



## AMANAC WORKSHOP

### *Branding innovations beyond the technical Life Cycle Assessment and the trade-offs of sustainable growth*

Vienna, 29<sup>th</sup> of October, 13:00-17:30

#### **MOTIVATION**

*With the environmental impacts of materials and processes gaining more attention, the desire and attempt to quantify these through life cycle assessment (LCA) analyses in recent years has resulted in several international certifications and legislation strategies, aiming to inform decision-making. The EU action plan for the Circular Economy, COM(2015) 614/2, not only examines options for a more coherent policy framework covering the different strands of work on EU product policy, but proposed a broad range of measurements to be implemented by 2019. The EU Member States have also underlined this motivation in their Council Conclusions on the EU action plan for the Circular Economy (10518/16).*

*Despite Life Cycle Thinking being already widely accepted as a guiding principle for designing the EU product policy framework, the practical implementation of Life Cycle based decision-making has been quite limited, mainly due to the fact that the needs of different end-users and stakeholders have not been properly acknowledged and/or effectively communicated.*

*Therefore, this workshop (organised by AMANAC cluster partners) aims to address the challenges and opportunities of Life Cycle based decision-making by offering different stakeholders a thorough review of various LCA technical and communication barriers. It will consider social and economic perspectives to facilitate a thorough and holistic sustainable approach.*

**Registration for this workshop:** <https://www.eventbrite.com/e/indtech-amanac-workshop-brandinginnovations-beyond-the-technical-tickets-50346711369>

**Please register for the INDTECH2018 conference as well:** <https://indtech2018.b2match.io/signup>  
**Registration is free of charge for both events**

# Agenda

12.30	Registration and welcome
13:15	<b>OPENING AND SCENE SETTER</b>  <i>"Why LCA is important for Industrial Technologies"</i> <b>Doris Schröcker</b> , Head of Unit of Industrial Technologies: Strategy, DG Research & Innovation, European Commission  <i>"Towards a Circular Economy in Construction through LCA"</i> <b>Lucía Iñigo Paarman</b> , CDTI, Ministry of Science and Innovation of Spain and Spanish Representative to the NMBP Management Programme Committee  <i>"Sustainability and Life Cycle shape globally Tomorrow's Built Environment"</i> <b>Ioanna Deligkiozi</b> , ASHRAE European Region (RXIV) Nominating Committee 2017 – 2019, Hellenic Chapter President 2016 – 2017  <i>"The priorities of the construction sector on materials and sustainability"</i> <b>Gian Marco Revel</b> , Università Politecnica delle Marche, ECTP Committee on Materials & Sustainability  <i>"R&amp;I as pathway to answer current LCA challenges of European construction– the AMANAC experience"</i> <b>Olga Rio Suarez</b> , Industrial Technologies: Advanced materials and Nanotechnologies, DG Research & Innovation, European Commission
14.00	<b>ARE CURRENT LCA APPROACHES USED BY EU CONSTRUCTION SECTOR PROPERLY HARMONIZED TACKLING THE SOCIAL AND CIRCULAR ECONOMY PERSPECTIVES?</b>  <b>Moderators: Ioanna Deligkiozi and Gian Marco Revel</b>  <i>"Social performance of buildings in the context of circular economy"</i> <b>Katherine Adams</b> , Loughborough University  <i>"LCA and Social LCA as a tool to support new products"</i> <b>Giorgio Urbano</b> , RINA Consulting S.p.A.  <i>"Innovative insulation materials - specific problems concerning LCA in early product development phases"</i> <b>Helen Luisa</b> , USTUTT  <i>"Uncertainties in LCA"</i> <b>Callum Hill</b> , NIBIO  <i>"Service life of constructions and buildings as a key factor contributing to more reliable LCA"</i> <b>Jakub Heller</b> , Geonardo  <i>"The needs for harmonised LCA standards for construction products in Europe"</i> <b>Owen Abbe</b> , BRE  <i>"Implications of Uncertainty of Embodied Energy Data for Engaged Stakeholders"</i> <b>Shahab Resalati</b> , Oxford Brookes University  Q&A Discussion Open forum
15.30	Coffee Break
16.00	<b>APPLICATIONS OF LCA FOR IMPROVING THE BRANDING OF INNOVATION AND EXPLOITATION OF NEW PRODUCTS</b> <i>AMANAC projects case studies</i>  <b>Moderators: Lucía Iñigo Paarman and Doris Schröcker</b>  <i>"Added value of LCA in the framework of exploitation/business modelling activities"</i> <b>Gabriela Urbanová</b> , FENIX  <i>"Wood-polymer composites as a sustainable, low maintenance commercial eco-alternative to timber"</i> <b>Luis Enriquez</b> , Ecodek  <i>"CleanLM, a green step ahead – improving competitiveness by sustainable choices."</i> <b>Chris Berkhout</b> , LM Wind Power  <i>"LCA-related Unique Selling Points of advanced cement-based products"</i> <b>Esteban Camacho</b> , Research & Development Concretes  <i>"Unlocking the potential of bio-based material for sustainable construction using LCA"</i> <b>Gosse Hiemstra</b> , Grennovate!  Q&A Discussion
17.00	<b>WRAP-UP SESSION</b>  <b>Moderator: Olga Rio Suarez</b> , Industrial Technologies: Advanced materials and Nanotechnologies, DG Research & Innovation, European Commission <b>Rapporteurs: Nadia Sid</b> , TWI, AMANAC Cluster <b>Jorge Corker</b> , IPN, AMANAC Cluster <b>Shahab Resalati</b> , Oxford Brookes University, AMANAC Cluster
17.30	<b>END OF THE WORKSHOP</b>