

---

University of Pennsylvania  
Institute for Environmental Studies

presents

**Jim Fava**

Five Winds International



**Life Cycle Thinking:  
the 21<sup>st</sup> Century Business Catalyst to Shape the Future**

Over the last few years, companies have encountered significant business interruptions due to contamination of lettuce and spinach, labor conditions in a textile manufacturer's value chain, and lead paint in toys. Life cycle thinking is a way companies can avoid these interruptions, and find business opportunity as well.

From Wal-Mart to the Auto Mall, environmental performance has become a critical factor for many companies to keep or grow their markets. Companies who make energy using products are under pressure to improve the efficiency of the product and the battery chargers. What was once the domain of niche players like Ben & Jerry's or Whole Foods, is now an integral business strategy for industry giants like GE, DuPont, and Coca-Cola. Companies and organizations who have "gone greener" cut expenses by eliminating waste and lowering electricity costs – but they have also found competitive advantage and strategically improve their brand.

Technologies and product design options can be improved by taking a life cycle approach. Traditional environmental strategies (e.g., for pollution prevention and control) have focused on facilities as stand-alone sites. However, this approach fails to fully understand tradeoffs and implications in a systematic fashion, which reduces opportunities for achieving net environmental improvements. Life cycle thinking, on the other hand, is a powerful systems approach for conceptualizing material, product or technology choices from a "cradle-to-grave" or "cradle-to-cradle" perspective.

A life cycle approach is the catalyst of the 21<sup>st</sup> century to drive business innovation and competitiveness to create products and services that will shape the future. We would be happy to have further conversations on how that can be achieved.

*Cosponsor*

Initiative for Global Environmental Leadership



**Date: December 2, 2009**

**Time: NOON - 1:30 pm**

**Place: Carolyn Hoff Lynch Auditorium**

On the Penn campus: Chemistry Building

34 & Spruce Sts. (enter on 34 St)

**NO REGISTRATION REQUIRED**

Direct questions to: 215-573-3164

[ies\\_penn@sas.upenn.edu](mailto:ies_penn@sas.upenn.edu) <http://www.sas.upenn.edu/earth/ies>

**NO FOOD OR DRINK PERMITTED IN THE AUDITORIUM**

---