

ORIENTING

D5.11

Two Project Webinars

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1. Introduction

ORIENTING (Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy) takes up the challenge of developing a holistic Life Cycle Sustainability Assessment (LCSA) methodology that overcomes the key deficiencies of existing schemes to assess complex production-consumption systems, including product circularity. The methodology is supported by selected methods and tools that enable a successful application of the LCSA in practice and facilitate the communication of sustainability information. ORIENTING contributes towards the development of a future Product Sustainability Footprint (PSF) at European level and provides guidance for the development of Product Sustainability Footprint Category Rules (PSFCR). These latter should enable a fit-for-purpose, yet comparable and verifiable, reporting of the sustainability performance of products.

WP5 develops specific engagement and communication activities and results tailored to the different groups of stakeholders, in which the scientific robustness and the applicability of the LCSA methodology as well as the input into the policy process will be scrutinised.

This report is the deliverable “D5.11 Two Project Webinars”, which describes:

- Two main engagement activities organised in ORIENTING for getting feedback and input from stakeholders, in particular consumers and civil society, and make them part of the development of the ORIENTING LCSA methodology.
- Other webinars organised to promote interest of stakeholders in the ORIENTING project and its methodological aspects.

2. Engagement activities

A Stakeholders' Engagement Plan (SEP) has been designed at the beginning of the project (D5.1), supported by a Communication Plan (D5.6), that consists of a framework for defining, setting up, maintaining and monitoring the governance of the stakeholders' engagement process for the whole duration of the project. The SEP, in providing the methodology for the engagement, has defined a stakeholders' mapping and also the methods and tools for engaging with them, including webinars, workshops, focus groups, interviews, questionnaires and ad-hoc events to collect views from a broad pool of stakeholders across countries and with different level of awareness on sustainability methodologies and tools. These engagement tools are supported by dedicated communication activities, using different channels of communication (e.g., website, e-newsletters, social media channel, videos) for ensuring the reaching out of a relevant number of stakeholders.

All the stakeholders' engagement activities are organised in line with the methodology designed in the SEP. The following section describes the webinars organised within the project, as part of the engagement activities defined in WP5.

2.1. Webinars

Within the project, webinars are planned in different moments and for engaging with different categories of stakeholders:

- Business stakeholders: they are engaged with for getting feedbacks and inputs on specific methodological and practical aspects of the Life Cycle Sustainability Assessment (LCSA) methodology, for ensuring that LCSA fulfils the requirements of robustness, reliability and usability.
- Consumers and civil society in general: the purpose is to discuss and collect inputs on specific aspects related to product sustainability and its communication.
- Policy makers: they are engaged to ensure that the ORIENTING LCSA methodology is relevant for ongoing and future policies, paving the way towards a future Product Sustainability Footprint.

Overall, at least two webinars will be organised all along the project, from April 2021 to October 2023, addressing the above-mentioned categories of stakeholders but also all the others identified in the SEP, namely: academia & research organisations, policy makers & institutions, business, financial sector, standardisation bodies, sister research activities, consumers & civil society.

In the following section, the webinar organised between April 2021 and May 2022 are illustrated.

2.2. Webinar no. 1

The 1st webinar was organised on April 23rd, 2021, for mapping of stakeholders' needs and wishes about LCSA, i.e., how they would like the methodology to be developed to fulfil their needs. The outcomes of the webinars are illustrated in D5.2_V3. The key figures of the event are reported below:

- 149 stakeholders registered at the workshop, and 112 attended effectively
- Workshop participants: "Industry", "policy makers" and "civil society" together represented the 45% of the participants. The percentage of each stakeholder category is reported in Figure 1.



Figure 1 Distribution of participants per category of stakeholder (Source: D5.2_V3)

The event was communicated on social media and on the project's web site, in the section "events", as illustrated in Figure 2, and in the section on "latest news" ([Stakeholders' workshop – Orienting](#)), in which a detailed description of event and programme were included (see Figure 3).



Figure 2 Communication page about the webinar of April 23rd on ORIENTING web site

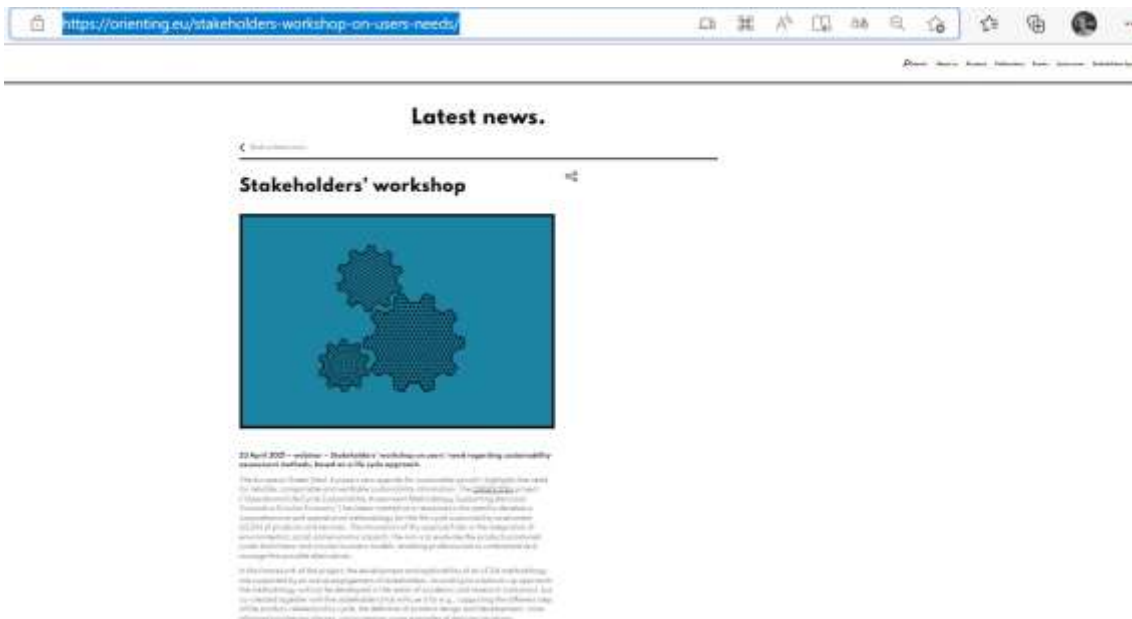


Figure 3 Description of webinar and programme, as published on the ORIENTING web site. Here only part of the description is reported, the full text is available at [Stakeholders' workshop – Orienting](#)

2.3. Webinar no. 2

The 2nd webinar was organised on May 5th, 2022, as event to launch the public consultation on the ORIENTING draft LCSA methodology.

The webinar was run on the YouTube channel of Orienting, available at [Launch Webinar for the ORIENTING LCSA methodology. May 5th - YouTube](#), while the StreamYard platform was used by the speakers for registering the webinar. The Presentation is included in the Annex of this deliverable.

The webinar was followed by 127 participants, all registered stakeholders of ORIENTING, with a prevalence of stakeholders from research & academia institutions and business organisations. Overall, 14 questions were received in the chat (see the Annex for the list of questions)¹. The event was communicated on social media and on ORIENTING web site, as illustrated in Figure 4 and Figure 5.



Figure 4 Communication about the webinar of May 5th on ORIENTING web site, section “events”.

¹ Additional information on the participants (e.g., stakeholders’ category, country of origin) is not available as this information is not recorded on the tools used

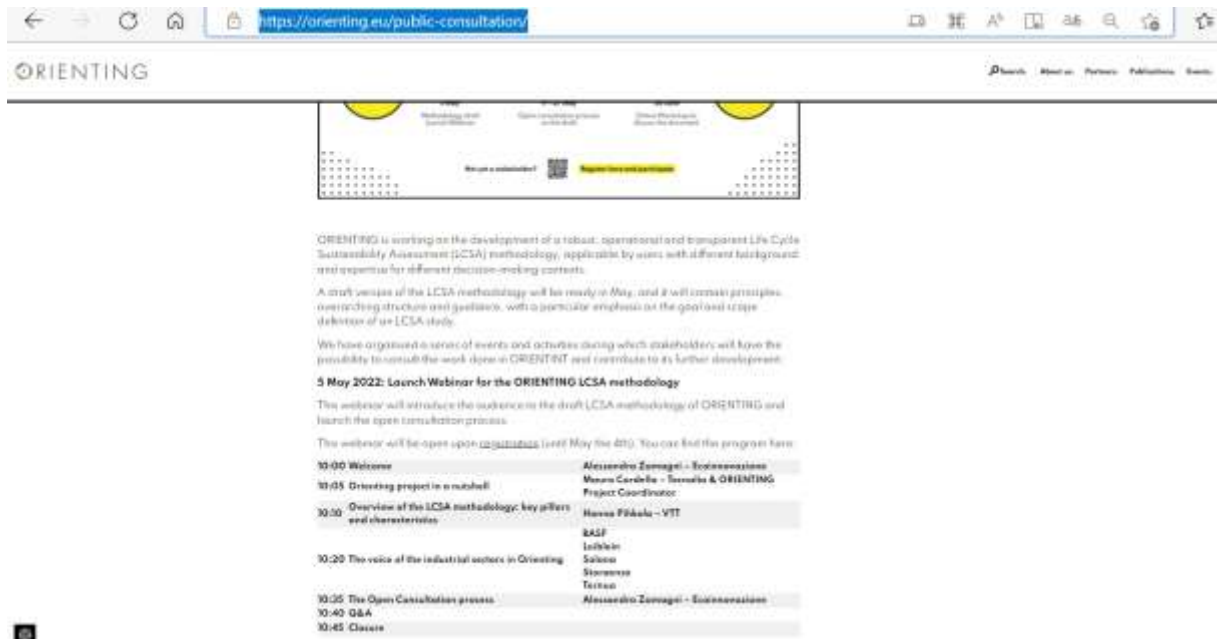


Figure 5 Programme of the webinar of May 5th as published on the ORIENTING web site. The full description is published at <https://orienting.eu/public-consultation/>

2.4. Webinar no. 3

The 3rd webinar was organised on May 19th, titled “Product Circularity. Insights from Industry”. The event presented some findings on product circularity based on 21 in-depth qualitative interviews conducted with industry between August 2021 and March 2022, in the framework of the ORIENTING project. The event was run by UCA.

Overall, the webinar was attended by 26 participants, distributed among the stakeholders’ categories as follows:

- 14 from academia&research institutions
- 10 from business stakeholders
- 2 from other categories

The event was communicated on social media and on ORIENTING web site, as illustrated in Figure 6.



Figure 6 Communication about the webinar of May 19th on ORIENTING web site, section “events”. The communication of the webinar was also published on UCA website, at the following link:

<https://cfsd.org.uk/projects/orienting/webinars/webinar1/>

The recording of the webinar is available at the following link:

<https://www.youtube.com/watch?v=JrLXHjpa8aM>

2.5. Webinar no. 4

The 4th webinar was organised on May 23rd, 2022, titled “Product Social Issues. Insights from Industry”. The event presented the findings on product social considerations based on 21 in-depth qualitative interviews conducted with industry between August 2021 and March 2022, in the framework of the ORIENTING project. The event was run by UCA.

Overall, the webinar was attended by 11 participants, distributed among the stakeholders’ categories as follows:

- 7 from academia&research institutions
- 4 from the general public

The event was communicated on social media and on ORIENTING web site, as illustrated in Figure 7.



Figure 7 Communication about the webinar of May 23rd on ORIENTING web site, section “events”. The communication of the webinar was also published on UCA website, at the following link: Webinar#2 | The Centre for Sustainable Design (cfsd.org.uk)

The recording of the webinar is available at the following link:

<https://www.youtube.com/watch?v=5f4as-HIIUk>

Annex –May 5th webinar

Slides presented

ORIENTING

**Launch webinar
for the ORIENTING
LCSA methodology**

5 May 2022

ORIENTING Consortium
events@orienting.eu

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 954221".

Disclaimer
This presentation reflects only the author's view and that the H2020 and the Commission are not responsible for any use that may be made of the information it contains.

ORIENTING

Alessandra Zamagni
Ecoinnovazione

Mauro Cordella
Tecnalia
Project Coordinator

Hanna Pihkola
VTT

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 954221".

Agenda



10:00	Welcome	Alessandra Zamagni – Ecoinnovazione
10:05	Orienting: what, why and how	Mauro Cordella – Tecnalia & ORIENTING Project Coordinator
10:10	Overview of the LCSA methodology: key pillars and characteristics	Hanna Pihkola – VTT
10:20	The voice of the industrial sectors in Orienting	BASF Leiblein Solana Storaenso Temua
10:40	The Open Consultation process	Alessandra Zamagni – Ecoinnovazione
10:45	Q&A	
Closure		

Ground rules and practical information

- Questions will be asked at the end of the presentation in the Q&A slot. Questions that cannot be answered in time will be marked and answered by e-mail.
- To ask a question or write a comment, just type it directly into the YouTube chat box in the top right-hand corner
- If for some reason you cannot attend the whole event, you can still watch the recording of the webinar later at the following link:

 <https://www.youtube.com/watch?v=YS07qTpj-yl>

ORIENTING: what, why and how



Mauro Cordella (TECNALIA)
mauro.cordella@tecnalia.com

ORIENTING in a nutshell



Operational Life Cycle Sustainability
Assessment Methodology Supporting
Decisions Towards a Circular Economy



Call

H2020-LOW-CARBON-CIRCULAR-INDUSTRIES-2020



Topic

CE-NMBP-42-2020



Type of action

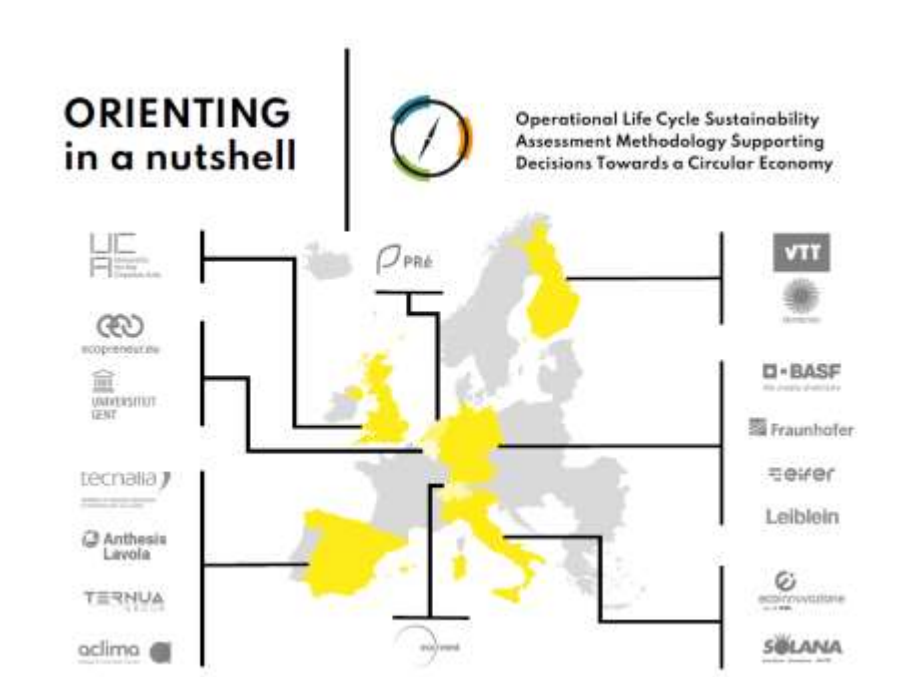
RIA



Website

CORDIS
orienting.eu

The project started on the 1st November 2020 and will run for 36 months with an overall budget of **5,997,339€**



Strategic framework and objectives

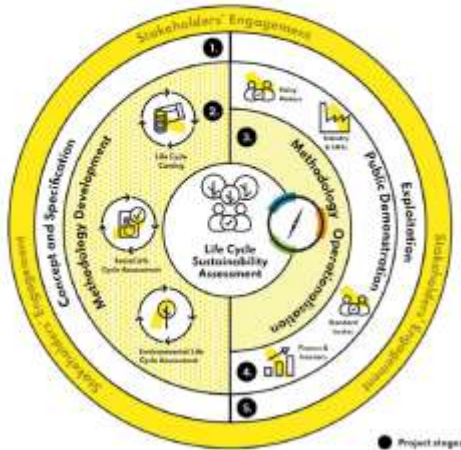
EU Circular Economy action plans (EC COM 2015/614 and EC COM 2020/98) and European Green Deal (EC COM 2019/640):

- Carbon-neutral, circular and sustainable production and consumption
- Sustainable products supported by reliable and comparable information
- Methods and data

Objectives of ORIENTING:

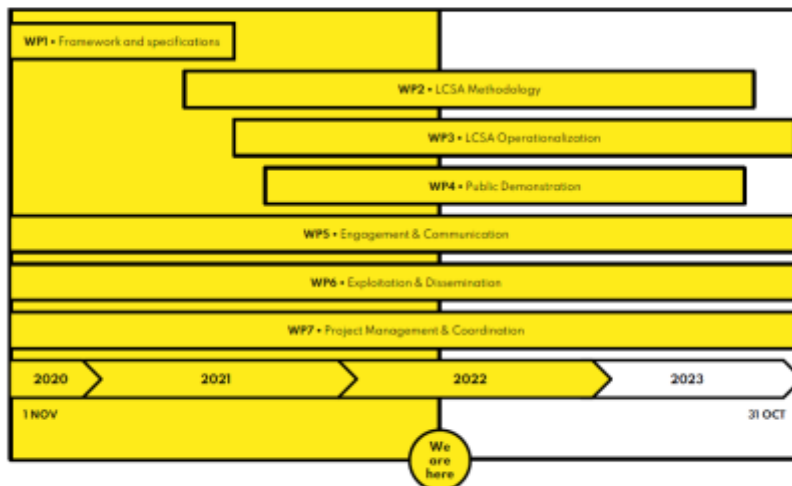
1. Develop a robust and operational methodology for the **life cycle sustainability assessment of products** (LCSA = LCA + LCC + S-LCA).
2. Offer a **practical approach** to assess in an **integrated** way: environmental, social, economic, circularity and criticality aspects.
3. Build on **existing initiatives** (e.g., PEF, UNEP/SETAC LCSA, ISO/TC 323) and contribute to a future **Product Sustainability Footprint**

ORIENTING methodology



- Products**
- Models and indicators
 - Methods (e.g., for integration)
 - Database and software tools specifications
 - User-friendly hands-on tools
 - Procedures (guidelines for LCSA application) and training material

Structure and timeline



Overview of the LCSA methodology



Key pillars and characteristics

Hanna Pihkola (VTT)

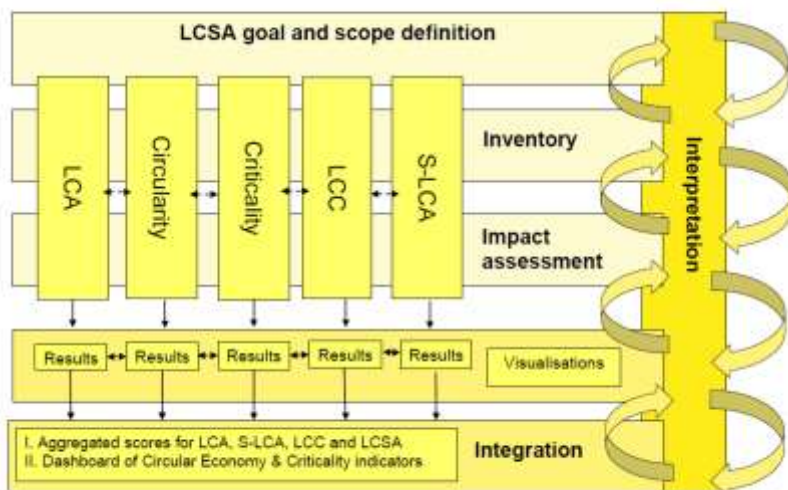
Hanna.Pihkola@vtt.fi

Key pillars of the methodology



- Is guided by **seven main principles** that include *Adopting a life cycle perspective*, *Comprehensiveness*, *Relevance*, *Interdisciplinarity*, *Consistency*, *Transparency* and *Operationality*
- Is focused on products (goods and services)
- Consists of an environmental LCA, a social LCA and a life cycle costing approach (LCSA = LCA + S-LCA + LCC) (based on UNEP/SETAC LCI, 2011)
- Includes indicators and methods that enable a coherent and practical assessment of product circularity and raw material criticality in the context of an LCSA study.
- Builds on existing methods and guidelines (e.g. the Product Environmental Footprint, UNEP 2020 guidelines for S-LCA, EC's criticality assessment)

LCSA building blocks



Characteristics of the methodology

LCSA is an iterative process that supports learning related to sustainable development

- Beginners can start from a qualitative approach that introduces life cycle thinking and supports identifying relevant (material) sustainability topics
- When getting more familiar with the methods, the level of detail can be increased, and a more thorough understanding of potential sustainability impacts and benefits can be gained.
- Purpose of the study affects methodological requirements
- More stringent requirements for data and comprehensiveness of the study apply for external sustainability communication



Characteristics of the methodology - Levels

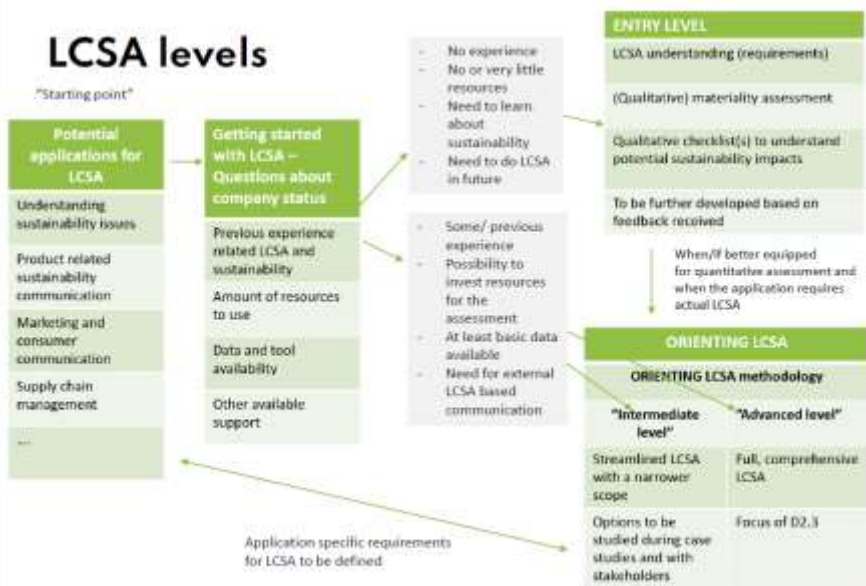
Three levels for LCSA are proposed: **entry**, **intermediate** and **advanced**

- An approach to follow at the entry level is proposed
- Main focus is on the advanced level (comprehensive LCSA with some implementation options)
- Intermediate level will be defined based on feedback received and experiences gained



LCSA levels

"Starting point"



The voice of the industrial sectors in Orienting



Peter Saling – BASF
Thomas Heß – Leiblein
Antonio Casana – Solana

Marjukka Kujanpää – Stora Enso
Edu Uribealga – Ternua



Leiblein



TERNUA

BASF

Peter Saling
Director Sustainability Methods

Product analysed in Orienting:

Decorative painting. BASF is producing dispersions for interior paints based on the mass balance approach.



Leiblein

Thomas Heß
Member of the executive board

Service analysed in Orienting

A process for electrodynamic fragmentation of concrete consisting of following components:

- Electrodynamic fragmentation reactor (Fraunhofer IBP process)
- Solids separator
- Mixing and dosing unit for flocculants
- Lamella separator
- Vacuum belt filter
- Tanks and pumps



Solana

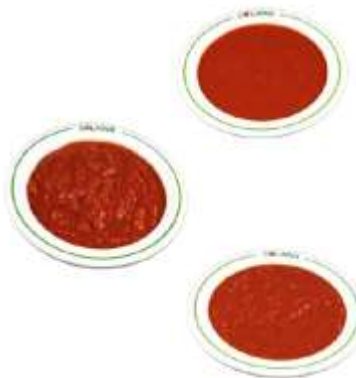
Antonio Casana
CEO

Product analysed in Orienting

Finley chopped tomato pulp: thermo-physically peeled fresh tomatoes, cut, drained and added of Hot Break tomato puree.

Diced tomato: undervacuum-thermo-physically peeled fresh tomatoes, sorted, cut, drained and added of Hot Break tomato puree.

Crushed tomato: steam blanched tomatoes, sliced, drained and mixed with the tomato puree.

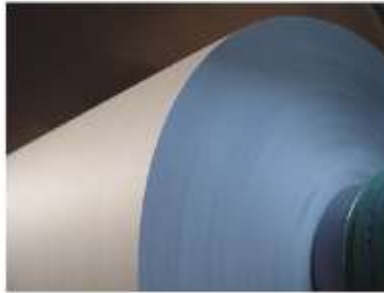


Stora Enso

Marjukka Kujanpää
Manager, Sustainability LCA

Product analysed in Orienting

1 liter beverage carton.
Main focus of the study is our paperboard. After our mills, our paperboard is converted into packaging that is filled with food and disposed of at end-of-life treatment after use. It can be recycled several times.



Ternua

Edu Uribealgo
Co-founder of Ternua brand and innovation and sustainability director of Ternua Group

Product analysed in Orienting

A technical coat for casual use, that is highly water resistant, windproof and breathable with inner insulation made of local sheep wool ("latxa" sheep autochthonous from the Basque Country) a difficult-to-use local resource as a natural insulator.



The Open Consultation process



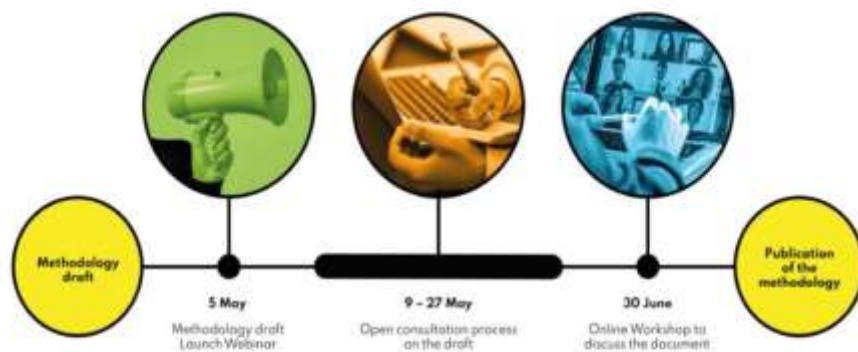
Alessandra Zamagni (Ecoinnovazione)
a.zamagni@ecoinnovazione.it

Objectives of the consultation



- Collect feedbacks, inputs and ideas from stakeholders on the proposed approach to LCSA:
 - Is the approach in line with stakeholders' needs and wishes?
 - Are there important considerations and inputs missing?
 - Are there alternative ways you would suggest for specific parts of the methodology and/or its underpinning methods?
- Draft LCSA methodology: still under development, development work in parallel with the implementation in 5 sectors
 - No focus on details but on the overarching approach, the direction taken and the proposed ways for addressing open points
 - Focus on the practicability of the approach

The timeline



Not yet a stakeholder?



Register here and participate

How to contribute

- For participating in the open consultation, you need to be registered as stakeholder
- You can register at [Register - Orienting](#)
- Once registered, you login in into the Orienting stakeholders' space
- You are now in the "Intranet" space of the website

How to contribute

ORIENTING

Home About Partners Publications Events **Consultation** Legal

Hi, collaborator.



My documents



Events



Account Settings

- To download the material required for open consultation, simply enter the "My Documents" section of the page.
- Inside this folder you will find and download:



An Excel file for detailed comments



A Word file with 10 questions on the overarching LCSA



A pdf file related to the draft LCSA methodology





...

...

How to contribute

- **Send by email** the excel file and word file with comments to events@orienting.eu
- **Deadline** for the consultation: **May the 27th**
- How comments will be elaborated?
 - Comments addressed by the Orienting team, organised per topic and presented during the Stakeholders' workshop on June the 30th
 - The most critical comments will be openly discussed during the Stakeholders' workshop with the goal to find a common solution
 - All interested stakeholders are invited to attend the workshop via registration on Orienting web site (registration will open soon)



	
<h1>Thank you for your attention!</h1>	
<p>events@orienting.eu</p>	<p>Visit us at:  @orientingEU www.orienting.eu  @orientingEU</p>
<p> "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 954221"</p>	

Questions received

1. Are you going to send the recording ?
1. Are you going to share the presentations?
2. Could you explain clearly the definition of S-lca and lcc please?
3. Have you thought how to transfer this knowledge in the business context? Companies struggle accepting the effort required for a simple environmental LCA...
4. @Hanna: so your proposal is to have one inventory and then to perform the impact assessment (instead of performing the different evaluations separately and then putting together their results),right?
5. Is the aggregated score calculated to represent a final value of LCSA? how is this performed since different categories are evaluated across LCA/S-LCA/LCC?
6. If a company does an entry level assessment first, does this information then feed into the full assessment, or do they have to start from scratch for the comprehensive study?
7. You mentioned the databases in one of the first slides. How do you think to deal with the fragmentation of data sources (LCA, LCC, S-LCA) today?
8. One question: what's the basis for developing the different levels of LSCA (as in: beginner, intermediate, expert)? ISO 9004 could provide some inspiration. I think there's a lot of space to develop knowledge on assessment capabilities of companies. Very curious to see how you approach this!

9. good morning, thanks for the nice presentations. Would like to ask industrial partners which are the most important challenges they envisage in performing a LCSA..., in particular for what concern the social part (e.g. lack of expertise or clear guidance, costs, communication of results, data collection..?)
thank you
10. Does your LCSA method include context-specific metrics/indicators? And do (community)stakeholders have a say in setting them? (e.g. through a materiality assessment)
11. There will be some specific tool that consultants can use to assist their client? Or will the methodology rely on classic software (eg SimaPro, GABI, etc.)?
12. Is the methodological work in the project already completed or are other methods for e.g. criticality assessment or circularity analysis still planned to be implemented?
13. Thanks for the answer, I'll try to understand better your proposal by reading the documents that will be available in the consultation
14. Which is the scientific base you are taking into account to prioritize the topics assessed? Is it assessed if the extraction/growing raw material is affecting the biodiversity?