

37th LCA Discussion Forum

CARBON FOOTPRINT AND LCA: IDENTIFY THE MOST EFFECTIVE WAY TO REDUCE THE ENVIRONMENTAL FOOTPRINT OF CONSUMER GOODS

19th March 2009 Lausanne, 9:00, Hotel Alpha Palmiers (in front of the railway station)

We are pleased to invite you to the **37th discussion forum on Life Cycle Assessment on 19th March 2009**. This event will be held in English.

Everything we buy, produce and use has an impact on the environment. Increasing awareness of environmental threats, especially climate change, has led to many initiatives that aim to decrease the environmental impact of consumer goods. Labels have been used for some years now; public and private initiatives propose to mark consumer goods with carbon or environmental labels. Companies and retailers are developing their own environmental strategies, such as offsetting part of the impact of products. In the meantime, Life Cycle Assessments are increasingly being used by companies to assess and understand the environmental impact of their products. The 37th discussion forum on Life Cycle Assessment aims to assess the role of LCA in achieving the most cost-effective reduction of the environmental impact of consumer goods. Should the focus be on carbon footprinting, like the majority of the existing initiatives? Is it worth developing environmental labelling?

Some retailers aim to quantify the carbon footprint of their products. Others class products in terms of their climate change impact. A third method used is LCA within organisations. This aims to guide professional purchasers and therefore removes the burden from the consumer when making daily in store choices. These approaches have been developed simultaneously and all have their advantages and disadvantages. This discussion forum will serve as a platform for retailers, companies, consumers, organisations and policy makers to assess the various approaches and establish the most appropriate way to benefit from information gained through LCA.

The DF 37 will discuss the following questions in particular:

- How to communicate the results of LCA?
- How reliable are the actual labels?
- Can the labelling of products be a good tool for communicating LCA to public/distributor?
- Do labels reach the consumer?
- Do consumers ask for numbers or buy / not buy information?
- Are consumers ready to delegate responsibility to “their” retailer?
- How can LCA most cost effectively support the aim of reducing the environmental footprint of food consumption?

The floor is open for short presentations (5 to 10 minutes). If you are interested, please submit an abstract before 7th March.

We hope that this forum will be of interest to you and we are looking forward to welcoming you in Lausanne.

Carole Dubois and Yves Loerincik

Preliminary programme:

Time	Title	Orators
9:00	Welcome and Panoramic view of the different labels and standards	<ul style="list-style-type: none"> ▪ Yves Loerincik (Ecointesys - Life Cycle Systems)
9:20	Marketing and Sustainable Development: the New Deal	<ul style="list-style-type: none"> ▪ Olivier Camblain (A.O. & C.: Accompagnement Opérationnel & Conseils)
10:00	Towards a Deeper Understanding of Consumption	<ul style="list-style-type: none"> ▪ Marlyne Sahakian (Graduate Institute of International and Development Studies, Geneva)
10:30	Coffee break	
11:00	Can LCA enhance sustainable consumption?	<ul style="list-style-type: none"> ▪ Aline Clerc and ▪ Huma Khamis FRC: French Speaking Swiss Consumer Federation and BEUC: European Consumers' Organization)
11:30	Discussion	
12:00	Lunch break	
13:30	Highlighting the complexity of labelling using LCA	<ul style="list-style-type: none"> ▪ Yves Loerincik (Ecointesys –Life Cycle Systems) and
13:45	Differences between carbon footprint and total environmental impact	<ul style="list-style-type: none"> ▪ Niels Jungbluth (ESU-services)
14:00	Ongoing International Standardisation Initiatives of Carbon Footprinting	<ul style="list-style-type: none"> ▪ Kurt Buxmann (Independent Environmental Services Professional)
14:15	Case studies of the distribution sector: <ul style="list-style-type: none"> ▪ Industrial solution to calculate and analyze environmental information for mass market products ▪ Coop: LCA studies on fruit and vegetables production ▪ Climatop & Myclimate: First experiences with the labelling and communication of climate friendly products 	<ul style="list-style-type: none"> ▪ Caroline Alazard (Greenext) ▪ Brigit Hofer (Coop) ▪ Heinz Schmid (Climatop) & Thomas Kägi (Myclimate)
15:30	Coffee break	
16:00	Short presentations: The Carbon Footprint of Nations - A global, trade-linked analysis What kind of life cycle information is interesting and useful for consumers? Experiences from the FIN-MIPS Household study PlasticsEurope project about Environmental Product Declaration	<ul style="list-style-type: none"> ▪ Edgard Hertwich (Industrial Ecology Programme and Department of Energy and Process Engineering, Norwegian University of Science and Technology) ▪ Michael Lettenmeier (Wuppertal Institut fuer Klima, Umwelt, Energie) ▪ Guy Castelan (PlasticsEurope France)
16:45	Discussion	
17:15	Goodbye	<ul style="list-style-type: none"> ▪ Yves Loerincik (Ecointesys - Life Cycle Systems)