

52nd LCA Discussion Forum

HOW TO INTEGRATE LCA COMMUNICATION IN INDUSTRY TO PROMOTE ITS USEFULNESS AND AVOID GREENWASHING

Tuesday, June 25, 2013, 9:00, Hotel Continental, Lausanne

We cordially invite you to the **52nd discussion forum on Life Cycle Assessment**

The official language of this event is English

Scientific developments to support and improve accuracy of LCAs are continuously evolving. These developments not only yield increased knowledge and opportunities, but also a challenge to keep on top of the latest practices, methods, databases and tools on the market. Within this broad and complex field, there is a growing need for practitioners and industrial users to know (i) how to perform LCAs, (ii) how to apply LCA, and (iii) how to understand and challenge LCA results through critical assessment. This forum will provide an overview on why LCA can be difficult and confusing for industry, identify the current needs for LCA training at the company level, and identify the most critical and difficult issues to tackle. Examples of mistakes or unclear communication in public documents will be presented to point out the importance of maintaining criticism and the risk of conscious or unconscious greenwashing.

This discussion forum will address the following questions:

- What are the prerequisites for communicating LCA results, respecting the philosophy of ISO standards and avoiding risks of unconscious greenwashing?
- What is the role of public authorities and policy makers in the current increase of environmental communication and labeling?
- How to communicate simple messages and graphics based on complex LCA results and data, while avoiding miscommunication?

Additionally, practical feedback from large companies will help to confront theory with the economic and marketing constraints of the private economy.

We look forward to meeting you in Lausanne!

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Final Program:

Time	Title	Speaker
8:30	<i>Registration, coffee and croissants</i>	
9:15	Welcome and introduction	Yves LOERINCIK - <i>Quantis</i>
Session 1	Theme: (internal) prerequisites for LCA communication	
9:25	Communication in LCA according to ISO standards	Rainer ZAH - <i>Quantis Switzerland/Germany</i>
9:45	Is the role of governance in avoiding greenwashing in LCA communication overvalued?	Gérard GAILLARD - <i>Agroscope ART</i>
10:05	Engaging teams and decision makers (especially "Marketers") in LCA based initiatives	Olivier CLASSIOT - <i>Des enjeux et des hommes</i>
10:25	Discussions	
10:45	<i>Coffee break</i>	
Session 2	Theme: feedback regarding environmental and LCA communication. The role of policy makers and public authorities	
11:15	The Single Market for Green Products Initiative: presentation of the initiative and the pilote phase <i>Teleconference</i>	Michele GALATOLA - <i>European Commission, DG Environment</i>
11:40	Feedback on LCA communication - Consumers and environmental labelling	Antonin VERGEZ - <i>French Ministry of Environment</i>
12:00	Feedback on LCA communication - European Food Sustainable Consumption and Production Round Table	Javiera CHARAD , <i>Nestlé European Food Sustainable Consumption and Production Round Table</i>
12:20	Discussions	
12:35	<i>Lunch break</i>	
Session 3	Theme: how to best target consumers in LCA communication	
13:45	How to communicate social and environmental responsibility:	Matthieu JAHNICH - <i>Sircome</i>
14:05	Data visualization in LCA: good practice and risks	Raphael HALLORAN - <i>apptitude</i>
14:25	Life Cycle Perception: why understanding what your customers understand is key to successful communication	Ganaël BASCOUL - <i>Soon-Soon-Soon</i>
14:45	Discussion	
14:55	Case study - communication politics about a packaging solution	Bettina KAHLERT - <i>Climatop</i>
15:05	Setting reasoned system boundaries to simplify communication and avoid greenwashing	Tijana DURIC - <i>BASF</i>
15:15	<i>Coffee break</i>	
Session 4	Theme: feedback regarding environmental and LCA communication. The point of view of private companies	
15:45	Feedback on LCA communication	Paolo EPIGRAFI / Monica BIANCHI - <i>STMicroelectronics</i>
15:55	Feedback on LCA communication	Sébastien ZINCK - <i>Steelcase</i>
16:05	Round table: the point of view of private companies	Moderation : Carole DUBOIS - <i>Quantis Switzerland/Europe</i> Paolo EPIGRAFI - Sébastien ZINCK - Antonin VERGEZ
16:35	Wrap-up and closing remarks	Yves LOERINCIK - <i>Quantis</i>
16:40	<i>Refreshment</i>	

1 Practical information

Accommodation

For those spending the night in Lausanne, there are many different accommodation options. Please refer to the following site: <http://www.lausanne-tourisme.ch>.

Application form

To register for the 52nd DF, please fill in the application form (pdf) attached and send it to the LCA Discussion Forum secretariat (lcaforum@quantis-intl.com). Please do not forget to indicate your affiliation and if you are a student, a PhD student or a member of Swiss cleantech (special fees apply, see application form). Program updates will be available at www.lcaforum.ch.

Invoice

Once the application form is sent to the LCA Discussion Forum secretariat (lcaforum@quantis-intl.com) and the registration is confirmed, an invoice will be sent by email to each participant. It is possible to pay by transfer payment or with cash the morning of the forum at the reception desk, between 8:00 to 9:00 am.

Lunch

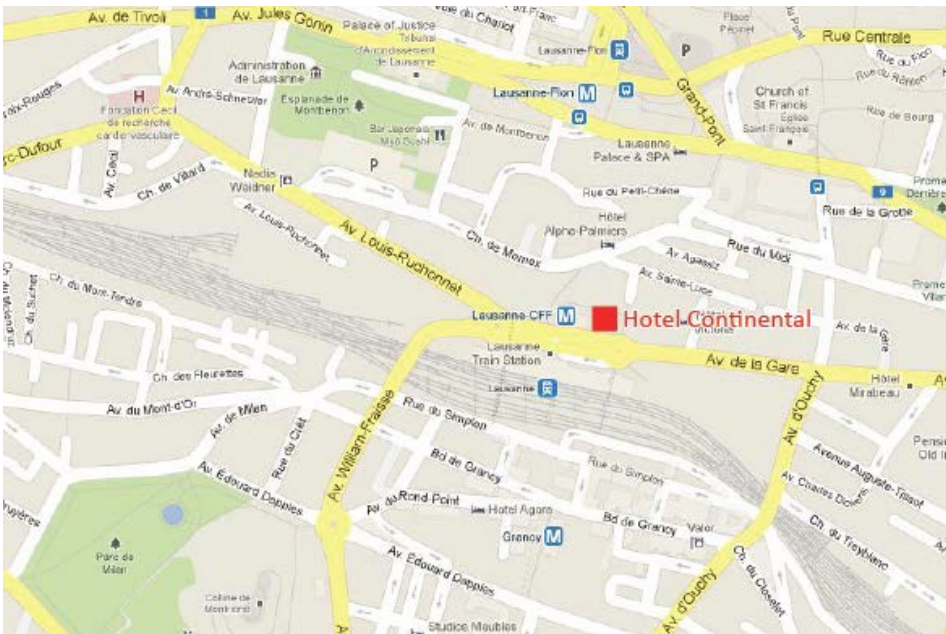
A lunch will be provided at the Hotel Continental. Please inform the conference organizers (lcaforum@quantis-intl.com) in advance if you prefer a vegetarian meal.

Location

The forum will take place in Lausanne at the Hotel Continental (Place de la Gare 2), which is opposite the main entrance of the Lausanne train station.

The best way to reach the venue is by train. Train timetables are available at www.sbb.ch. We recommend that participants coming by car park their cars at the P+R at Vennes, which is close to the highway, and then use the metro M2, direction Ouchy, to reach the stop Lausanne-Gare.

At the entrance of Hotel Continental, signs will direct you to the Salon Erni, which is on the first floor.



For further information, please contact the LCA Discussion Forum secretariat (lcaforum@quantis-intl.com, www.lcaforum.ch, Denis Bochatay 0041 21 693 91 92).