

edge environment course

# understanding life cycle assessment



edge environment



## selling your products in a green market



## selling your products in a green market



### do you know how

to respond to questions from specifiers and customers about the environmental credentials of your products?

### have you lost orders

to competitors who are “greenwashing” their products?

### are you concerned

about ACCC scrutiny of your own marketing claims?



## introduction

We are seeing a rapidly emerging new age in environmental consumerism. This is evident in the star ratings on appliances and on buildings and is set to expand to all consumer goods in terms of environmental product declarations and ecolabels.

This half-day workshop introduces participants to Life Cycle Assessment (LCA). LCA is accepted internationally as the most complete and comprehensive method for assessing and comparing the environmental impacts of materials, products and services and providing the basis for ecolabels and environmental product declarations. Current developments in Australia are making LCA a practical tool for the Australian market.

This course is suitable for senior marketing and sales staff who will understand the strategic importance of the environmental credentials of products and services.

This workshop will help prepare your business for a “New Age in Environmental Consumerism”; through:

**1** Helping you understand and reduce the environmental impact of your product or service;

**2** Helping you develop the environmental credentials of your product or service and help you sell in an environmentally aware market place;

**3** Ensuring that you understand how you can support and communicate the environmental integrity of your products.



## selling your products in a green market

### facilitators

#### Nigel Howard

Nigel Howard is Managing Director of Edge Environment with an international reputation for his work on the environmental impact of materials and products, assemblies and buildings. He is a former Director of the UK Center for Sustainable Construction developing the BREEAM and EcoHomes Rating systems, and the LCA based Green Guides to Specification. He has also worked with several international architects on bringing LCA into the design of buildings. Nigel is a former Vice President of the US Green Building Council where he directed the launch and implementation for the US LEED environmental rating systems and initiated the LCA into LEED project. Nigel is the biggest fan of LCA done well and consistently and the biggest critic of LCA done badly, taking a controversial position on the ISO14040 series of standards.

#### Viviane Clement

Viviane Clement is working with the NSW Department of Environment and Climate Change on an Industrial Ecology Project that is helping companies reduce their wastes, develop innovative new environmentally friendly products and create tangible environmental marketing messages.

#### David Sharp

David is the CEO of the Building Products Innovation Council (BPIC), the industry body that is leading the development of a Life Cycle Inventory (LCI) of generic building and construction materials methodology. This will allow building and construction materials in Australia to be assessed on a common level playing field and the results used to inform whole of building Life Cycle Assessments. David has 25+ years experience working in the building research and building products industries and will be talking about the response of the building products market to the environmental imperative, and give his perspective of what companies and sales staff can do to get their company ahead of the wave.

#### Guest Speaker: Ezio Allemano

**Managing Director, Ontera Modular Carpets Pty Ltd.**

Ontera has been a leading Australian manufacturer of modular carpet for all commercial applications for over twenty years. Sustainability has become a major driver in the production and marketing of all building products, which Ontera has embraced with a pragmatic philosophy based on the application of robust science rather than emotion, action rather than talk and demonstrable results rather than vague promises. During the presentation Ezio will show how Ontera has extensively used LCA as the basis of its impressive environmental platform.

### workshop content

- **The environment matters**  
Climate change, water scarcity, fuel prices are driving public concern;
- **Drivers for Change**  
How environmental issues, especially climate change and water scarcity are reshaping the markets for goods and services, reshaping attitudes to investment and risk, influencing companies' abilities to attract and retain the best staff and changing government policy and regulation;
- **Doing Life Cycle Assessment (LCA) Right**  
A plain speaking introduction to a complex subject – making LCA practical for companies and for consumers.
  - The 10 steps to a Life Cycle Assessment
  - The AusLCI project – creating a "level playing field" methodology for Australian industry
  - The benefits and costs of doing LCA.
  - Good news - robust marketing claims
  - Turning bad news into good by innovation;
- **LCA and Industrial ecology**  
Can you use another industry's waste as a feedstock or fuel?  
Can another industry use your waste similarly?
- **International influence**  
What this might mean for Australasian markets and how they can prepare and benefit from the new paradigm of environmental awareness;
- **Separating the Green from the Greenwash**  
Critical examination of the buzz words of current environmental marketing claims – is your marketing at risk of scrutiny from ACCC?
- **Connecting to Market**  
Environmental Product Declarations, carbon accounting and ecolabels; Environmental rating tools and ecolabels for buildings, materials, products, consumer goods, companies and even practitioners;
- **Where Next?**

**Venue** The Lyceum Room, Wesley Conference Centre,  
220 Pitt Street, Sydney

**When** Thursday 4th December 2008, 8.45am – 1.30pm

**Cost** \$400 (excluding GST)

To book this course  
please click this button or go to  
[www.edgeenvironment.com.au](http://www.edgeenvironment.com.au)  
or call (02) 8962 2644