



## LCM 2015, three days of conference to help nearly 700 businesses and researchers to (re)design their business model



From 30<sup>th</sup> August to 2<sup>nd</sup> September, 680 international participants come together in the biggest international Conference on Life Cycle Management, LCM 2015 in Bordeaux. This biannual event brought together many multinational companies (Nestle, Volkswagen, Airbus, BASF, etc.) but also SMEs, consultancies, public authorities, researchers, and academics to discuss how to better manage the life cycle of products and services to create sustainable value!

### LCM, a glimpse of the future whilst gaining sustainable expertise

Held every two years, the first Life Cycle Management conference took place in 2001 in Copenhagen. LCM is now established as one of the leading conference series worldwide in the field of environmental, economical and social sustainability. The unique feature of LCM is developing practical solutions for the implementation of life cycle approaches into strategic and operational decision-making. The Life Cycle Conference is for international decision-makers from science, industry, NGOs and public bodies.

**680 participants (33% increase to 2013):**

- 80 % Europe
- 7 % Asia
- 6 % North America
- 6 % South America
- 1 % Oceania

Four plenary sessions and 40 thematic sessions were held over the three days, including contributions from:

- Hugo Maria Schally, Head of Environment Unit "Eco-innovation and circular economy" at European Commission
- Llorenç Milà i Canals, Programme Officer at UNEP (United Nations Environment Programme)
- Patrick Maestro, Scientific Director at Solvay
- Ludovic Dariol, R&T Projects supervisor at Airbus defence and space
- Christian Traisnel, Director of cd2e and Team<sup>2</sup>
- Philippe Garrigues, Director of the Institute of Molecular Sciences at the University of Bordeaux,

Going beyond the technical aspects of undertaking LCA, the conference showed how business and regional leaders have integrated the concept of Life Cycle Management as a strategic lever for sustainable development. Life cycle approaches have become an asset not only for product designers, but also for buyers, marketing services, etc., and to develop collaborative approaches.

### Life Cycle Approaches support innovation, not only technical but also through business models

"In the era of eco-transition, life cycle thinking and circular economy are mutually reinforcing," was one of the main conclusions of LCM 2015. Through numerous exchanges of experiences and feedback loops, life cycle thinking questions our current production processes but also reexamines the organizational management and the supply chain. It is a crucial tool to inform decision-making for sustainable development.

### The expertise of Nord-Pas de Calais in Bordeaux, a pioneering region in the application of Life Cycle Thinking

The [avniR] platform co-organised LCM 2015 together with the University of Bordeaux and CIRAIG, and the Conseil Regional Nord Pas de Calais provided precious financial support. Thanks to the unique dynamic in Northern France that has been developed through the collaborative [avniR] platform since its creation in 2009 by the cd2e, LCM 2015 showcased many examples from the region, and was greatly influenced by [avniR]'s collaborative regional approach.



Insight brought from Northern France and shared with the world in Bordeaux:

- Experience in integrating Life Cycle Thinking into strategic economic sectors in the region the past years (textile, packaging, seafood, mechanical, wood, recycling, green building, food processing, renewable energy)
- Demonstration of how Life Cycle Thinking can be a pillar for the deployment of New Economic Models with the cd2e
- Concrete examples of supporting SMEs to integrate LCM as a strategic tool, including HELIOPAC, Symoé, and business clusters such as Norpac
- Support for the event organization, as [avniR] organises an annual conference in Lille with around 300 participants from 20 countries



**Mainstreaming LCM using a sector based and regional approach for innovation**



**ROUND TABLE: Strengthening the transition to circular economy by LCM**



**About [avniR]**

[avniR] by cd2e founded in 2009, is a collaborative platform and a resource centre that initiates and supports the economic transition of sectors throughout new development models based on Life Cycle Thinking. [avniR] works in a collaborative momentum with businesses, industries, academics, consultants and institutions to develop partnerships, share tools, create new collaborative projects, for the emergence of a global and sustainable performance in our society. [www.avniR.org](http://www.avniR.org)



**About the Institute of Molecular Sciences (ISM)**

The Institute of Molecular Sciences (ISM) brings together a community of organic chemists and physical chemists interested in molecular structures, and working on their creation, synthesis, characterization, reactivity and analysis in various environments. The ISM is a UMR CNRS/University of Bordeaux/Bordeaux INP Aquitaine dependent of the Regional Delegation Aquitaine (DR 15). [www.ism.u-bordeaux1.fr](http://www.ism.u-bordeaux1.fr)



**About CIRAIG**

Established in 2001, the International Reference Centre for the Life Cycle of Products, Processes and Services (CIRAIG) is a centre of expertise in life cycle issues internationally recognized for its solid scientific research work and its ten years of applied experience. The CIRAIG supports the industry, governments, organizations and consumers in their path towards a true sustainable development supported by life cycle thinking. [www.ciraig.org](http://www.ciraig.org)

More information: [www.LCM2015.org](http://www.LCM2015.org)

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**RÉGION NORD-PAS DE CALAIS**