



Interactive session

The 6th International Conference on Life Cycle Management



André Reichel



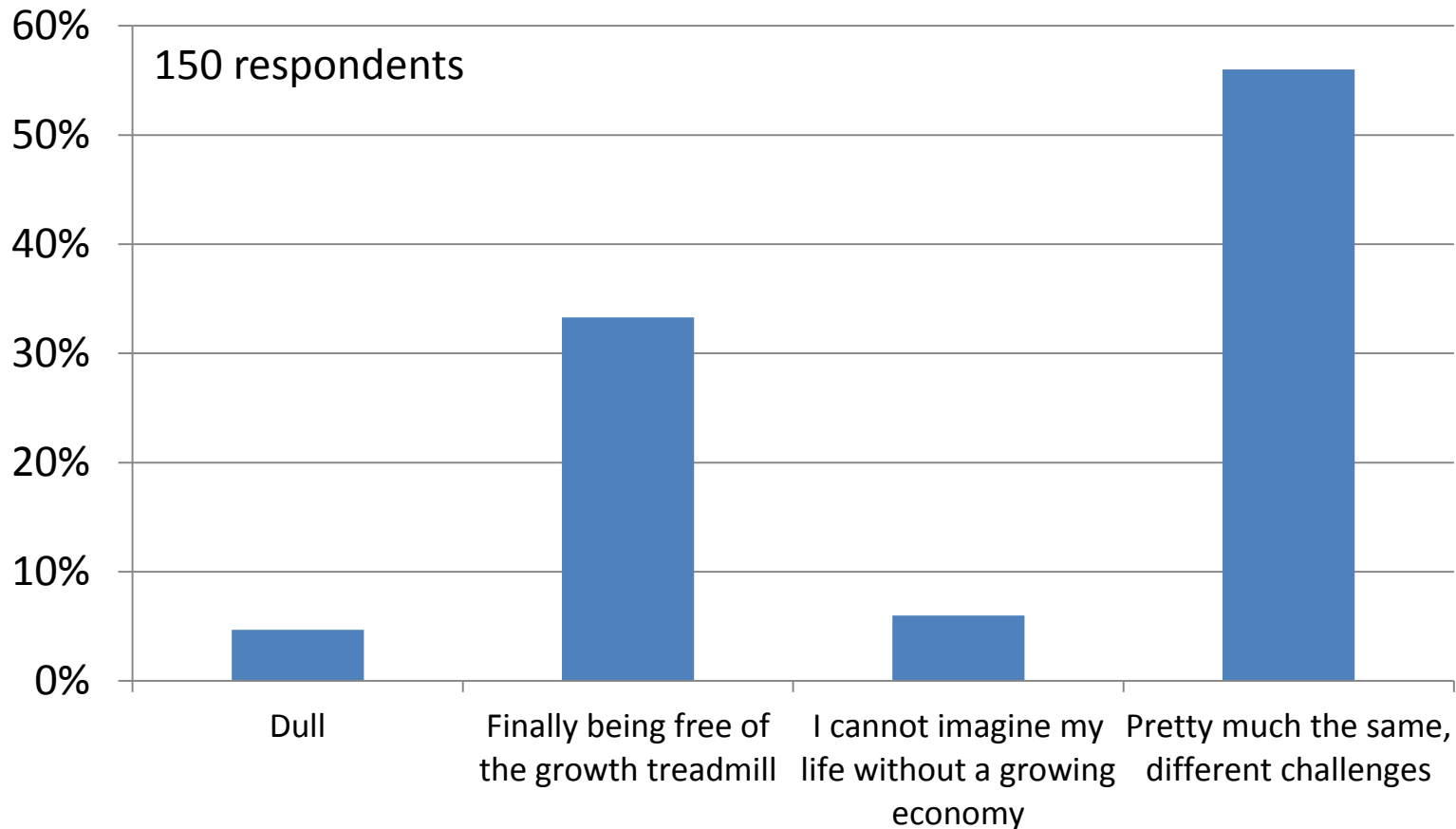
What will your life look like in a post-growth economy?

- A) **Dull** - without motivation, probably no job and worried about my own and my family's future
- B) **Finally being free of the growth treadmill** - feeling happy and being able to pursue my real interests
- C) **I cannot imagine my life without a growing economy**, it appears so alien to me
- D) **Pretty much the same** as now, just different challenges



André Reichel

What will your life look like in a post-growth economy?



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Emma Ihre



If you plan to be a shareholder in a big company, what kind of information would be of most interest for you?

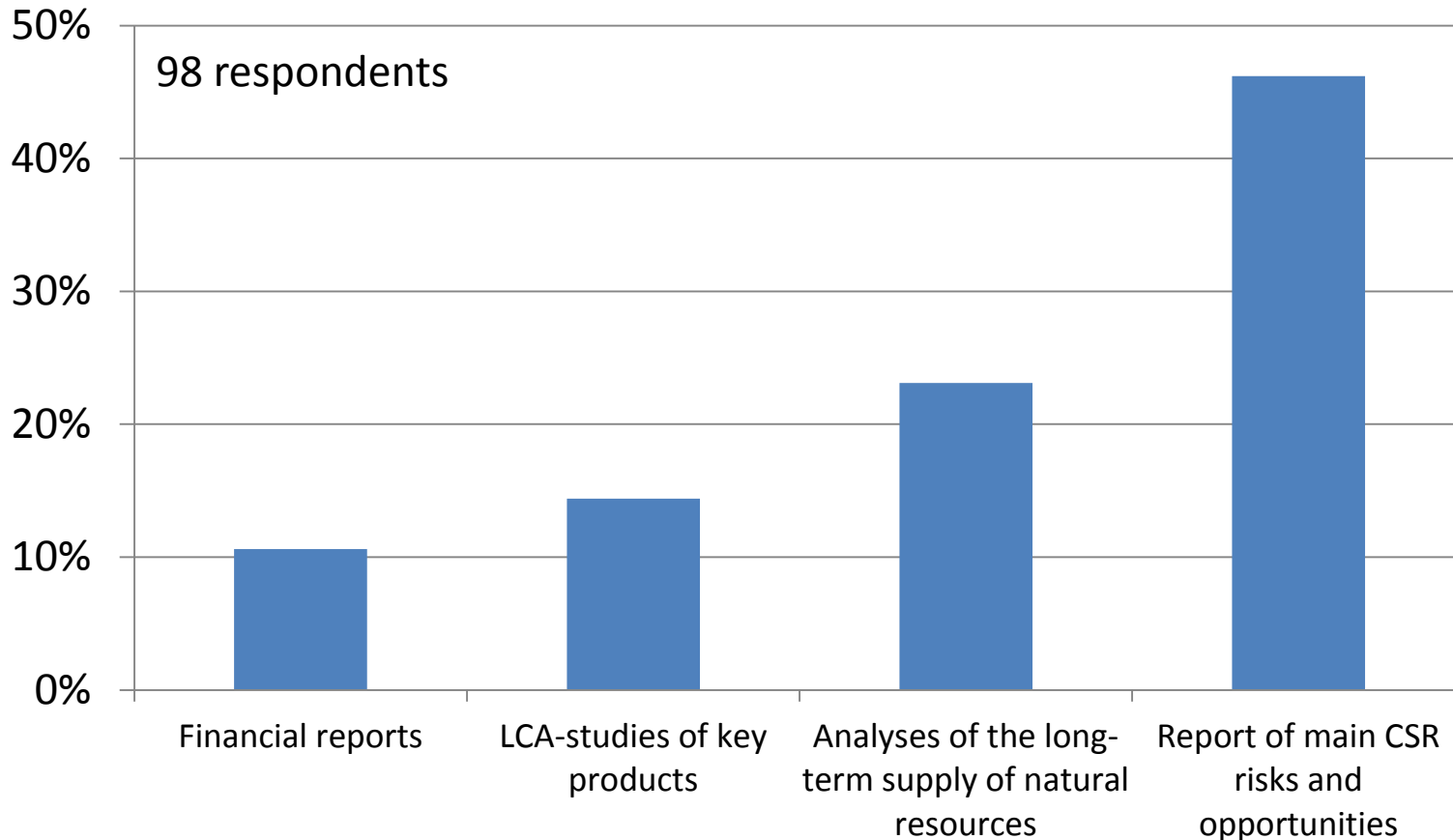
- E) Financial reports
- F) LCA-studies of key products
- G) Analyses of the long-term supply of natural resources
- H) Report of main CSR risks and opportunities



Emma Ihre



If you plan to be a shareholder in a big company, what kind of information would be of most interest for you?



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André Veneman



Which is the most important type of collaboration for industry in order to create more sustainable value chains?

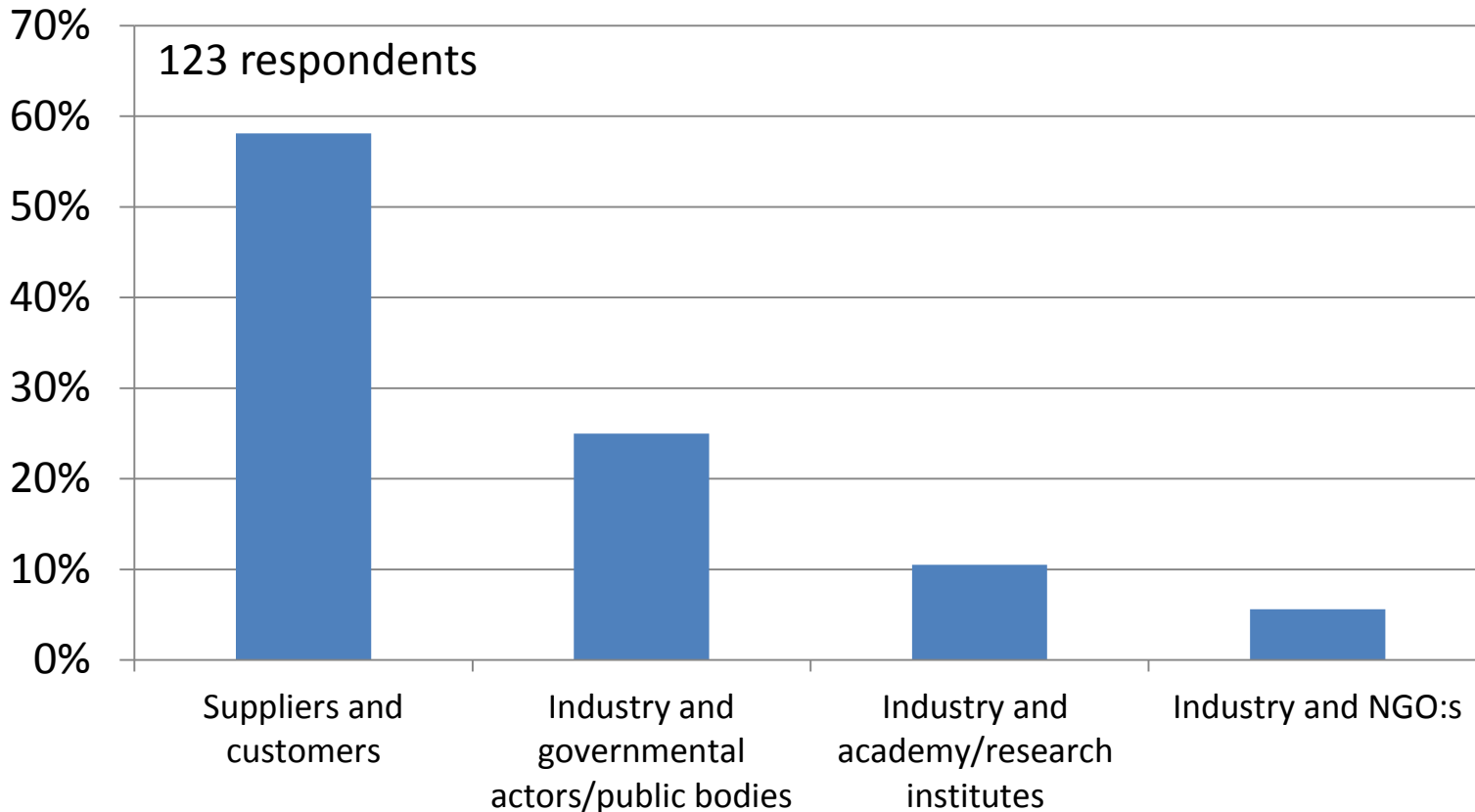
- I) Suppliers and customers
- J) Industry and governmental actors/public bodies
- K) Industry and academy/research institutes
- L) Industry and NGO:s



André Veneman



Which is the most important type of collaboration for industry in order to create more sustainable value chains?



Annika Axelsson



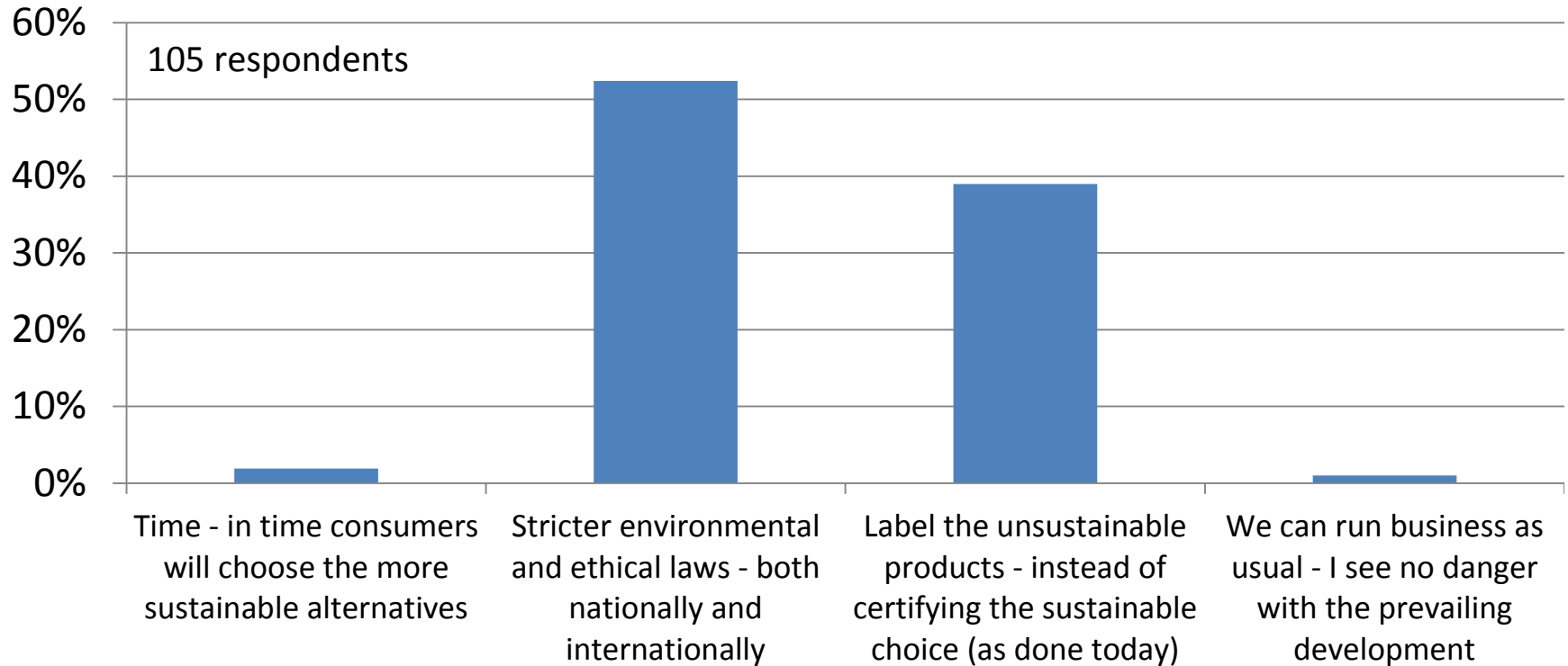
What is needed to get more sustainable products on the market?

- M) **Time** - in time consumers will choose the more sustainable alternatives
- N) **Stricter environmental and ethical laws** - both nationally and internationally
- O) **Label the unsustainable products** - instead of certifying the sustainable choice (as done today)
- P) **We can run business as usual** - I see no danger with the prevailing development



Annika Axelsson

What is needed to get more sustainable products on the market?



Susanne Freidberg



Should life cycle practitioners publicly advocate for policies that they believe are necessary to achieve a more sustainable economy?

Q) **No** - that would undermine the credibility of the entire profession

R) **No** - life cycle practitioners' only responsibility is to produce the most complete and objective information possible

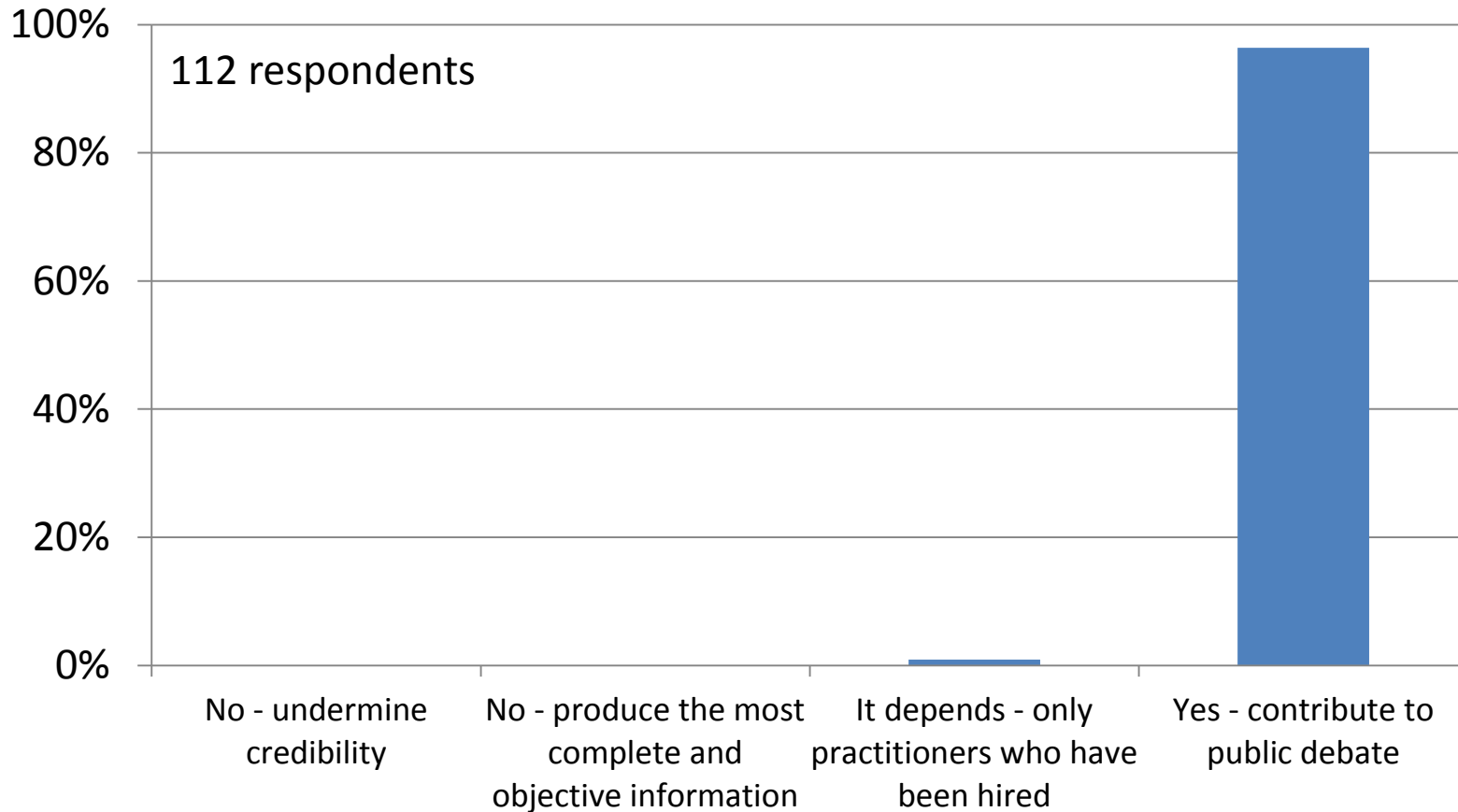
S) **It depends** - only practitioners who have been hired to offer their informed opinions should offer them

T) **Yes** - life cycle practitioners have valuable knowledge, and therefore they also have a responsibility to contribute to public debate



Susanne Freidberg

Should life cycle practitioners publicly advocate for policies that they believe are necessary to achieve a more sustainable economy?



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