

# Building networks for outreach and impact



## Poster presented at SETAC Europe 35th Annual Meeting in Vienna, May 2025

This poster presents insights from communication efforts at the Swedish Life Cycle Center, supporting the center's vision to accelerate sustainable transition through science-based life cycle action.

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 is a recognized player within the field with multidisciplinary methodology and collaboration between researchers, practitioners, and decision makers.



### Network Building

Initially focused on large industrial companies and academia, the Center has expanded its network to include authorities and SMEs. Events and projects engage a diverse range of 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 in LinkedIn followers over five years.



### Webinar Concept

In 2022, the Center launched "Life Cycle Talks", a webinar series presenting the science and application of the life cycle perspective. The concept serves as 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.

## Outcomes

- A unique network that promotes competence building, influence beyond its borders, and foster application of science-based methods, practices and tools.
- Developed communication channels for social media and newsletters that has led to significant growth in our network.
- Communication efforts have made advancements in the field more accessible and actionable for a wider range of stakeholders.

## Success factors

- A neutral platform that allows for mutual project development and co-creation among researchers, practitioners, and decision-makers with a strong academic base, ensuring scientific credibility and transparency.
- An established communication strategy and annual aims for communication.
- A team motivated to work with communication as part of their roles.

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## Want to know more?

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