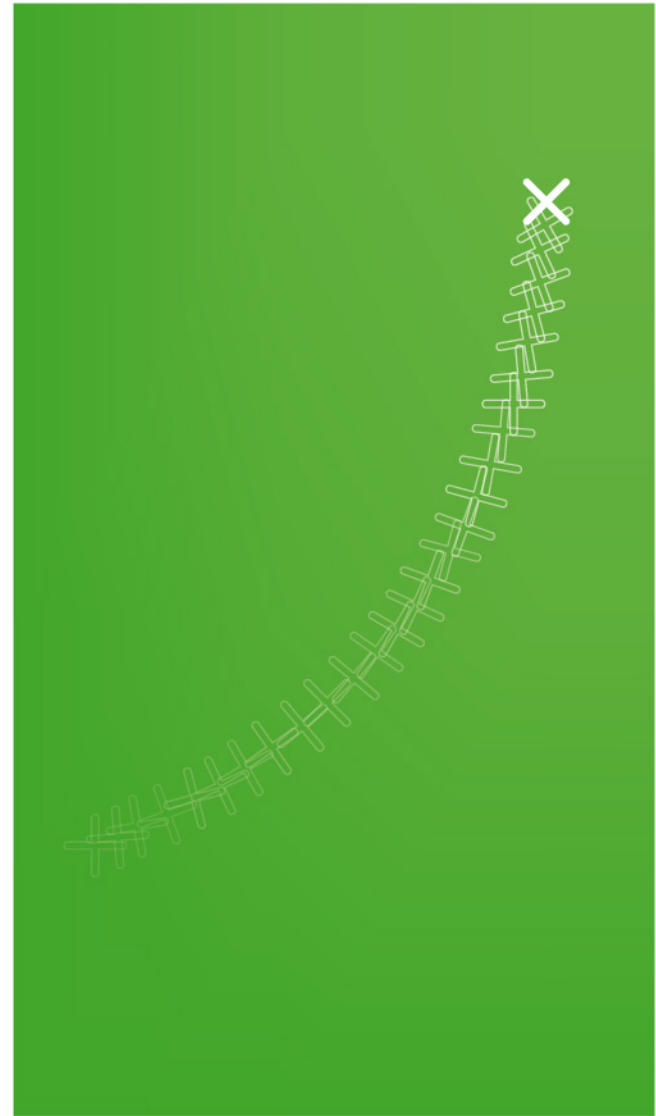


Life Cycle Perception / LCP

A serious game

A serious game for LCA training and communication



LCP Serious Game

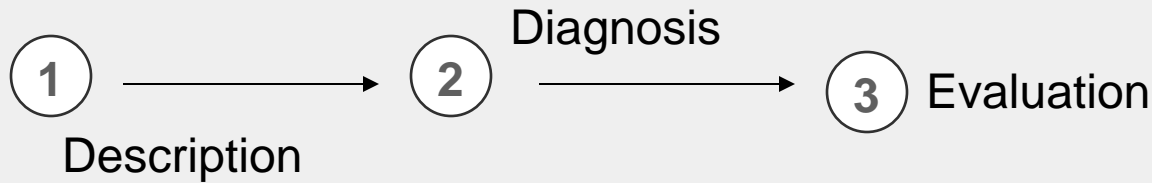


- **Board**
LCP circular game board
- **Cards**
From the whole set of cards, participants put the selected ones around the circular board
- **Tokens**
Participants distribute tokens in front of each card to represent its environmental impact (different colors of tokens represent different types of impact)
- **Stickers**
Participants write potential corrective measures on sticky notes that they put in front of each stage
- **Feedback Disc**
Face down during the game, the disc is returned at the end, allowing participants to compare their answer with reality



LCP steps and learnings (1/2)

3 steps



How people perceive the value chains ?

What stages are perceived as impacting?

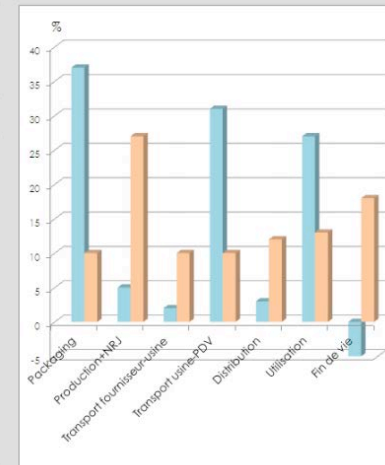
3 key learnings

Who is (/are) responsible and who could act ?



Perception du Cycle de Vie
Focus Group PCV
08/12/2011

Etapes	ACV (% Empreinte CO2)	PCV (Moyenne des réponses)
Packaging	37	10
Production+NRJ	5	27
Transport fournisseur-usine	2	10
Transport usine-PDV	31	10
Distribution	3	12
Utilisation	27	13
Fin de vie	-5	18

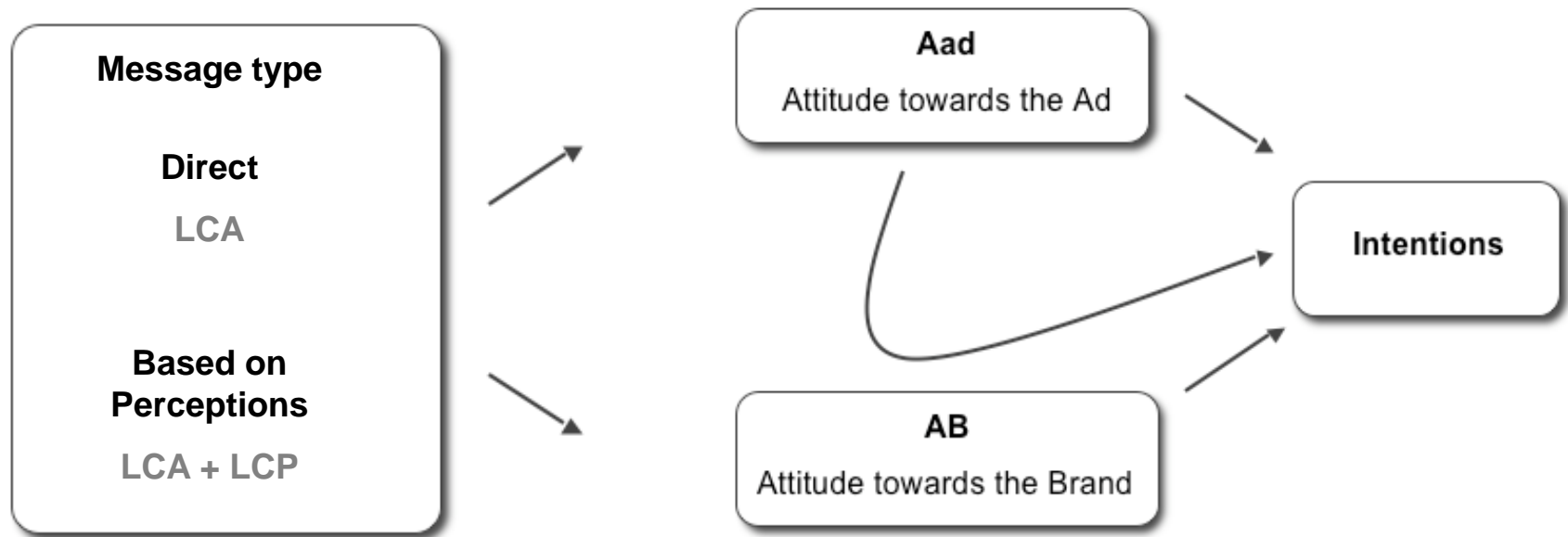


LCP steps and learnings (2/2)



Communication Process

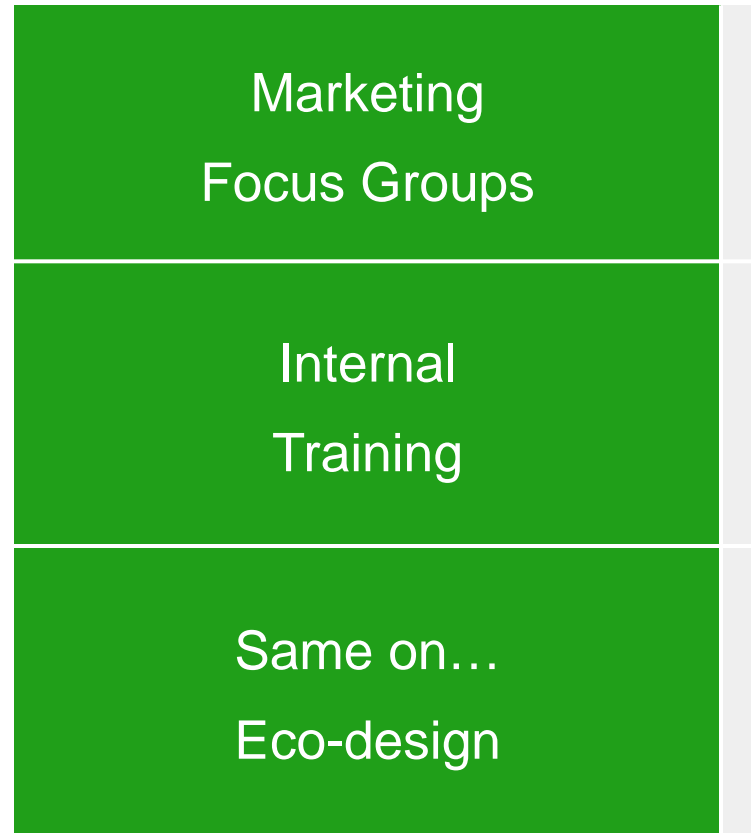
Model : Measure of the message type's impact on attitude towards the Ad (Aad), the attitude toward the brand (AB) and the purchase intention (PI)



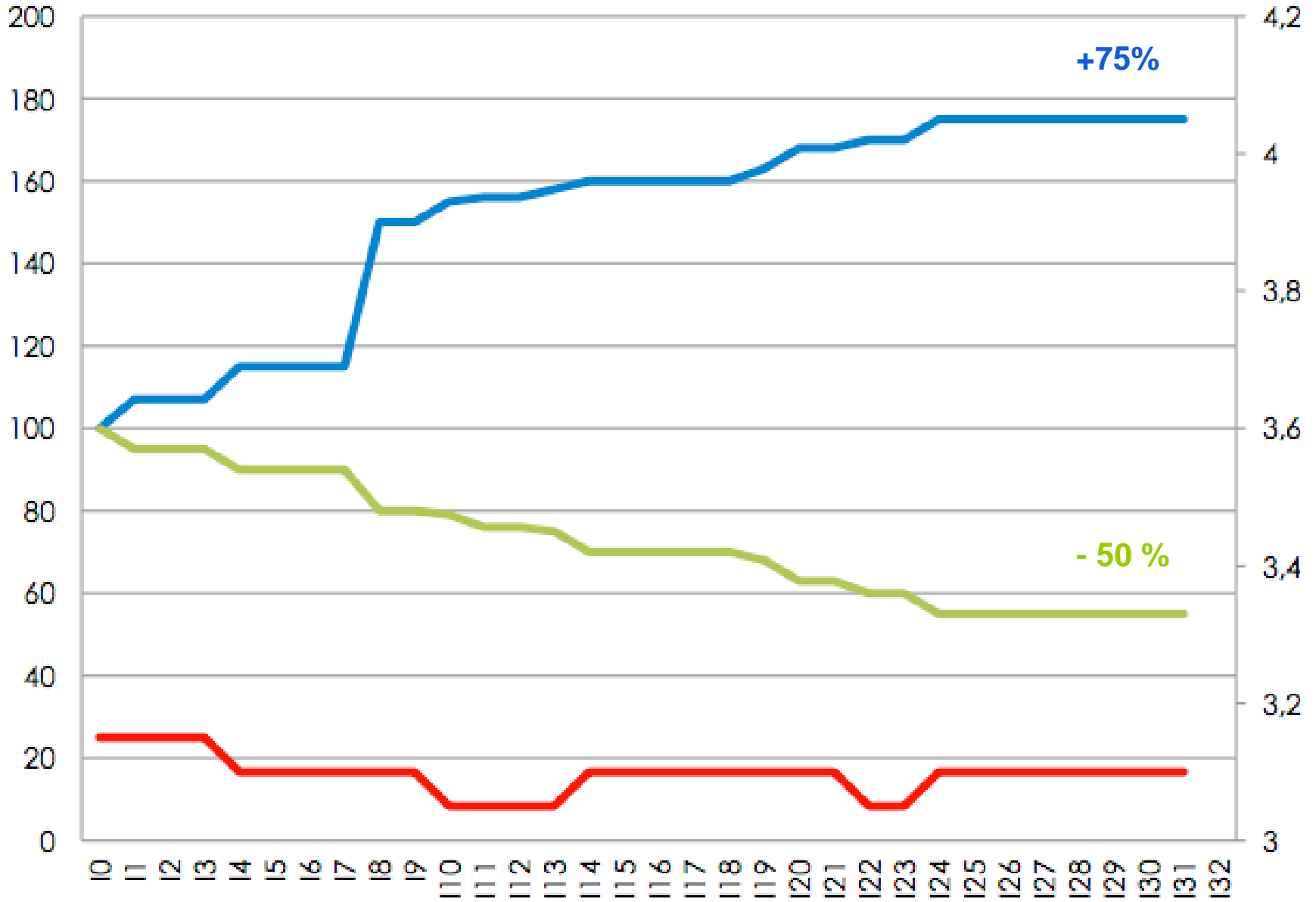
Focus Group N=50

Online Survey N>700

Marketing, training and more



PREF **CO2** **PRICE**



Different versions

LCP Online

- Online surveys
- Sensibilization games

Entrer le nom d'une étape du cycle de vie

Camion

Pertinence des résultats :

- 90% de camion dans le thème Transport ✓
- 60% de camion dans le thème Véhicule ✓
- 5% de camion dans le thème Glace ✓

TRANSPORT

Évaluez l'impact écologique relatif de cette étape du cycle de vie :

Nocif

Qui doit agir ?

Comment ?

Votre texte ici

Décrivez cet impact en quelques mots :

Votre texte ici

Véhicule

Évaluez l'impact écologique relatif de cette étape du cycle de vie :

Qui doit agir ?

Comment ?

Votre texte ici

LCP Board game

- Focus groups
- Internal Workshops



Partners

B2B

- Saint-Gobain
- GDF Suez
- GEODIS...

Brands

- Danone
- Nestlé ...

Education

- ESCP
- HEC
- IFM...



Les impacts environnementaux de l'isolant à base de laine de verre sont évalués après ajout des données relatives à la culture du chanvre jusqu'au site de fabrication des isolants manufacturés.

L'argument mettant en avant le CO₂ stocké pendant la phase culture doit être relativisé : en effet, ce CO₂ est relâché dans l'atmosphère lorsque l'isolant est retiré du bâtiment et mis en décharge (émission de méthane) ou brûlé (émission de CO₂).

En savoir plus

► Comparer l'analyse du cycle de vie de la laine de verre, du chanvre et des plumes de canard, www.toutsurl'isolation.com

Retour



References



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 Janet Edwards, Nancy Annelle Clark and Michael Jay Pittman

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Approved by the Marketing Education Association





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LIFE CYCLE THINKINGTM



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Thank you !