



# Towards an Eco-footprint methodology

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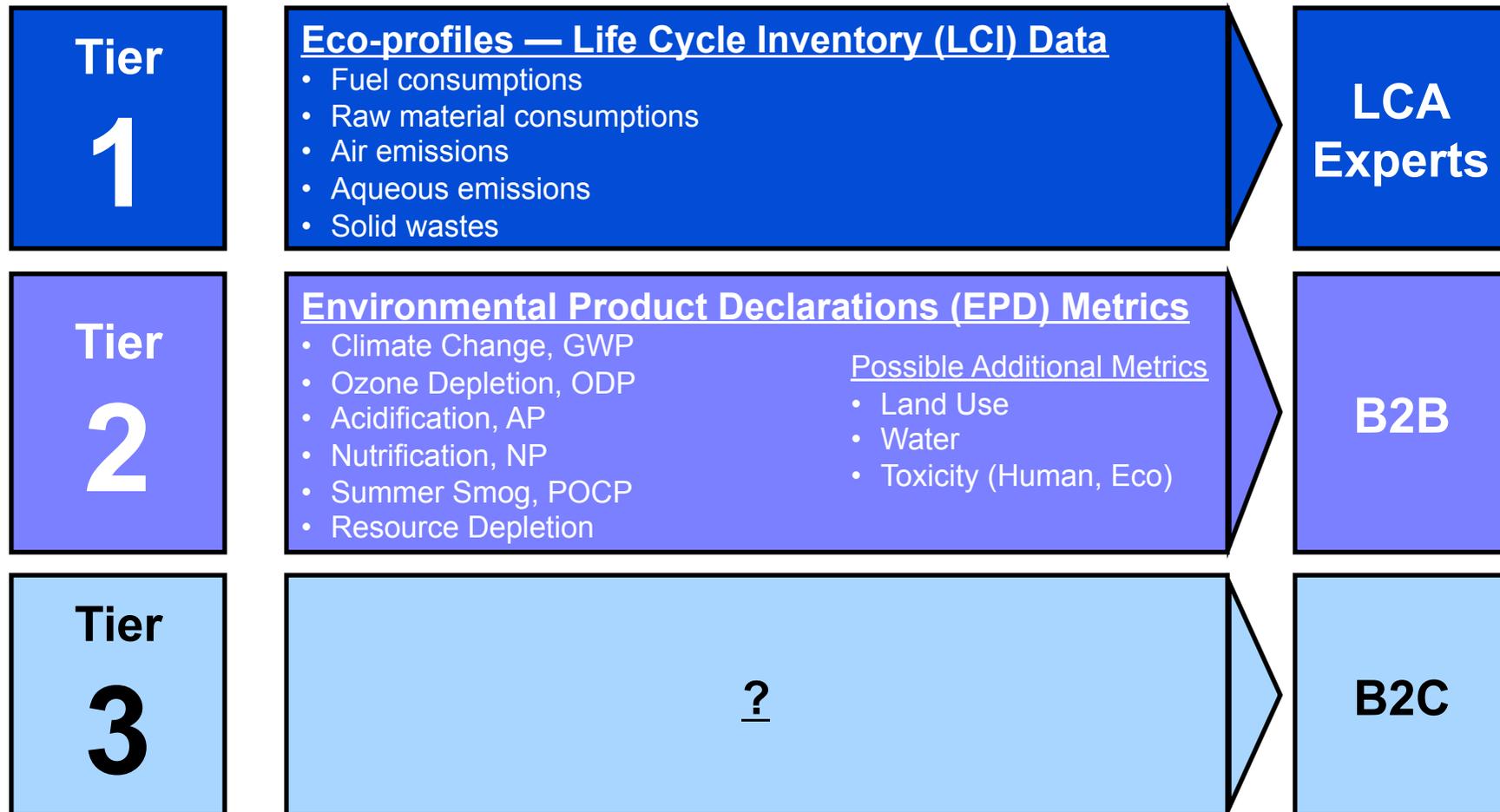
37th LCA Discussion Forum,  
Lausanne,

March 19th, 2009

**PlasticsEurope**  
Les producteurs de matières plastiques

# PlasticsEurope, an early pioneer within the Information Age

<http://www.plasticseurope.org/Content/Default.asp?PageID=1170>



## A Natural Progression

# After experts and professionals, we want a fair discussion with public too



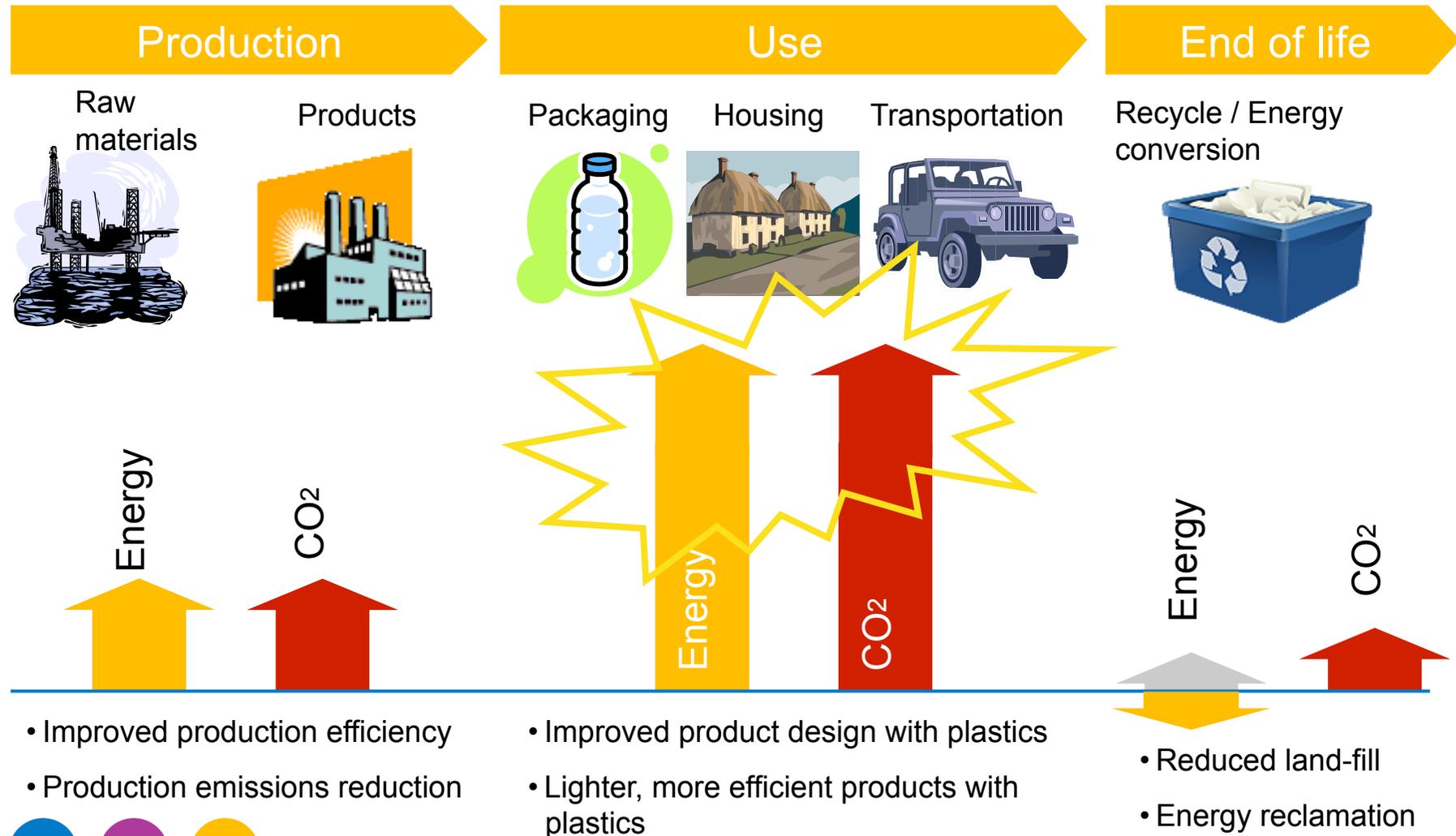
**DRAMATIC  
HIGHLY EMOTIVE  
CRITICISM**

**PRAGMATIC,  
IMPARTIAL  
QUANTIFICATION  
OF  
VALUE & IMPACT**

**DRAMATIC  
HIGHLY EMOTIVE  
CRITICISM**



# Because we believe in Progress Made & Improvements Delivered



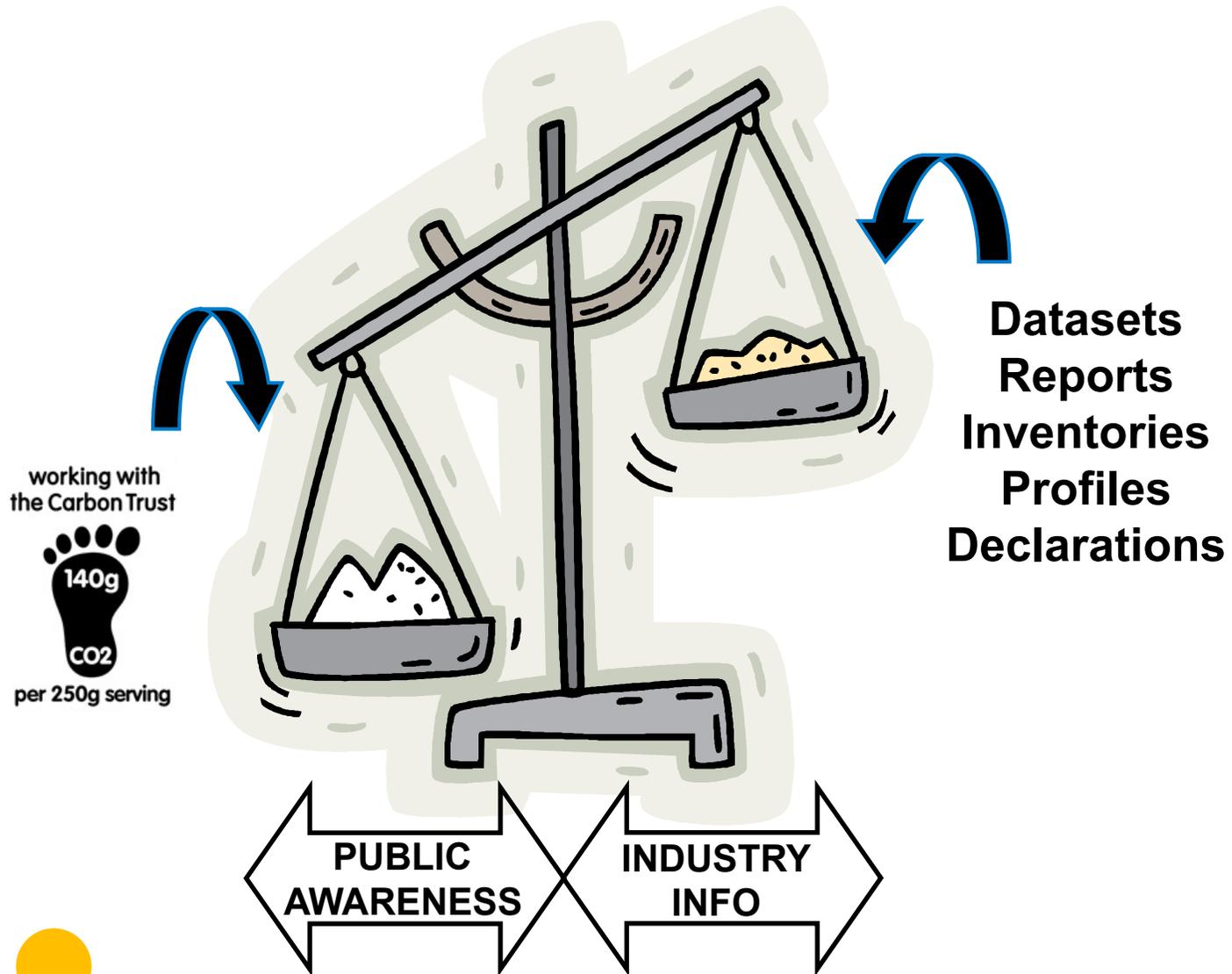
- Improved production efficiency
- Production emissions reduction

- Improved product design with plastics
- Lighter, more efficient products with plastics

- Reduced land-fill
- Energy reclamation



# But monocriteria approaches : are they a balanced discussion ?



- UNEP/SETAC WBCSD initiative
- French ADEME/AFNOR works
  - LFC (all steps and multicriteria)
  - Selection of « hot spots » within the multi-criteria/full step analysis of categories of product
  - Design of communication
  - Concertation with Supply Chain
- ...



# We launch a « Eco-Footprint » Project

- Test workshop in January with stakeholders (Academic, Supply Chain, NGO, Eu Commission) who welcomed the initiative
- PlasticsEurope as the engine to facilitate the development of methodology and database
- Key Attributes
  - Multi-functional, collective creation;
  - Reflect 'best-in-class' lifecycle thinking;
  - Transparent, credible and based on sound science;
  - Robust and versatile;
  - Easy to communicate.





# Plastique

La matière pour le 21ème siècle