

# Building networks for outreach and impact

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## **Background: Swedish Life Cycle Center**

The Swedish Life Cycle Center, established in 1996 and hosted by Chalmers University of Technology, is a center of excellence that fosters collaboration among academia, research institutes, industry, and government agencies. The Center's vision is to accelerate sustainable transition through science-based life cycle action. The Center is a recognized player within the field with multidisciplinary methodology and collaboration between researchers, practitioners and decision makers. Operating as a neutral platform, the Center allows for mutual project development and co-creation among researchers, practitioners, and decision-makers. This neutrality is supported by a strong academia base, ensuring scientific credibility and transparency. A key part of our mission is to expand the understanding and application of the life cycle perspective. The Center is dedicated to developing communication efforts that make advancements in the field more accessible and actionable for a wider range of stakeholders.

## **Methods for Outreach**

**Network Building:** Initially focused on large industrial companies and academia, the Center has expanded its network to include authorities and SMEs. Events and projects invite diverse participation, fostering influence and action. Networking remains a key outreach method.

**Innovation Cluster:** Funded by the Swedish Energy Agency and partners, projects aimed at wider audiences have both developed new digital communication channels and strengthened the network. Newsletters, LinkedIn, and YouTube channels have seen significant growth, with a tenfold increase on LinkedIn over five years.

**Webinar Concept:** In 2022, the Center launched "Life Cycle Talks," a webinar series presenting the research front to keep you up to date with the science and application of the life cycle perspective. This concept has built a platform for sharing, discussing, and exploring the latest research among researchers, government agencies, and industry while also driving new subscribers to the Swedish Life Cycle Center YouTube channel.

## **Summary**

Grounded in its core values, network, and digital communication channels, the Center has significantly influenced decision-makers in industry and policy, promoting life cycle action. In the presentation we will share our methods and concepts which are transferable to any field requiring competence building, collaboration, and action-oriented decision-making