



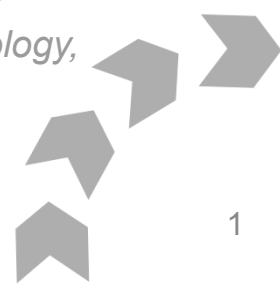
the Swedish Life Cycle Center

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

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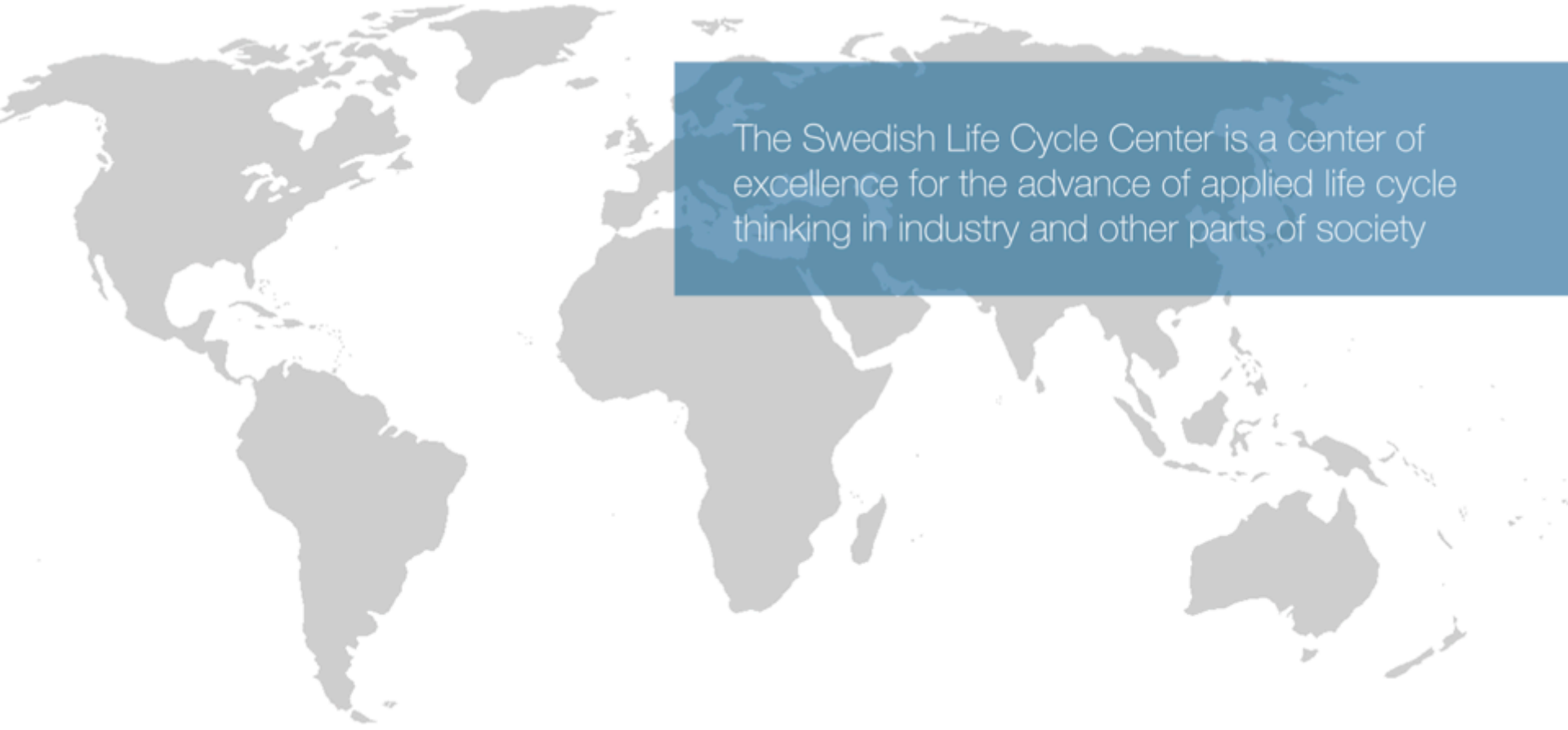
³Swedish University of Agricultural Sciences, ⁴KTH Royal Institute of Technology,



WHO WE ARE



the Swedish Life Cycle Center



The Swedish Life Cycle Center is a center of excellence for the advance of applied life cycle thinking in industry and other parts of society



PARTNERS

CHALMERS



The aim is to increase the awareness of life cycle thinking

by spreading examples from Sweden on how organizations use the life cycle perspective to reduce their environmental footprint



WHY THIS PROJECT?

The importance of life cycle perspective

Gaining momentum

Advise and support

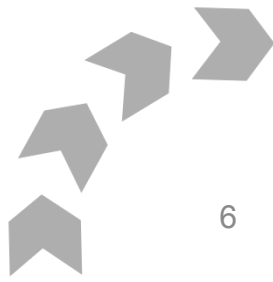
Great potential

Tools but also obstacles



METHOD

- Mapping
- Investigating
- Create examples
- Spreading



RESULTS



Policy development

New policy instruments

Different sectors

Legislation

New products &

Large companies

Product development

➤ Reduced environmental impact

Internalization of external costs

➤ Values for the company, customers & society

SMEs

Strategies & Goals

New types of collaborations

Government agencies

Market communication

Better understanding of the service/product

Municipalities

RESULTS

How organizations is working with life cycle perspective?

- Number and variety of examples
- Maturity level differ
- Different reasons

WHY LIFE CYCLE PERSPECTIVE?

- To reduce the environmental impact
- Reduce costs
- Marketing
- Legal requirements
- Be prepared



Good?

...or inspiring!





GROW MORE BEAR
WEARER - AND ARE
OUT AND MENDING

WORN-OUT JEANS BECOME NEW FABRIC
FOR NEW JEANS OR ARE USED FOR THE
RECYCLE DENIM MANIACS PROGRAMME.

RECYCLE

TO BREAK-IN YOUR DRY, INDIGO DYED JEANS,
USE THEM EVERYDAY FOR SIX MONTHS
BEFORE FIRST WASH.

BREAK-IN

Nudie JEANS co
ECO — CYCLE

REPAIR

DROP BY AND GET YOUR JEANS FIXED AND REPAIRED
FOR FREE BY THE PROFESSIONAL SALES-CLERKS
AT THE NUDIE JEANS CONCEPT STORES.

REUSE

JUMP INTO YOUR REPAIRED JEANS AGAIN.
RENEWED SECOND HAND NUDIE JEANS DENIMS
ARE AVAILABLE AT THE CONCEPT STORES.



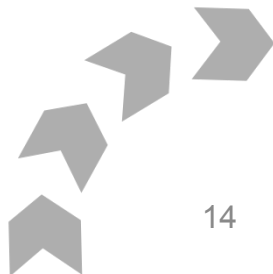
Extended life time of products

Values

- Strengthened relationship
- Brand building
- Longer life time

Inspiration

- Great potential
- Not industry specific
- Close cooperation







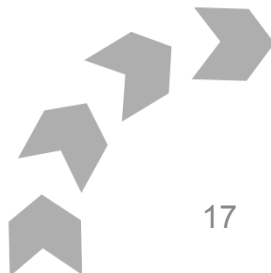
Life cycle thinking as a base for the electro mobility success at Volvo Bus

Values

- > Significant fuel savings
- > CO2 reductions
- > Lower noise

Inspiration

- > LCA provides valuable direction
- > Life cycle perspective – long term strategy





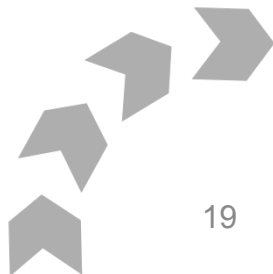
Greater picture with LCA on procurement

Values

- > Priority list examples
- > Requirements for procurement

Inspiration

- > Consumption perspective
- > Municipality



RESULTS

For inspiration and increasing the awareness

- Play down the role of calculations
- Need of getting started guides
- Increase client competence
- Values & benefits
- Network and learn together from others
- Start small and build up in house competence

WAYS FORWARD

- Corporate with internal marketing department?
- Ambassadors
- Invitation to share!

Conclusion & Home message

- Great interest
- Go outside the club
- To inspire others!
- Collaborate to inspire together!



Meet us in our exhibition booth!

Join our group at



Mail: lifecyclecenter@chalmers.se

Web: www.lifecyclecenter.se