2014: LCA trends

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Four areas:

- Major global challenges
- Key stakeholders incl. users
- Regulations
- Communication
Major global challenges of today

- Rare metals
- Phosphorus
- Oil
- Gas
- Coal
- Water

Conflict Minerals Platform
How many/Who are the key life cycle actors and users?

Major users: Companies with international supply chains

About 20,000 worldwide
LCA based regulations: at an early stage

- Eco-design
- Sustainable Public Procurement
- Ecolabelling (affichage environnemental)
- Circular economy

http://www.lifecycleinitiative.org/policies-map/
Effective communication or life cycle confusion?

Buzzwords of today

- LCA: 2 Mio
- UNEP: 4 Mio
- Climate change: 6.4 Mio
- Sustainability: 11 Mio
- One Direction: 33 Mio
- Obama: 77 Mio
- Facebook: 413 Mio
Trends of success stories: Critical LCA mass, networking and leadership

- Top local experts
- Local and national Gov
- Chambers of Commerce
- Local leader companies: RETAILERS
- Top Universities
- Journalist and marketing people

**Effective communication**

- Sender
- Message
- Feedback
- Receiver
Stories of leading Initiatives through Innovation for Sustainability

CO2 reduction and mitigation measures at regional, national, local and Organization levels

Water Footprint

Council-free Gold standard

Aluminium Stewardship Initiative
Leading Initiative: An holistic and Life cycle perspective

**Mission:** Enable the global use of credible life cycle knowledge for more sustainable societies.

**Objective 1:** Enhance the global consensus and relevance of existing and emerging life cycle methodologies and data management

1. Methodologies
   - b. Key environmental LCIA indicators based on mature environmental approaches
   - c. LCA in organizations

2. Data
   - a. Global database management network & training

3. Product sustainability information
   - a. Global guidance on hotspots analysis

**Objective 2:** Expand capability worldwide to apply and to improve life cycle approaches; making them operational for organisations

4. Capability Development & implementation
   - a. Global capability development

**Objective 3:** Be the global voice of the Life Cycle community to influence and partner with stakeholders through broad communication of current life cycle knowledge

5. Communication & stakeholder outreach
   - a. Communication strategy
Summary:
- Addressing the *major global challenges* (socio-economic impacts) following an holistic perspective

- **Key stakeholders:** Critical mass, networking and leadership development

- Enabling conditions through regulations

- Effective *communication and sustainability marketing*
Thank you!

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