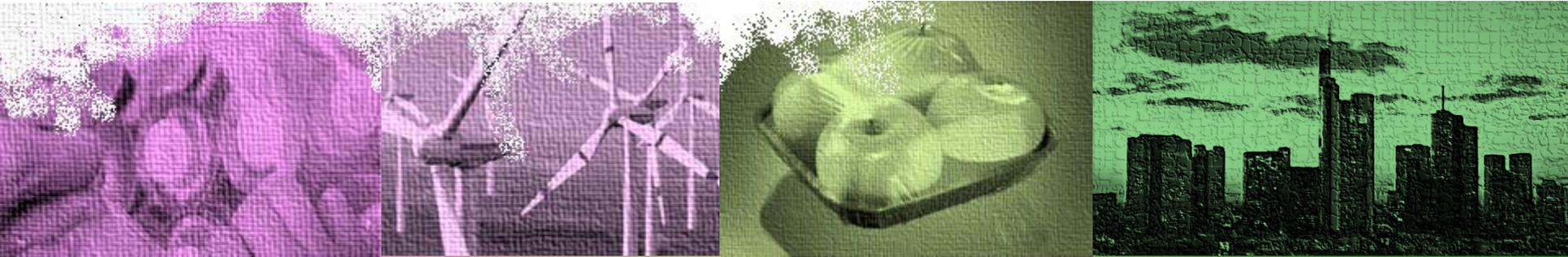


The 52<sup>nd</sup> LCA Discussion Forum  
June 25<sup>th</sup>, 2013, Lausanne



# SETTING REASONED SYSTEM BOUNDARIES TO SIMPLIFY COMMUNICATION AND AVOID GREENWASHING

by Tijana Duric BASF SE  
New Business Development  
Biodegradable Polymers

Problem  
break-down

Proposal

Discussion

KILLING  
INNOVATIONS

LOSS OF  
CREDIBILITY

POLICY NOT  
SUPPORTED

VALIDITY  
PERIOD

*Can you make my  
product be the  
BEST?!*

Problem  
break-down

Proposal

Discussion

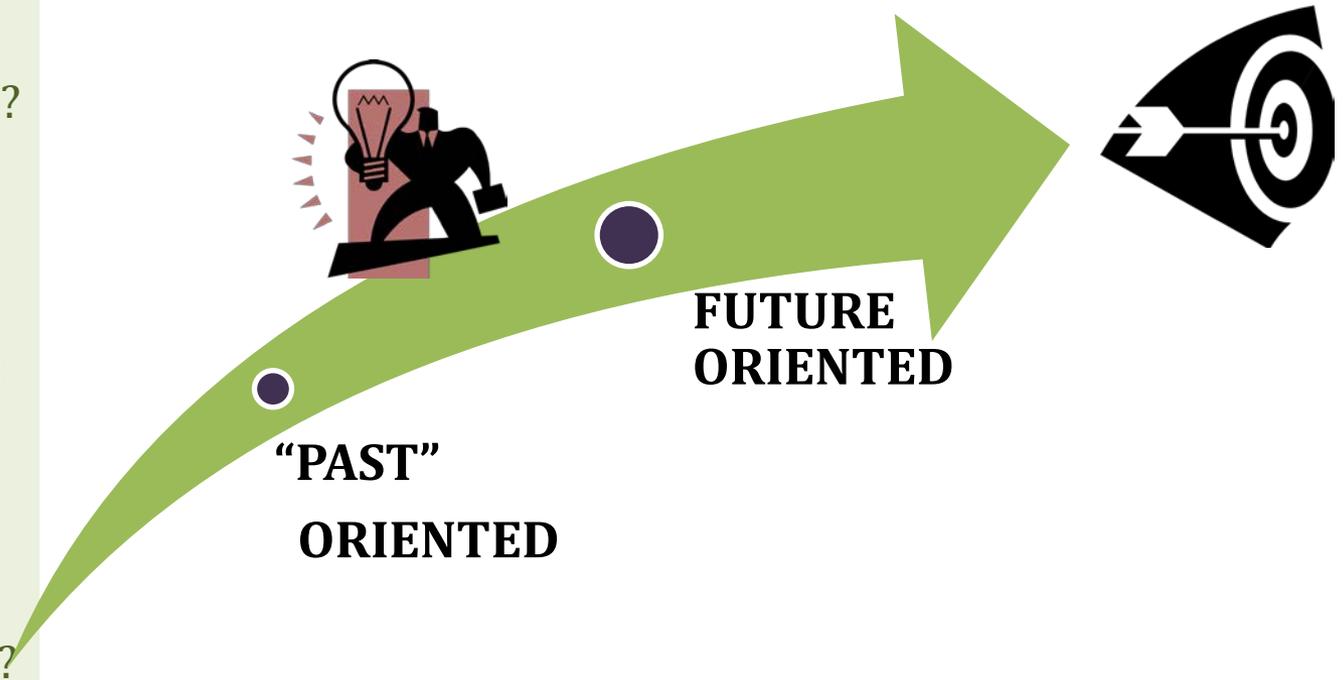
## LCA SET-UP PROCESS

WHY DID YOU CREATE?

APPLICATION?

SYSTEM BOUNDARIES:  
GOAL, EXTENT,  
LOCATION, TIME?

OTHER PRODUCTS  
AND WASTE STREAMS?



### **THE RESULT OF LCA IS:**

- SPECIFIC, STRAIGHTFORWARD, AND SUBSTANTIATED
- AN ANSWER TO THE PROJECT OWNER HOW TO SOLVE CURRENT PROBLEMS AND MEET FUTURE NEEDS

**Problem  
break-down**

**Proposal**

**Discussion**

ECO- DESIGN

FOCUS ON  
FUNCTIONALITY

RESPONSIBILITY

**Who is responsible?**  
**What should I do?**  
**How to communicate?**

**QUESTIONS? I INVITE YOU FOR A DISCUSSION.  
tijana.duric@basf.com**