



# LifeCycle

## Show Your Leadership and Be Part of the Change

### The Reality of the Marketplace

In today's global environment, businesses are confronted by a patchwork of environmental and social requirements, regional directives (e.g. European Directives), international agreements, increasing consumer demands for accountability and an assortment of management tools each claiming to offer the solution to their challenges. Many companies struggle to meet these demands.

Even more, there is no international consensus on standards for benchmarking products and activities and often consumers fail to recognize the progress being made by businesses.

### The Life Cycle Difference

On the other hand, Life Cycle based approaches are being identified as "the tools" to support businesses in their journey towards sustainability. In addition to addressing Climate Change, Life Cycle Assessments (LCA) provide insights and help to identify ways to reduce the need for the primary non renewable resources. With

a growing population and a growing demand for resources associated with it, life cycle thinking is the only way to achieve sustainability. Most companies in Europe or exporting to this continent are subject to growing pressure to perform LCAs on their products and services. In North America, sustainable procurement is gaining popularity and there is a consensus supporting the use of Life Cycle based tools to address this issue. It is expected that in the near future, companies, governments and other organizations will need to provide LCA data on their products and services in order to be keep their supply contracts to both European and American companies.

It is foreseen that early adapters to this new way to produce and consume will succeed over the competition and their positive leadership will pay in terms of market share.

### Life Cycle is Born

With these challenges in mind, the United Nations Environment Programme (UNEP) and

the Society of Environmental Toxicology and Chemistry (SETAC) convened to launch the UNEP/SETAC Life Cycle Initiative (LC Ini) in 2002. Now benefiting from the expertise of over 1,000 registered members, LC Ini offers you the chance to join a group of world-class businesses. Together LC Ini and its Partners are at the forefront of the international guidelines and recommended practices for impact assessment. Building on the international networking power of UNEP, LC Ini can provide your business the access to knowledge and tools necessary for success in this challenging environment.



## What is Life Cycle Thinking?

Life cycle thinking is a cradle-to-grave approach to consider the impacts of products, processes and services. It recognizes that all product life-cycle stages have economic, environmental and social impacts. An end to end life cycle involves the stages of extracting and processing raw materials, manufacturing, transportation and distribution, use/reuse, and recycling and waste management.■

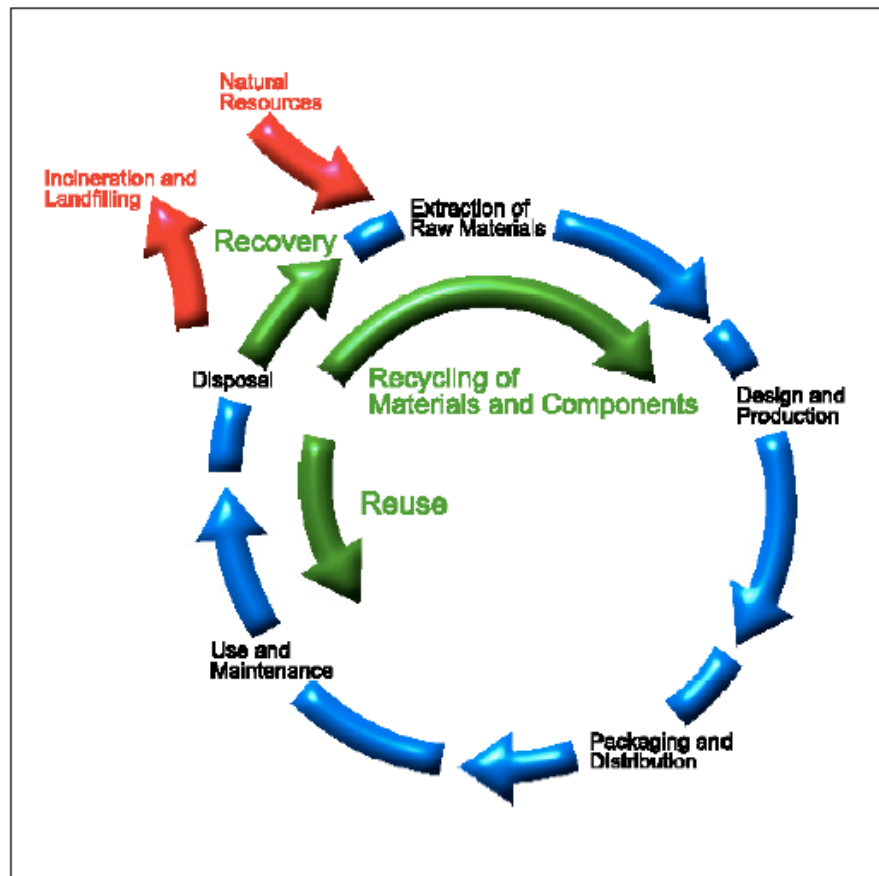


Fig. 1. The Life Cycle Process

## Join the initiative

- Generate increased visibility for your organization's contribution to sustainable development
- Strengthen links with international bodies such as the World Business Council for Sustainable Development (WBCSD) and other UN programmes including the Sustainable Buildings and Construction Initiative (SBCI), the Global Resource Panel and the Strategic Approach to International Chemicals Management (SAICM), among others
- Connect your company to a world-wide network of Life Cycle experts

## Gain access to Life Cycle Approaches and tools

- Take a leadership position by implementing international standards for environmental and social impacts
- Make more sustainable and better informed strategic decisions by considering the full life cycle
- Improve communication to customers on risks, hazards, and inclusion of environmental considerations, for example on carbon footprint and water footprint
- Benchmark your performance and identify new areas for continuous improvement
- Improve identification of cost-

reduction potentials along the life cycle

- Improve understanding of the downstream value chain and the sometimes conflicting needs of customers, consumers and recyclers regarding environmental, ethical and social responsibility
- Help improve social and environmental conditions in the developing world via improved supply chain management
- Prepare your organisation for the future

Envisioned areas: Midterm projects backed by our sponsors

- Measurement tool of the carbon footprint.
- Maturity model to measure level of progress (maturity status) in implementing life cycle approaches. This model will allow business partners to perform self assessment.
- Capability development on Life Cycle Management in business and industry
- Strategies to involve retailers
- Principles for sustainable materials and products which could encompass carbon footprint, resources efficiency (e.g. water footprint)■ and toxicity linked to the Millennium Eco-System Assessment

# join us!

Participate and support the  
UNEP/SETAC Life Cycle  
Initiative

## Sponsoring Partners

Providing financial support to the  
overall activities of the Initiative  
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50,000), Gold (US\$ 25,000) and  
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## Supporting Partners

Providing strategic support in  
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In acknowledgement of your con-  
tribution, your logo will be placed  
in our website and in other public  
communications and dissemina-  
tion materials.



For more information on joining the Initiative and our  
activities, please contact:

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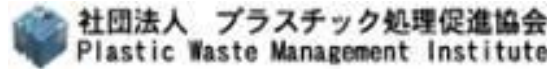


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