

# Hewlett Packard, Brazil

## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>• Software development skill</li><li>• Plastic recycling knowledge</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Limited resources to be dedicated on LCA</li><li>• Limited transparency on impact of sustainability policies and practices</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• HP Brazil Supply Chain</li><li>• Local materials source</li><li>• Renewable energy</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Green initiatives are requiring environmental impact quantification</li></ul>



### **Project:**

Develop a LCA software interface

### **Objective:**

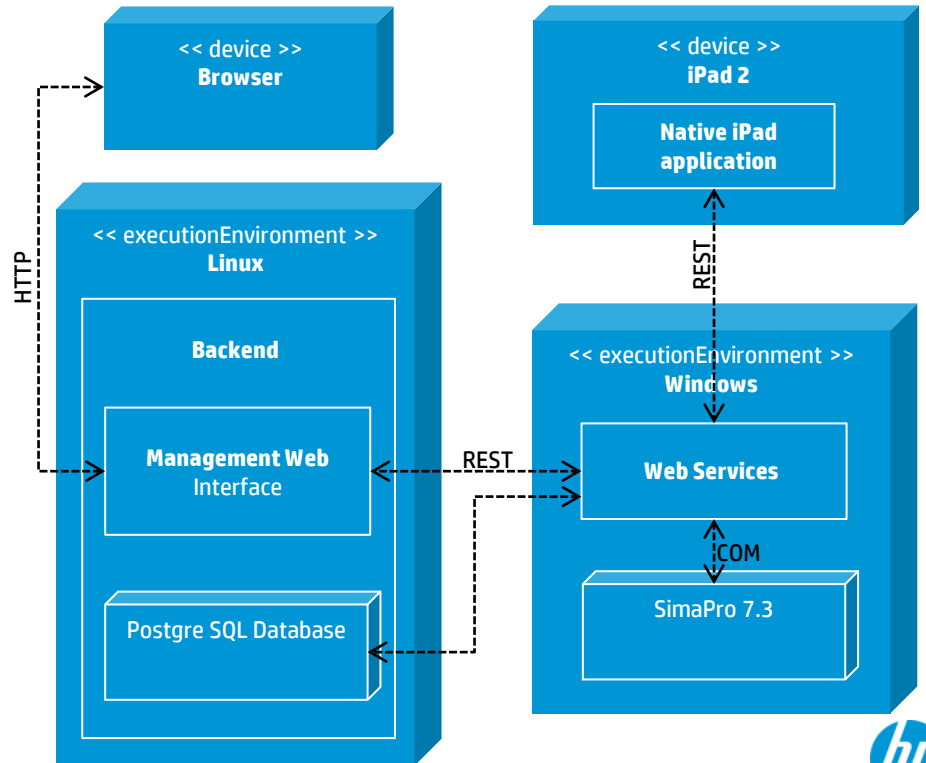
Motivate internally the use of LCA as a valuable tool to orient strategies, and project definitions.



# 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.

