

ORIENTING announces the final conference in Brussels, in the context of the World Circular Economy Forum

- **The ORIENTING project’s final conference will take place at the Brussels BIP Meeting Center (Brussels, Belgium) on April 18th as part of the World Circular Economy Forum 2024**
- **During 3 years, ORIENTING has focused on small and medium-sized enterprises to facilitate the use of the methodology developed.**

Bilbao, March 20, 2024 - The ORIENTING project is approaching to its end. For over three years, ORIENTING has worked on developing an operational Life Cycle Sustainability Assessment (LCSA) methodology that improves the existing schemes to assess sustainability, including indicators related to product circularity and criticality.

To present all the results obtained during the project, ORIENTING announces the final conference “Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy” that will take place in Brussels’s BIP Meeting Center on April 18th. This event will be part of the World Circular Economy Forum 2024 and will be divided into two parts: the presentation of the final results (14:00 – 16:30 CEST) and an accelerator session within the WCEF 2024 (17:00 – 18:30 CEST) to showcase and deep diving into the ORIENTING toolbox for evaluating sustainable circular solutions. Details for registration to the event can be found in the [project’s website](#).

In this final conference, ORIENTING’s partners will share the main aspects of the operational LCSA methodology developed for product sustainability assessment, the tools and training materials created to facilitate its implementation and adoption by SMEs, and links to its application in the light of ongoing and forthcoming policy initiatives.

Approaching the LCSA assessments to SMEs

The toolbox for product sustainability assessment developed within the project targets companies of any size, policy makers and sector organisations. Special attention has been given to the needs and wishes of small and medium-sized enterprises (SMEs), by developing an entry-level template for identifying relevant sustainability topics at product level, and by organising dissemination and awareness raising workshops.

In these workshops, the ORIENTING team introduced the LCSA methodology and presented an overview of key European policy initiatives as so the role an LCSA methodology can play in the context of the European Green Deal.

During these events, the entry level template has raised a lot of attention among the participants and a call for expressions of interest in testing it was launched. Other topics that centred these workshops were the developments implemented in relation to biodiversity and land use, social impacts and proposed



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approaches for aggregation of social topics, and understanding the approach proposed by ORIENTING for materiality assessment.

About ORIENTING project

ORIENTING is a research project working to develop an operational methodology for product Life Cycle Sustainability Assessment (LCSA). Its main purpose is to integrate a life cycle approach that includes the analysis of environmental, social and economic impacts, with the inclusion of indicators for circularity and criticality.

The methodology of this project has been demonstrated in 5 case studies to ensure its applicability in business practice. It has been applied to different products and consulted upon a broad community of stakeholders during open consultation processes.

ORIENTING participants cover the entire value chain of life cycle evaluations and provide a critical mass of expertise and excellence in key areas. The partners are Aclima, Anthesis, BASF, Ecoinnovazione, Ecoinvent, Ecopreneur, Eifer, Fraunhofer, Leiblein, PRé, Solana, Stora Enso, Tecnalia, Ternua Group, Universiteit Gent, University for the Creative Arts and VTT Teknologian Tutkimuskeskus.

ORIENTING is funded under the European Union's Horizon 2020 Framework Programme, one of the biggest EU Research and Innovation programmes ever. The project started on the 1st of November 2020 and runs for 42 months with an overall budget of 5,997,339 euros.

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