

For Immediate Release:

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MEDIA ADVISORY

CUTTING EDGE IDEAS ON GREEN DESIGN, SUSTAINABLE BUSINESS

Highlighted in 10th annual conference in Portland

PORTLAND, Ore. -- On Nov. 2-4, Portland will host the leading thinkers on life cycle assessment (LCA)—measuring the environmental impacts of goods and services from cradle to grave. This practice is essential in driving innovation—toward green design, smaller environmental footprints and a sustainable economy. The American Center for Life Cycle Assessment’s tenth annual conference, “Bridging Science, Policy & Public” will help drive the much-needed research, education and training on the science behind important environmental choices.

WHERE: Doubletree Hotel Portland, 1000 Northeast Multnomah St. Map: <http://bit.ly/96TbS5>

WHEN: Pre-conference classes start Nov. 1, 8:00-4:30

Conference takes place Nov. 2-4, 8:30-4:30

Full program here: <http://www.lcacenter.org/LCAX/program.shtml>

WHO: Leading experts and researchers on green and sustainable business and living, including:

- **Langdon Marsh**, National Policy Consensus Center, Portland State University
- **Melinda Nichols**, Washington State Labor and Industries
- **Tom Gloria**, primary consultant to Levi Strauss®
- **Mike Levy**, American Chemistry Council

COST: Accredited media may acquire media passes free of charge. Please contact Sian Wu, 206-374-7795 x102, sian@resource-media.org for arrangements.

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A Conference Hosted by
The American Center for Life Cycle Assessment
Portland, Ore. Nov. 2-4, 2010

For assistance in reaching any of these media sources, contact Sian Wu, sian@resource-media.org, 206-374-7795 x102, 206-701-4734 (m)

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ACLCA
American Center for
Life Cycle Assessment

Making Choices for the Environment

Science debunks some of the biggest myths

Making environmental choices is far from simple. That's because the world is suffering from a number of serious and growing environmental impacts—everything from climate change, ocean acidification, water pollution, smog, fossil fuel and ozone depletion and human toxicity. With so many problems, how do we know which consumer choices will help the environment the most *without* making a trade-off? Consumers and industry have the power to prevent this environmental damage, but too often environmental decisions are based solely on marketing campaigns instead of science. It's easier for consumers to be influenced by ads and slogans than by in-depth scientific studies. The American Center for Life Cycle Assessment is a nonprofit professional association whose members drive the much-needed science-based research, education and training on measuring the environmental impacts of goods and services from cradle to grave.

Which is better for the environment?



Or



Chicken or eggs?

Chicken is actually a more environmentally friendly source of protein than eggs, having only about half as much climate change, acid rain and eutrophication (the water pollution due to nutrient runoff) as eggs. (Audsley and Sanders, 2007) Still, protein from plant sources has a much lower environmental impact than any animal source of protein.



Or



Conventional or Organic?

Conventional milk and dairy production is a major source of greenhouse gas emissions. But organics aren't always best for the environment. For example, a liter of organic milk requires 80 percent more land than conventional milk to produce, and has 20 percent greater global warming potential, releases 60 percent more nutrients to water sources and contributes 70 percent more to acid rain. (UK Department for Environment, Food and Rural Affairs)



Or



Paper or Plastic?

Plastic bags threaten wildlife along the coasts and it takes 12 million barrels of oil per year to produce plastic bags. But it takes about 14 million trees per year to produce paper bags. The production of paper bags creates 70 percent more air pollution than plastic. For 10,000 uses, plastic creates 9.1 cubic pounds of solid waste vs. 45.8 cubic pounds for paper. (Franklin Associates, Ltd)

This fact sheet was authored by Resource Media and the American Center for Life Cycle Assessment, www.lcacenter.org. ACLCA is a part of the Institute for Environmental Research and Education ([IERE](http://www.iere.org)), a 501(c)3 organization. Their 10th annual conference is occurring this year in Portland, from Nov. 2-4. **For more information, contact Rita Schenck, rita@iere.org, 206-463-7430 or Sian Wu, sian@resource-media.org, 206-374-7795 x102**



What You Should Know About Life Cycle Assessment

ACLCA 10th Annual Conference, Bridging Science, Policy & Public, 2010

On Nov. 2-4, Portland, Oregon will host the leading thinkers on life cycle assessment (LCA)—measuring the environmental impacts of goods and services from cradle to grave. This practice is essential in driving innovation—toward green design, smaller environmental footprints and a sustainable economy. The American Center for Life Cycle Assessment’s tenth annual conference will help drive the much-needed research, education and training on the science behind important environmental choices.

About the Conference

- This conference, hosted by the same group of people who developed carbon footprinting, is the only LCA-specific conference in the U.S.
- While LCA is the main focus of the conference, pollution prevention, zero waste and global warming will all be part of the discussions and presentations.
- Attendees will learn how to use LCA and why it is important for the public and private sector—how to maximize industrial efficiency, improve processes and convey a commitment to sustainability.

New Research Presented Nov. 2-4:

- From cotton farms to Levi’s—slicing and dicing the organic cotton argument. With Tom Gloria, Industrial Ecology
- A comprehensive look at the environmental impact of the residential building sector, and which actions are effective. With Jordan Palmeri, Oregon Department of Environmental Quality
- Measuring a community’s greenhouse gas emissions without undershooting. With David Allaway, Oregon Department of Environmental Quality
- Comparison of biofuel carbon footprints, and other alternative energy technologies. With Richard Plevin, UC Berkeley

What’s on the horizon for Life Cycle Assessment?

- Designing more products for the environment, based on scientific research
- Adopting public policies at the national level, using Life Cycle Assessment as a basis to restrict hazardous substances, and use labeling to inform consumers. Countries considering LCA policies: Australia, Canada, China, India, South Korea, South Africa.
- Educating consumers on life cycle environmental performance and impacts through product labels, much like the Nutrition Facts label on food.

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For more information, contact Rita Schenck, rita@iere.org, 206-463-7430 or Sian Wu, sian@resource-media.org, 206-374-7795 x102. Please contact us if you’d like to interview any of the presenters at this conference. [Click here](#) for a full list of conference papers.