

Abstract LCM 2015

Good examples – of importance to influence not yet devoted to learn how to benefit from the life cycle perspective

In order to reduce the environmental impact and energy consumption throughout the value chain, businesses and public policy actions need to be seen in a life cycle perspective. Today there are several methods and tools for assessing environmental aspects based on life cycle thinking. Although, understanding, acceptance and motivation are sometimes lacking for an active implementation and changed decision-making process within organizations. A very important part in achieving actual change is to demonstrate the overall benefits and changed actions based upon a life cycle perspective, and not least how all parts in a value chain can benefit from overall life cycle management. In addition to reducing the environmental impact, further benefits can be obtained, for example by planning for product and production strategies that are environmentally and commercially sustainable, when environmental damage costs are internalized in the economic system. Other benefits are also for businesses to be prepared for market changes and changes in social demands, such as changed customer requirements, reduced resource bases and internalization of external costs. The aim of this project is to identify and spread information on how the life cycle perspective is used within business decisions and public policy making to inspire other not yet devoted on how the life cycle perspective can be used for value creation and to develop and meet targets on environmental impact and energy use. Another aim is to increase the understanding on how decisions in one part of the value chain can impact on other parts of the chain.

The project started with organizing two seminars; an introduction to the life cycle perspective for business and government. The most valuable insights from these we have summarized into three parts. One, network and learn together and from others, it is an iterative process between different organizational functions and between different organizations. Two, start small and build up in-house competence. Three, the hotspots or the biggest innovation potential in your value chain could be outside your own production, site or country.

During the next step a questionnaire was sent out to a number of businesses and agencies in Sweden to analyze and identify which examples to summarize into easily understandable examples of use in communication. Some of the good examples that we have identified will be presented at the conference.