, which is why I use the term "Greener."

Greener Products

The Making and Marketing of Sustainable Brands

Second Edition

Al Iannuzzi

CRC Press
Taylor & Francis Group

Anthesis

FSLCI   Forum for Sustainability through Life Cycle Innovation

Golden Rule 2:
LCA provides understanding of impacts over the entire life cycle
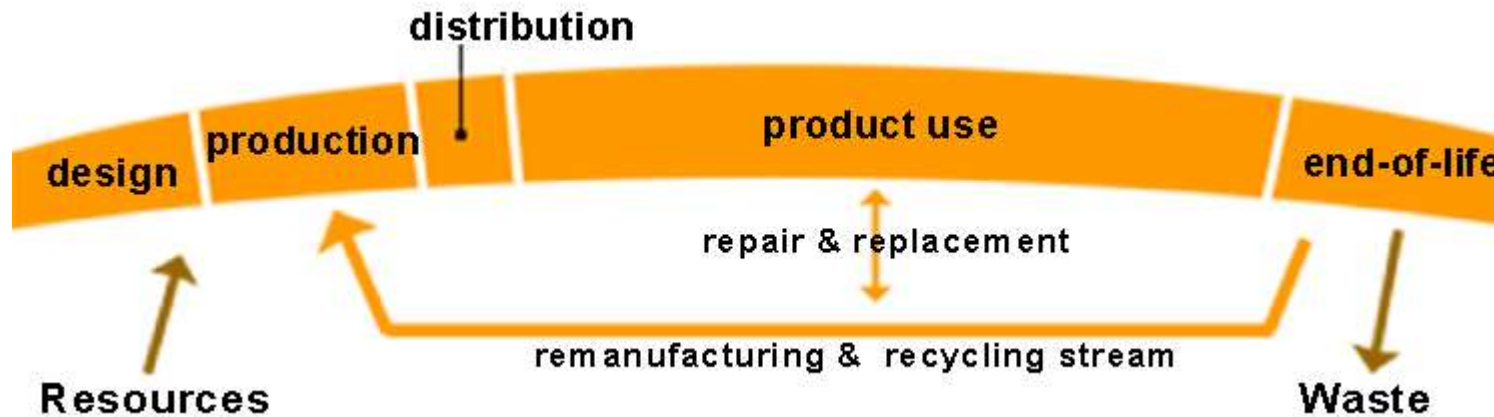
LCA is a tool to measure, assess and manage the environmental (and now social) performance of a product from raw materials through production, use, and end-of-life phases.
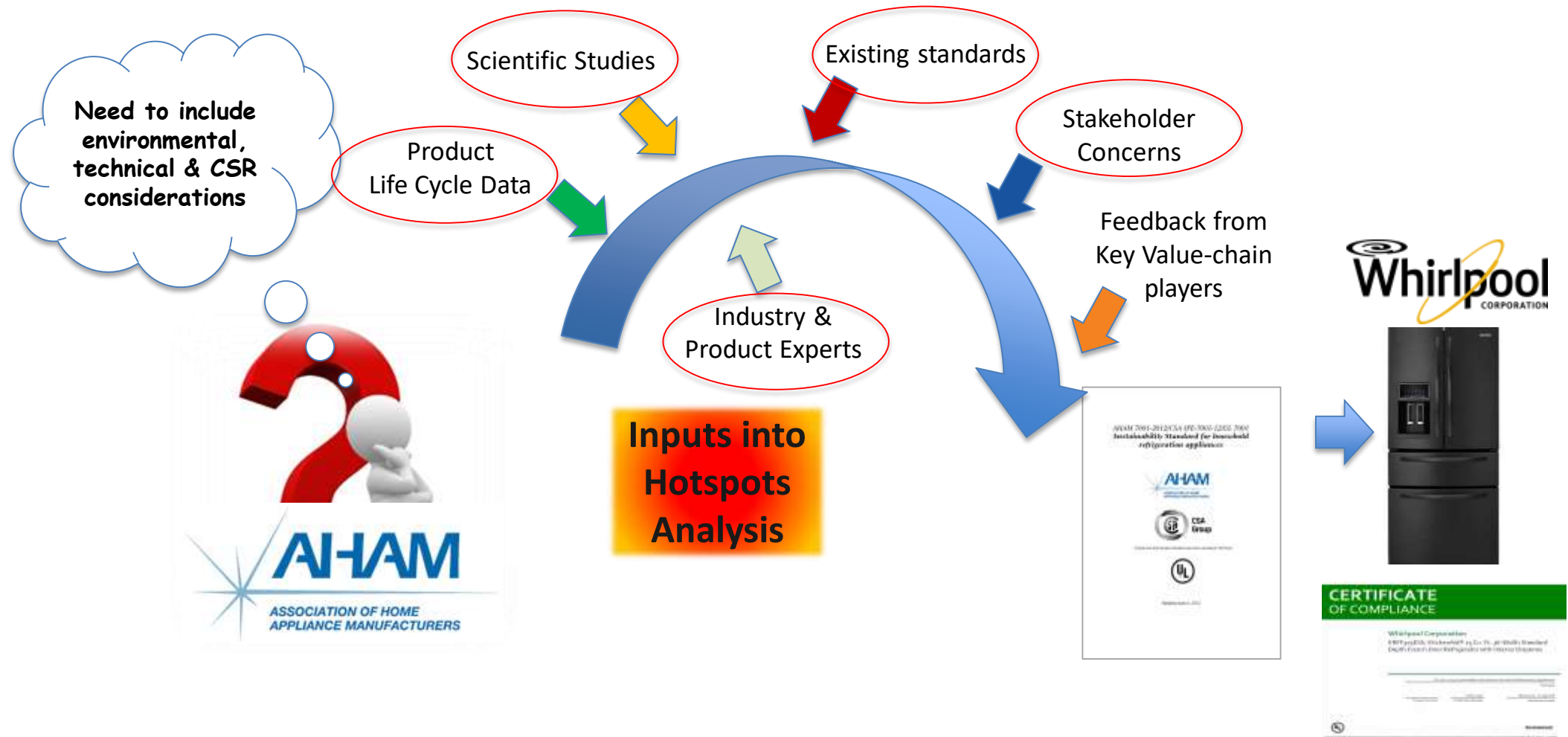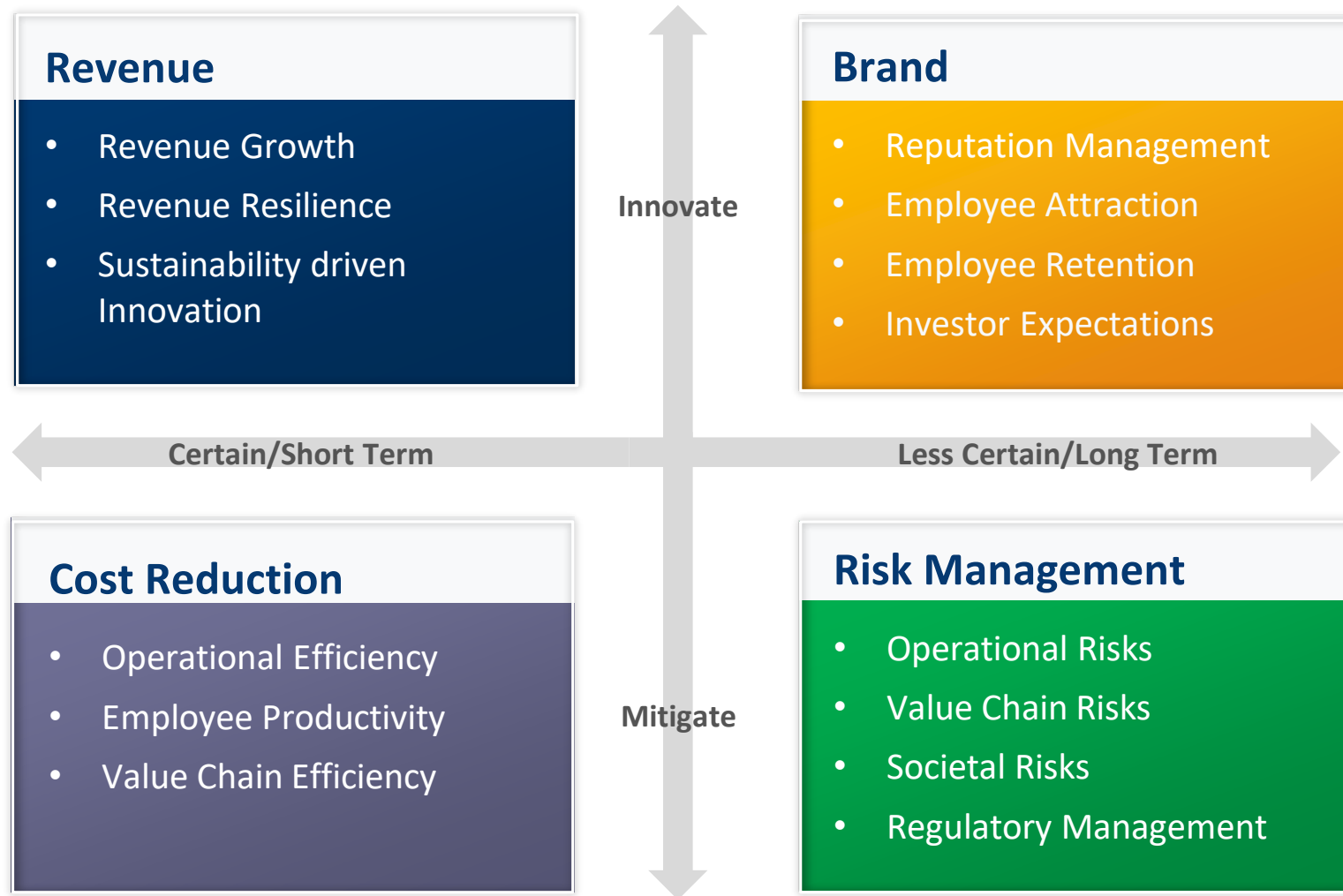
Circularity is embedded.

Golden Rule 3:
LCA information is essential but not sufficient

Golden Rule 4:
Speak the language of your audience

Revenue
- Revenue Growth
- Revenue Resilience
- Sustainability driven Innovation

Brand
- Reputation Management
- Employee Attraction
- Employee Retention
- Investor Expectations

Innovate

Certain/Short Term

Less Certain/Long Term

Cost Reduction
- Operational Efficiency
- Employee Productivity
- Value Chain Efficiency

Risk Management
- Operational Risks
- Value Chain Risks
- Societal Risks
- Regulatory Management

Mitigate

Golden Rule 5:
If you don't know your destination, any tool will get you there.

but, the problem with tools is…

tool

"If you don't know where you are going any ~~road~~ will get you there"

Alice in Wonderland, Lewis Carroll

Golden Rule 6:
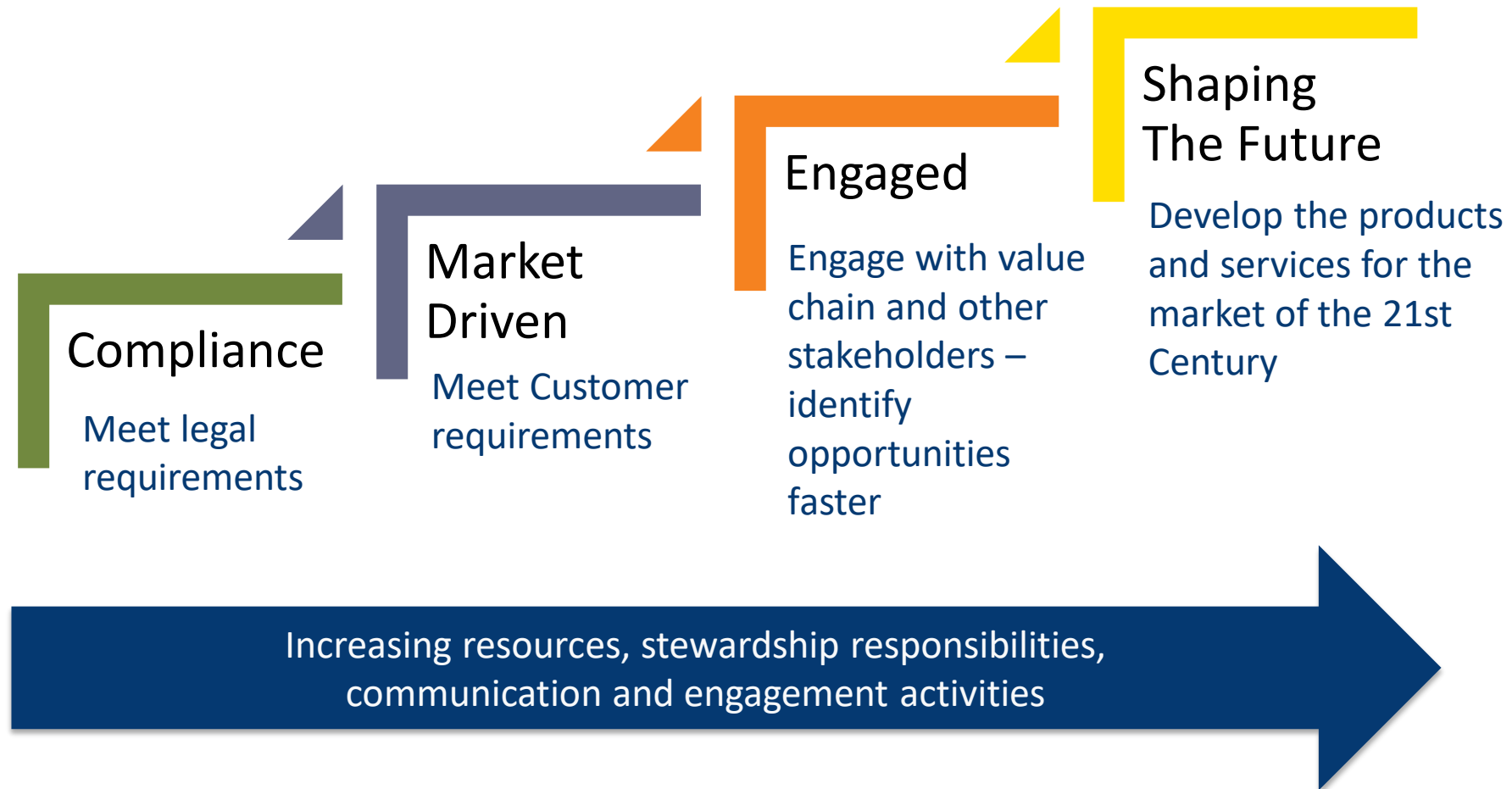# Without a seat, three legs of a stool are useless.

Environmental
- Products and operations
- Resource Efficiency
- Zero Waste
- Climate Change

Social
- Job creation
- Local economic impacts
- Business Ethics
- Diversity
- Human Rights

Economic
- Capital Efficiency
- Risk Management
- Margin Improvement
- Growth Enhancement
- Total Shareholder Return

Golden Rule 7:
Meet them where they are

Compliance

Meet legal requirements

Market Driven

Meet Customer requirements

Engaged

Engage with value chain and other stakeholders – identify opportunities faster

Shaping The Future

Develop the products and services for the market of the 21st Century

Increasing resources, stewardship responsibilities, communication and engagement activities

Golden Rule 8:
Focus is on positive impacts – not just study results

Impact and Business Value

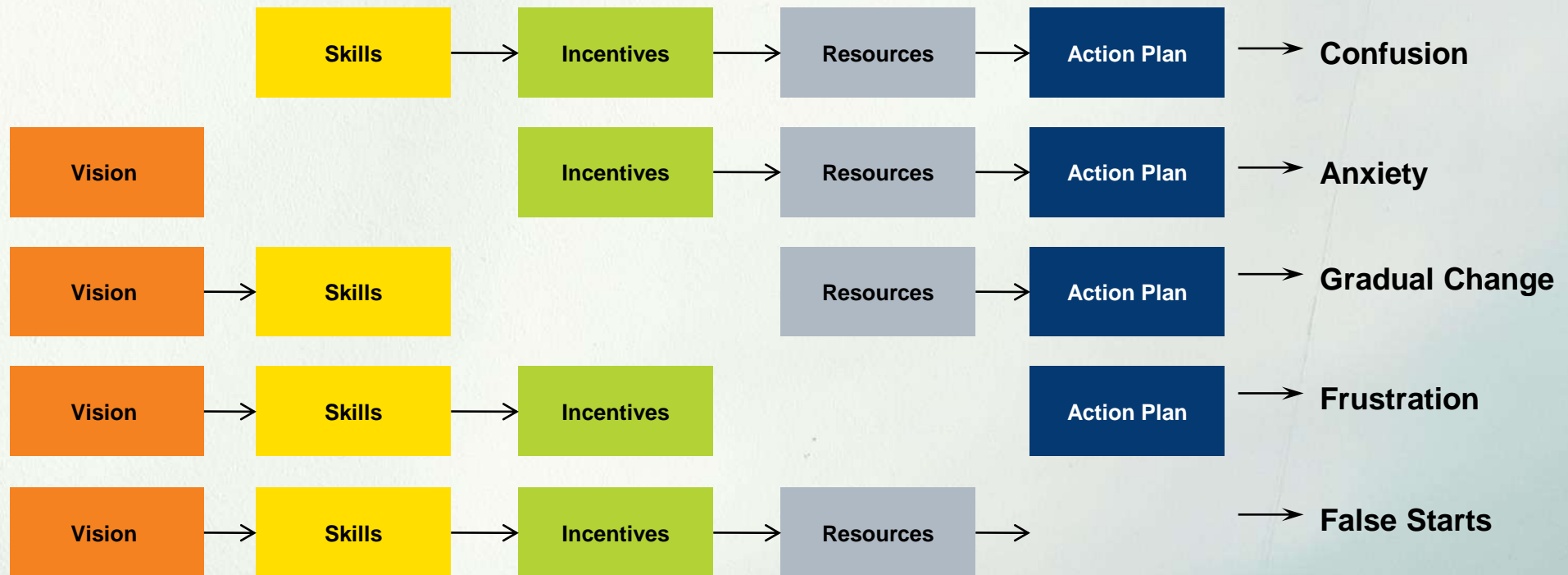Measure & Improve

Implement

Train

Life Cycle Approach
Report/Information
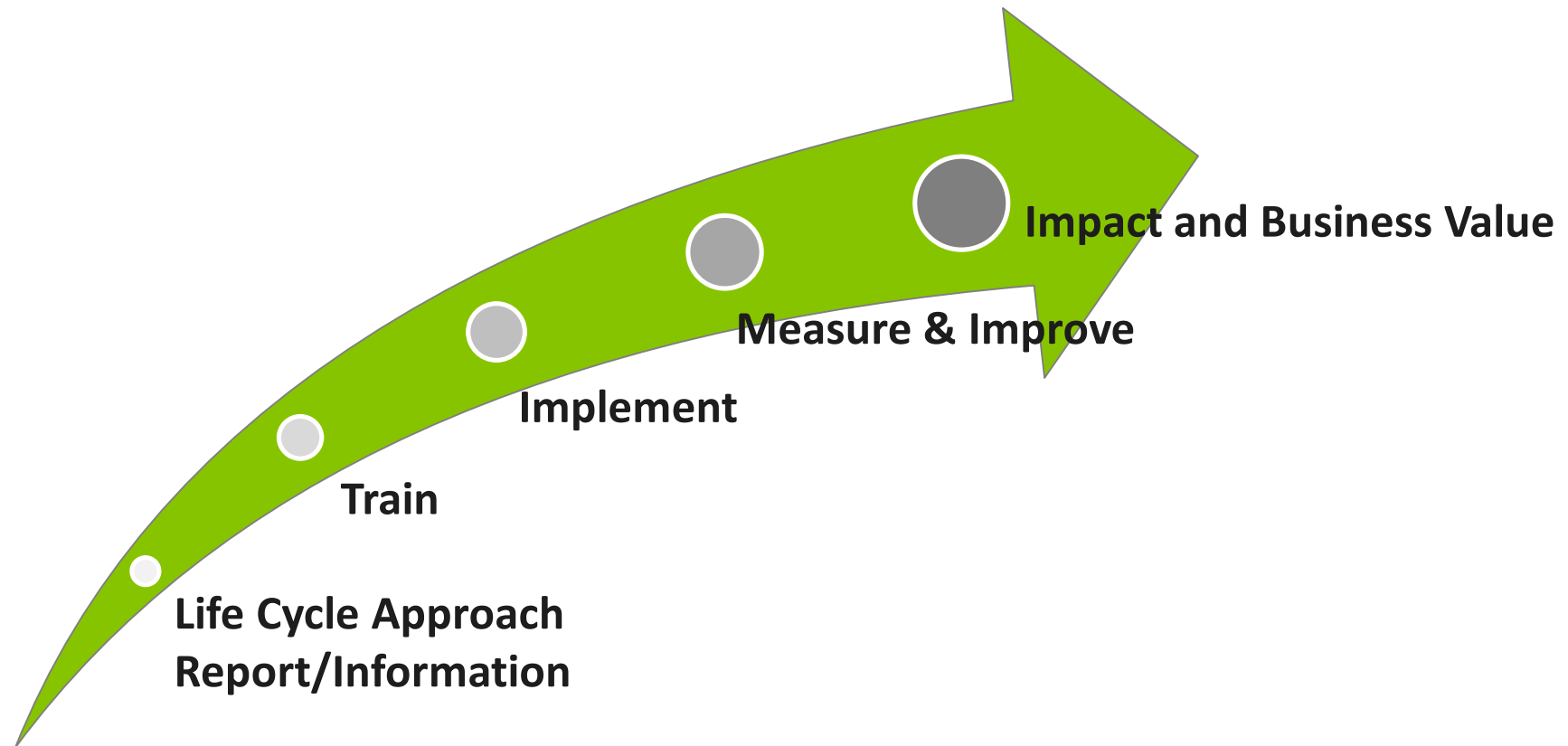
Adapted from "Impact Evaluation Review of Outcomes to Impacts Rotl" – GEF Evaluation Office with Conservation Development Centre - 2009

Anthesis

FSLCI Forum for Sustainability through Life Cycle Innovation

Golden Rule 9:
It is all about actions, changing behaviors and business practices

| Vision | → | Skills | → | Incentives | → | Resources | → | Action Plan | → | **Change** |

Or your organization finds itself with:

| | Skills | → | Incentives | → | Resources | → | Action Plan | → | **Confusion** |

| Vision | | Incentives | → | Resources | → | Action Plan | → | **Anxiety** |

| Vision | → | Skills | | Resources | → | Action Plan | → | **Gradual Change** |

| Vision | → | Skills | → | Incentives | | Action Plan | → | **Frustration** |

| Vision | → | Skills | → | Incentives | → | Resources | → | **False Starts** |

Source: Adapted from Knoster, T. (1991) Presentation in TASH Conference. Washington, D.C.

Golden Rule 10:
There is a growing life cycle community – all around the world – they are a resource – access them

10 Golden Rules for applying life cycle information to create a sustainable business

1. There are no green (sustainable) products – only 'greener' or 'more sustainable'
2. LCA provides solid understanding of impacts over the entire life cycle
3. LCA information is essential but not sufficient
4. Use the language of your audience
5. If you don't know your destination, any tool will get you there
6. Without a seat, three legs of a stool are useless
7. Meet them where they are
8. Focus is on positive impacts – not just study results
9. It is all about Change Management
10. There is a growing life cycle community – globally – they are a resource - access them

Where are we?

Over 30 years, LCA information provides users value by:

- Identifying trade-offs,
- Showing counter-intuitive environmental and societal benefits,
- Avoiding any unintended consequences, and
- Helping to reveal new technologies and/or questions

We need to go further in terms of 'why LCA' to illustrate its value in terms of the language of decision makers, and society - e.g.

- increase revenue, reduce costs, enhance brand and/or mitigate risks?
- positive impact of society - e.g., SDG.

Excellent benefits, but are they known and understood outside of the organizations?

Where are we?

Some in the potential user community still perceive LCA as:

- too expensive

- takes too long

- data is hard to get

- slows us down

- missing key sustainability topics

- difficult terminology

- "cradle to gate" or "cradle to grave" imply it is only a tool for linear economy

- do not see how it can be integrated into my decision making process

- only the largest and most advance companies can apply it

- too difficult and confusing for medium and smaller companies

Where do we go from here?

There appears to be a gap between the LC and user communities, i.e.

- The suppler of life cycle information community does not necessarily understand the expectations/needs of the decision makers so they can adjust/make their LC information more relevant and understandable: and

- Decision makers do not see and/or understand the value of life cycle information and how it can be incorporated into their decision-making processes

Rebranding LCA

to accelerate the use of life cycle information

to inform decision making

to create business value and address societal issues

Opportunity/Need

What do we mean by 'rebranding'?

- – Accelerate adoption and drive demand by replacing misperceptions and changing the conversation around LCA

- – A collaborative evolution between supplier and demand sides

Immediate next steps – *food for thought*

Engage with your co-workers, customers, different functions, regional LC network, practitioners and user conference attendees, …

The conversations could center around:

- *What is the current status of LCA? (good, bad, & ugly - in Clint Eastwood words)?*
- *What are the barriers for increased use of life cycle information?*
- *What are the actions necessary to overcome those barriers?*
- *How can we capture & record stories which address the status, barriers, solutions, actions, and business and societal value?*
- *How can we best share the results of the conversations and progress so the global life cycle community can learn from your conversations, insights, actions and successes?*

The key is **'Do it now'.**

Immediate next steps – *food for thought*

1. The goal is to create business value and help address societal issues by increasing the demand for life cycle information

2. We will explore options for an IT platform so the information, stories, and success stories can be capture, stored and made available to all.

3. We will work towards the preparation of a manifesto (hopefully by the end of 2020) that the global life cycle and user communities are aligned on for a call for action to increase the demand for more use of life cycle information.

How can we create business value and
help address societal issues
by increasing the demand for life cycle
information?

THANK YOU

Jim Fava

Executive Director, Anthesis &

Co-founder, FSLCI

+1 215 859 1893

jim.fava@anthesisgroup.com

Jim.fava@fslci.org