

# Rethinking LCA



Joel Ann Todd  
The Scientific Consulting  
Group, Inc.

# Why Rethink LCA?



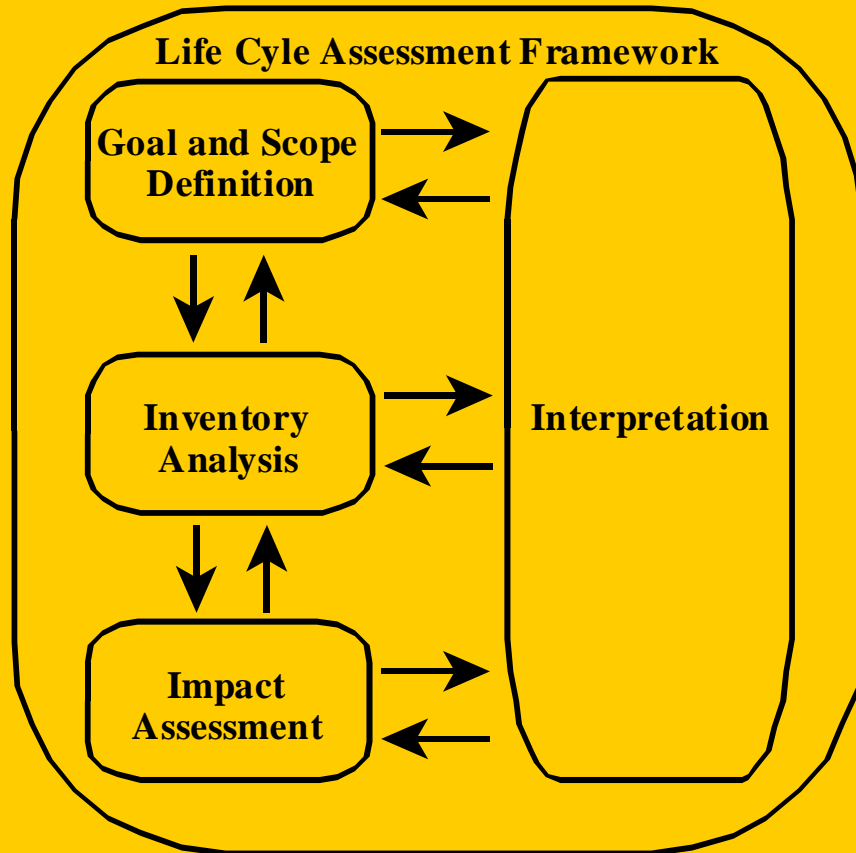
- It can't do what we want it to do
  - provide "answers"
  - compare alternatives
- It can be misused easily for "greenwashing"
- We can't agree on methods beyond inventory
- Data aren't readily available



Have we created a tool that is poorly designed to do what we want?

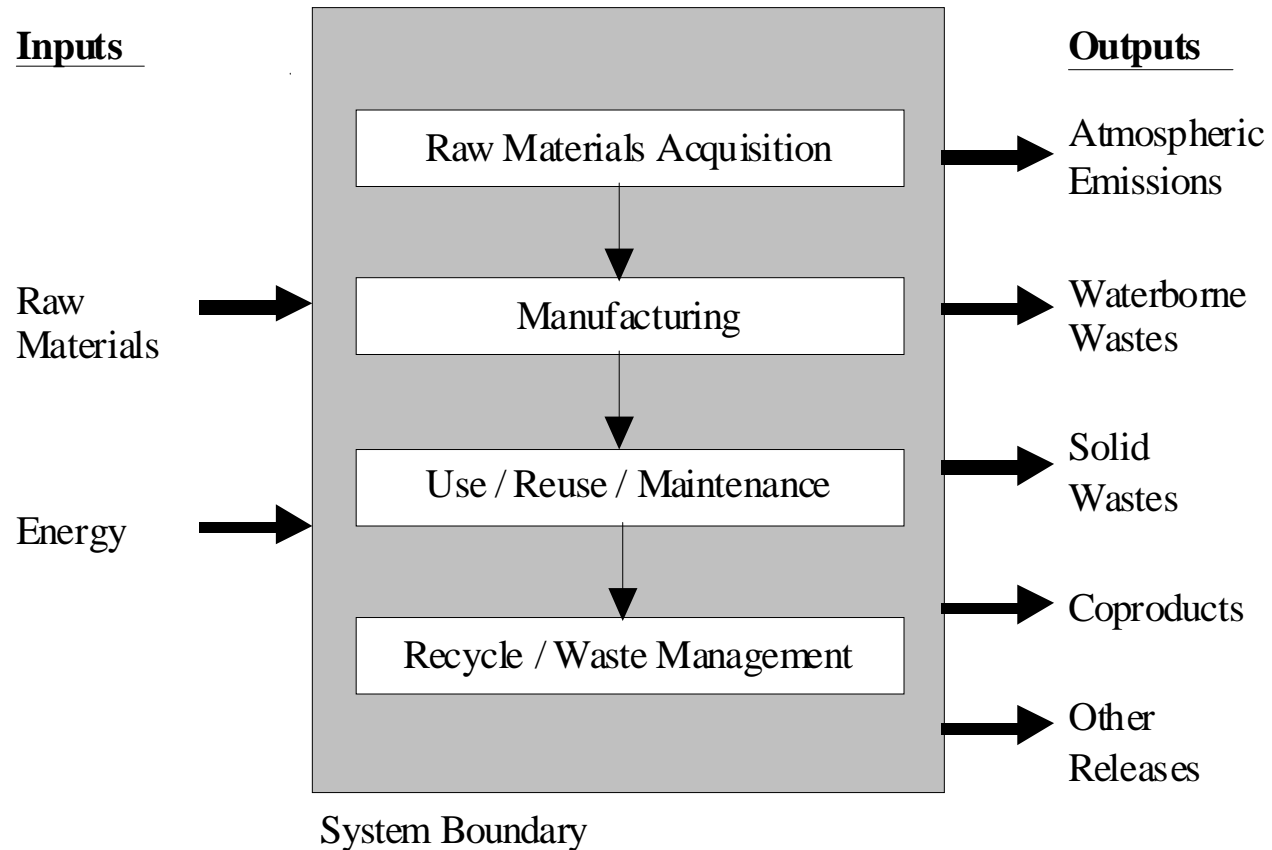
Are we asking LCA the wrong questions?

# What is LCA?



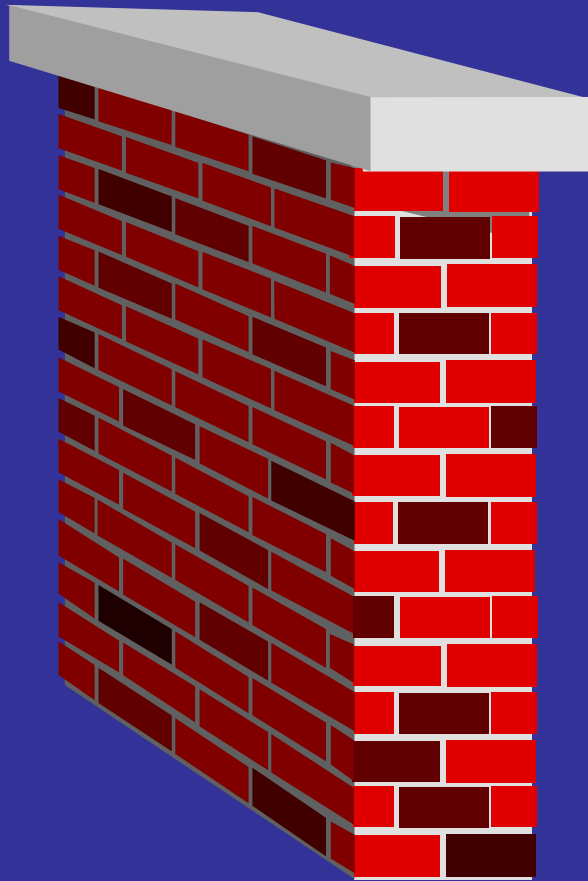
- Goal and Scope Definition
- Inventory
- Impact Assessment
- Interpretation
- *Are we doing LCA without all of these elements?*

# What is LCA?



# What is LCA?

---



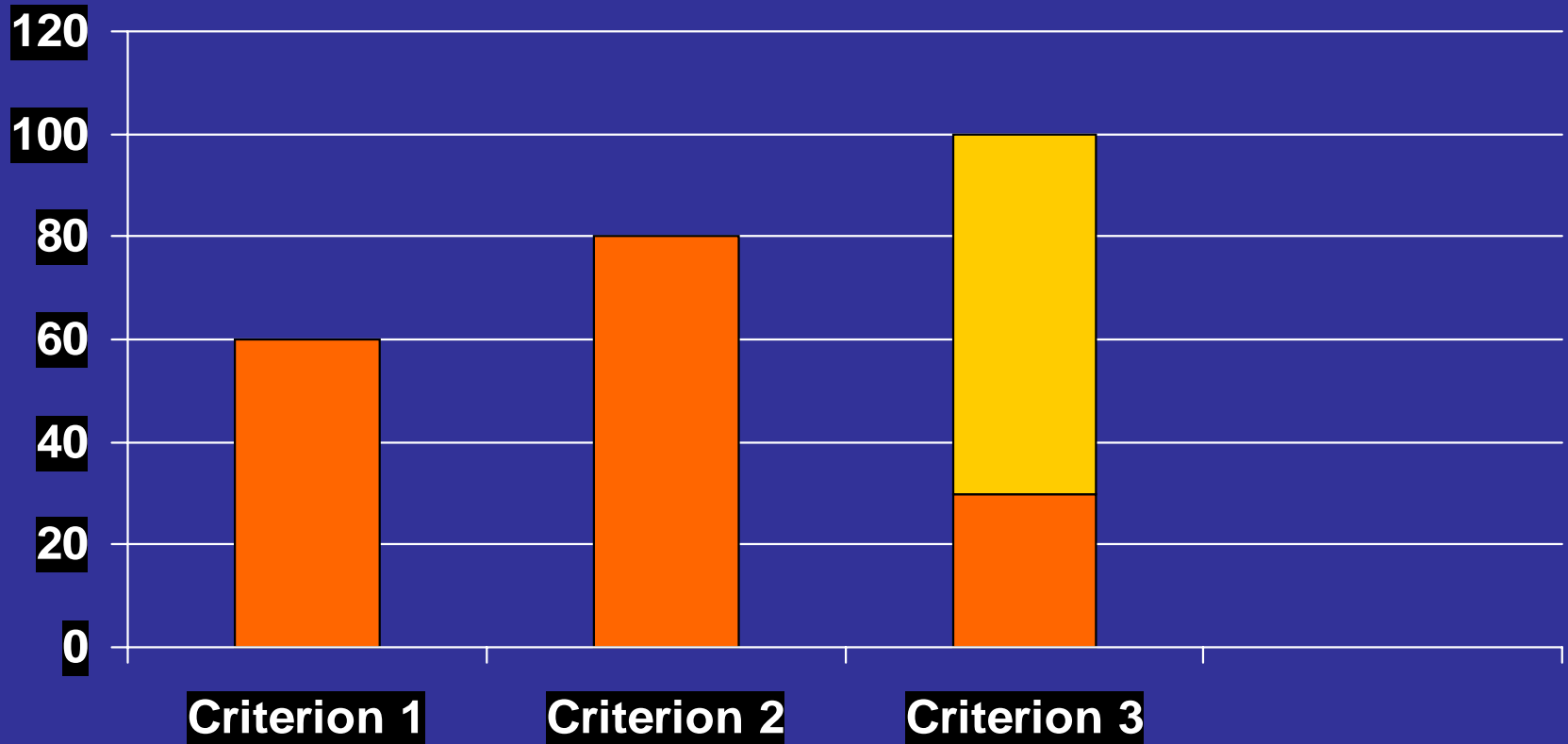
- Key role of the “functional unit”
- *Do we have to aggregate data to the functional unit?*

# Toward a New LCA...



- LCA as an educational tool rather than a decision making tool
  - Retain unaggregated data
  - Different presentation of results
  - Clarify and highlight issues beyond common sense and “rules of thumb”

# Identify Variables Under Decision Maker's Control



# Identify Variables Under Decision Maker's Control



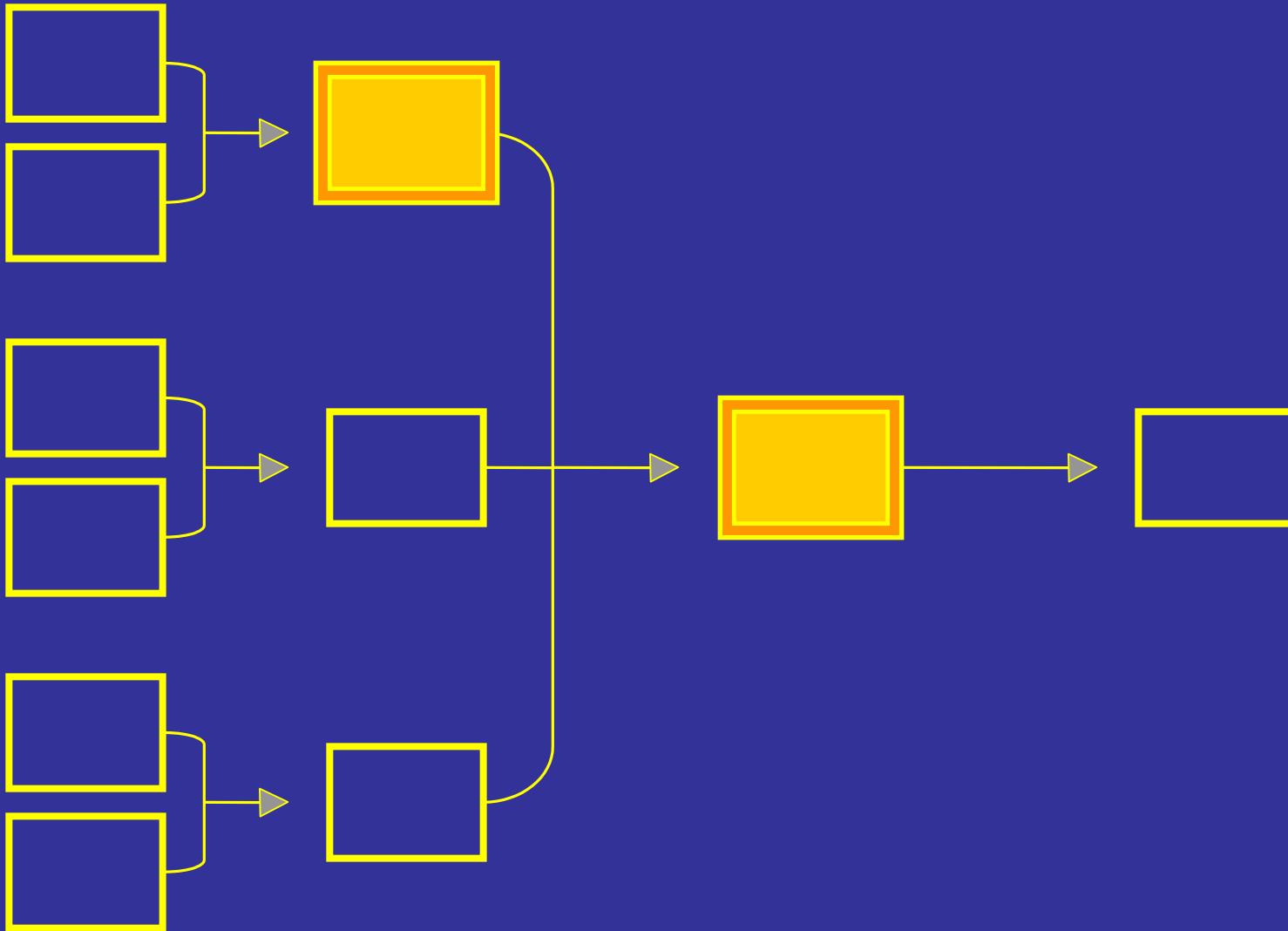
	Criterion 1	Criterion 2	Criterion 3
Option A			
Option B			
Option C			

# Promote Understanding



Life Cycle Stage	Considerations
Materials Acquisition	
Manufacturing	
Use	
Reuse, Recycle, Disposal	

# Identify "Hot Spots"



# Are we asking LCA the wrong questions?



- We need to ask more questions
  - Use data more effectively – get more value from investment in data collection
  - Focus on the educational value of LCA