



# Eco-Footprint to talk Life Cycle Thinking to Public

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**PlasticsEurope**  
Association of Plastics Manufacturers



What is Eco-footprint ?

Environmental footprint of goods  
and service based on LCA's  
multicriteria results



A **design engineer** in the R&D department of a Chinese electronics appliances manufacturer is considering her options for a body part. She knows the functional performance requirements the shell has to meet. But her company also has a corporate policy on selecting the options with the smallest carbon footprint and water footprint, respectively. She goes to a website and enters the specifications of the body part, changing the default settings to Chinese production. After getting footprint results for a variety of materials, she then clicks »More information« to see how these footprint results are composed of ratings for several different environmental indicators. Since the policy of her company emphasizes climate change and water consumption, she changes the weightings accordingly and re-calculates.

*Dekra's doc Dec 2009*



Transparency of the weighting factors

Possibility for decision makers to learn, understand and change values according to their objectives or preferences



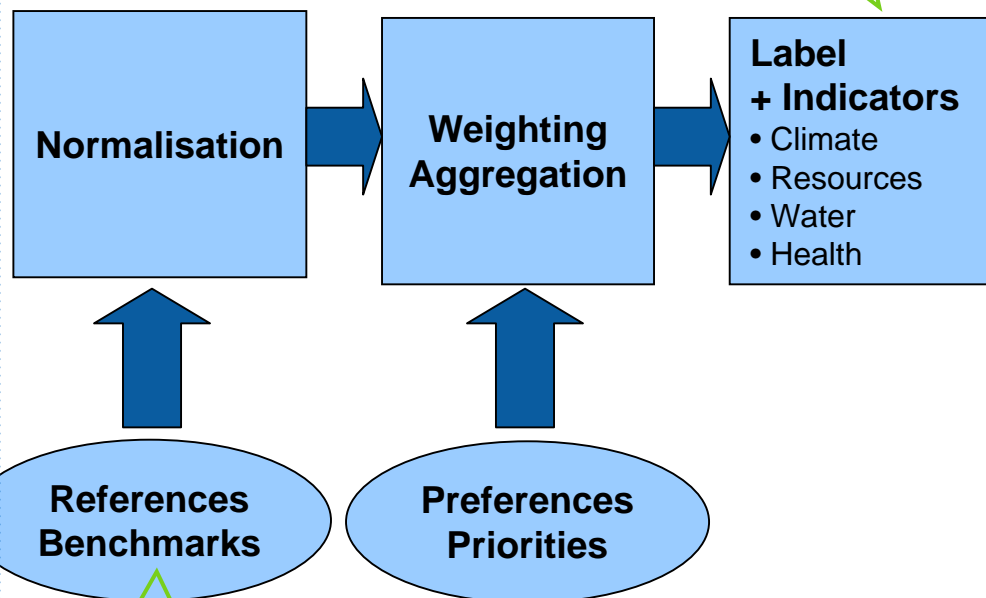
# Eco-footprint Concept (Overview)

## LCA Model

French ADEME/AFNOR  
Platform Methodology,  
ILCD Handbook..

<b>Eco-profile Production</b>	<u>Basic Metrics (Inventory)</u> <ul style="list-style-type: none"> <li>• Primary Energy</li> <li>• Water</li> </ul> <u>Basic Metrics (Impacts)</u> <ul style="list-style-type: none"> <li>• Climate Change, GWP</li> <li>• Ozone Depletion, ODP</li> <li>• Acidification, AP</li> <li>• Eutrophication, EP</li> <li>• Summer Smog, POCP</li> <li>• Resource Depletion</li> <li>• ... Others?</li> </ul>
<b>Eco-profile Final Product Fabrication</b>	
<b>Eco-profile Use Phase</b>	
<b>Eco-profile End-of-life Mgmt.</b>	

Consider others,  
social,  
economic..



Communication  
questions  
-target groups  
-Interaction&feedback  
-format

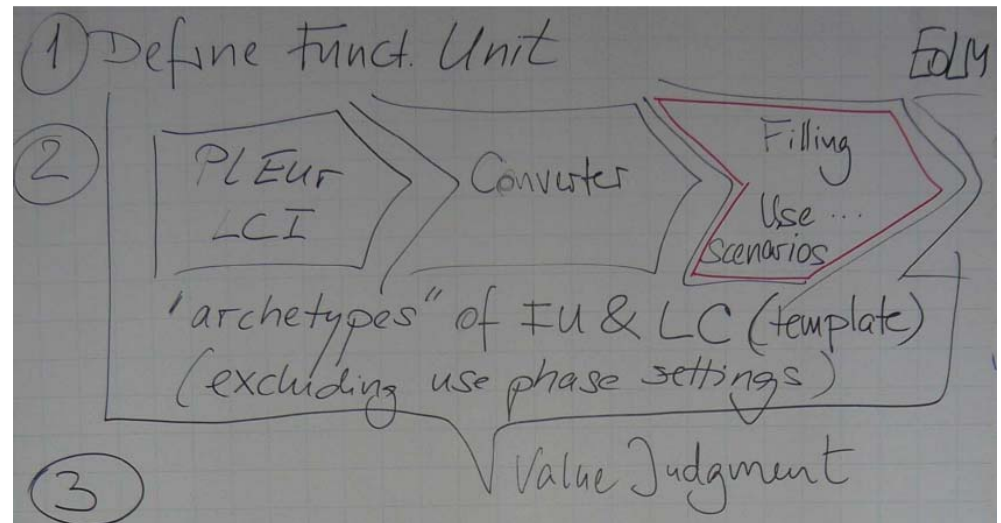
Link with EU Joint  
Research Center

Transparent, Adjustable



# What has been done ?

- PlasticsEurope Workshop January 27 th, 2009
- *Participants:*
  - Academia 6 (ex Öko Institut, Global Footprint Network, TU Graz, Ciraig, ..)
  - EU institution (DG Enterprise)
  - Value Chain 3 (Danone, Boots, Tetra Pack)
  - Member companies
  - PlasticsEurope - EuPC (Sme's federation)
- **Positive reaction**
- **Intense participation with many proposals**
- **There is a need**





- Develop a Prototype (Excel based)
- Build a consortium with Partners
  - Eco-footprint is to be designed by Stakeholders for acceptability and credibility
  - Eco-footprint is to be implemented on market by Value Chain players
- Apply for EU subsidies (Eco-Innovation, LIFE..)
  - Eu funding will raise Eco-footprint to a European multi-stakeholder dimension as a support to decision making



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# Plastics

The Material for the 21st Century