

[avniR] Conference

Life Cycle in Practice

5&6 November,
Nouveau Siècle, Lille



SWOT Life Cycle Approach

Strengths

- **Conceptual:** holistic, science-based, makes impacts transparent, gives a vision (to make dreams come true, circular economy); strengthens strategic thinking & planning; offers recognized & well-established concrete tools (ISO & 14040); powerful tool
- **Communication:** helps communicate performance internally & externally;

Weaknesses

- **Data:** reliability, comparability, transparency; business/market relevance, not linked to design, poor outreach/communication
- **Leadership:** leadership gap in politics/business; business lobbying too strong; unclear BRICs engagement
- **Conceptual:** too simple/complex; LCA community too isolated; excludes impt social & economic data; lacks clear business case; allows 'business as usual'

Opportunities

- **Data:** information that is more measurable, relevant to SD governance (incl social & economic); data essential to eco-innovation, circular economy, value creation & policy reform: new narrative & business model needed?
- **Engagement:** framework for engaging wide stakeholder group in standards co-creation;
- **Leadership:** underpin transition to circular:sustainable economy
- **Technology:** optimise use of ICT

Threats

- **Leadership:** risk of reduced credibility due to business lobbying & greenwash; political decisions too slow/bad; failure to connect with urgent political issues (e.g. jobs); continued lack of global political impetus; need to give LDCs voice on own resources/operations
- **Data:** low credibility due to false data & claims; no independent verification
- **Technology:** emergence of LCA Apps not linked to ISO approach (easy to use, but wrong)

The LCA Issues Landscape?

Science

(e.g. resource scarcity,
planetary boundaries,
etc.)

Geo-political

(e.g. competitive
advantage in resource
constrained world)

Vision

(e.g. circular economy,
life cycle thinking , etc.)

Technology

(e.g. using ICT , 'big
data' and 'internet of
everything')

Market

(drivers,
incentives, for
investors,
consumers &
other
stakeholders)

Treaties & Regulations

(e.g. EU, France)

Business model

(e.g. 'shared value',
supply chain, Cradle to
Cradle')

Standards

(e.g. ISO 14040 series
and other normative
guidance)

Tools

(e.g. measurement &
monitoring
methodologies)



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