



## ***LCA in a Day***

### ***Environmental Life Cycle Analyses for business, marketing and sales professionals.***

**Date: Tuesday .... 2019**

**Venue: ....**



### **Objective**

To be able to communicate knowledgeable on the sustainability aspects of your products and services with customers / clients (business to business and consumers) and other professionals within the organization.

Understand the LCA methodology and what the outcome tells you, its merits, limitations and claims. How to deal with the big picture to avoid misinterpretations

### **Targetgroup**

Business development, marketing and sales professionals

### **Materials**

To start on the same page, some pre reading materials will be distributed prior to the plenary session.

Materials used during the interactive class are available upon request

## Program

9.00 Sustainability & LCA

LCA fundamentals & practises

The system, the functional unit, manufacturing, transport, use and end of life, ...

Fast track LCA's

Interpretation of LCA results

10.30 Break

10.45 LCA Examples and exercises

12.30 Lunch

13.15 Eco-efficient value creation

Sustainability perceptions, labels and the quality of green products

Consumer and business to business

Re design and product service systems

Sustainable business and marketing strategies

17.00 End

## Time and venue

Tuesday 2019 from 15.00 till 19.00 hours  
Centre of The Netherlands

## Costs

€ .... - excluding VAT

## Registration

Registration at [Events@Sustainable-Endeavour.com](mailto:Events@Sustainable-Endeavour.com)  
closing on the .... 2019 or contact Erik Wijlhuizen at Sustainable Endeavour, +31 6 1131 8314



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