## Hewlett Packard, Brazil

### SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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</thead>
<tbody>
<tr>
<td>Software development skill</td>
<td>Limited resources to be dedicated on LCA</td>
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<tr>
<td>Plastic recycling knowledge</td>
<td>Limited transparency on impact of sustainability policies and practices</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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</thead>
<tbody>
<tr>
<td>HP Brazil Supply Chain</td>
<td>Green initiatives are requiring environmental impact quantification</td>
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<tr>
<td>Local materials source</td>
<td></td>
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<tr>
<td>Renewable energy</td>
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### Project:

Develop a LCA software interface

### Objective:

Motivate internally the use of LCA as a valuable tool to orient strategies, and project definitions.
LCA interface software project

Expanding the usability of LCA tools through a combined software interface

• The project objective is to provide to non-technical users, especially decision makers, the possibility to easily build LCA scenarios through a user friendly software interface.

• This interface will enable this non-technical community simulate scenarios, and drive the discussion on product design based on LCA.
LCA interface project example

Simulate the percentage of disposal, recycling, and re-use using the application connected with the LCA tool.

Then the LCA tool returns the calculations to the mobile device and compares the results.