

# Circular design and Life Cycle Analysis

Competitive edge through Sustainability  
(LCA)  
Georg Eriksson





## About me

- Founder of Gidås Sustainability Agency
- LCA specialist working with industrial companies
- MSc Environmental Management
- Academic background from Cranfield University
- Focus on circular design, LCA and sustainability reporting



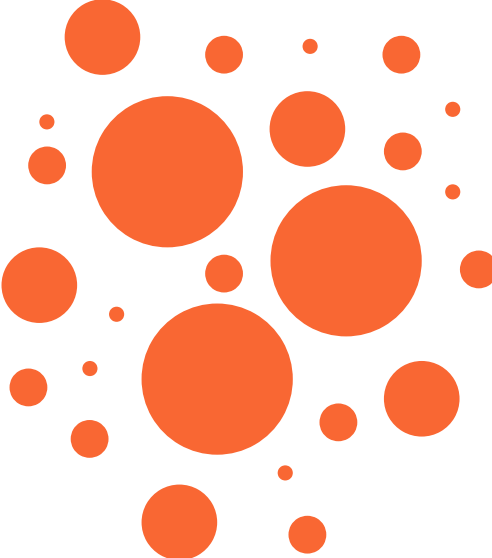
## Why sustainability is becoming business critical

- **Market:** 9 out of 10 consumers consider sustainability in their purchasing decisions.
- **Finance:** The financial sector increasingly requires sustainability performance to grant loans and offers more favorable terms to sustainable businesses.
- **Regulation:** There is a growing focus on the real impacts of climate change on society, businesses, and people.
- **Geopolitical security:** We can not rely only on fossil fuels.

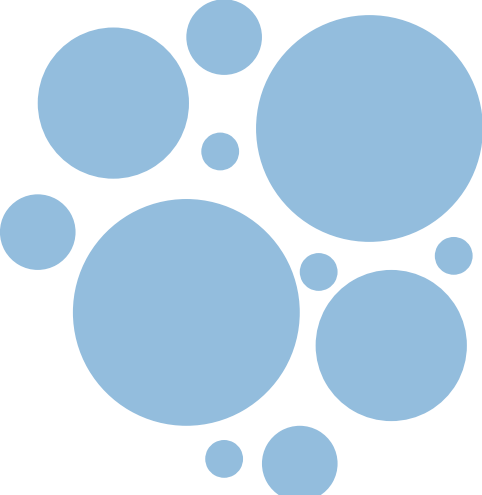


# Regulatory development in the EU

Fragmented



Consolidated



Focused



**The market is now pulling sustainability into core business operations.**

CSRD

ESRS

ESG

LEA

ISG

SFD

CBAM

SBMI

ESBDD

EU Taxonomy

ETS

ISSB

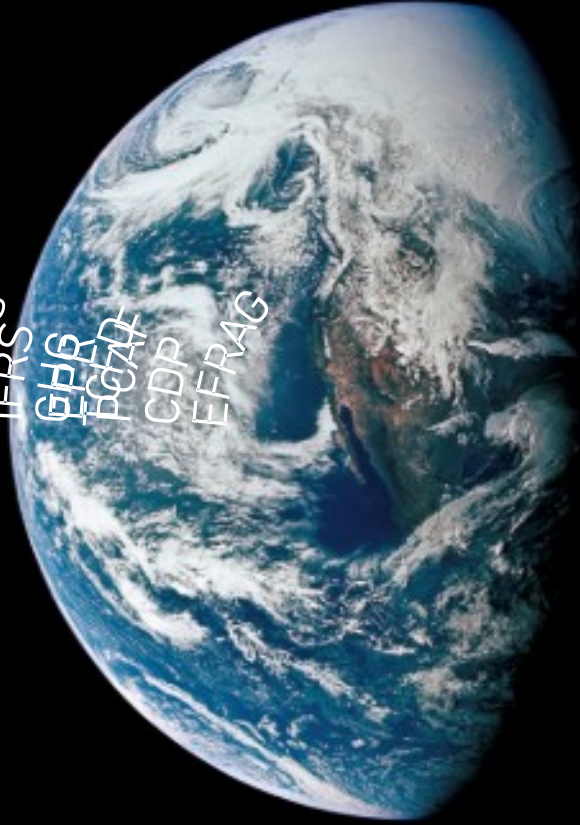
TFRS

GHG

TCFD

CDP

EFRAG



So – How do we  
actually reduce  
negative impact?

Life Cycle Analysis has become an increasingly  
important tool for circular design and  
regulatory alignment

## Circular design is all about:

- Less material
- Smarter material
- Recycled content
- Lower transport impact
- Easier recycling
- Longer lifetime

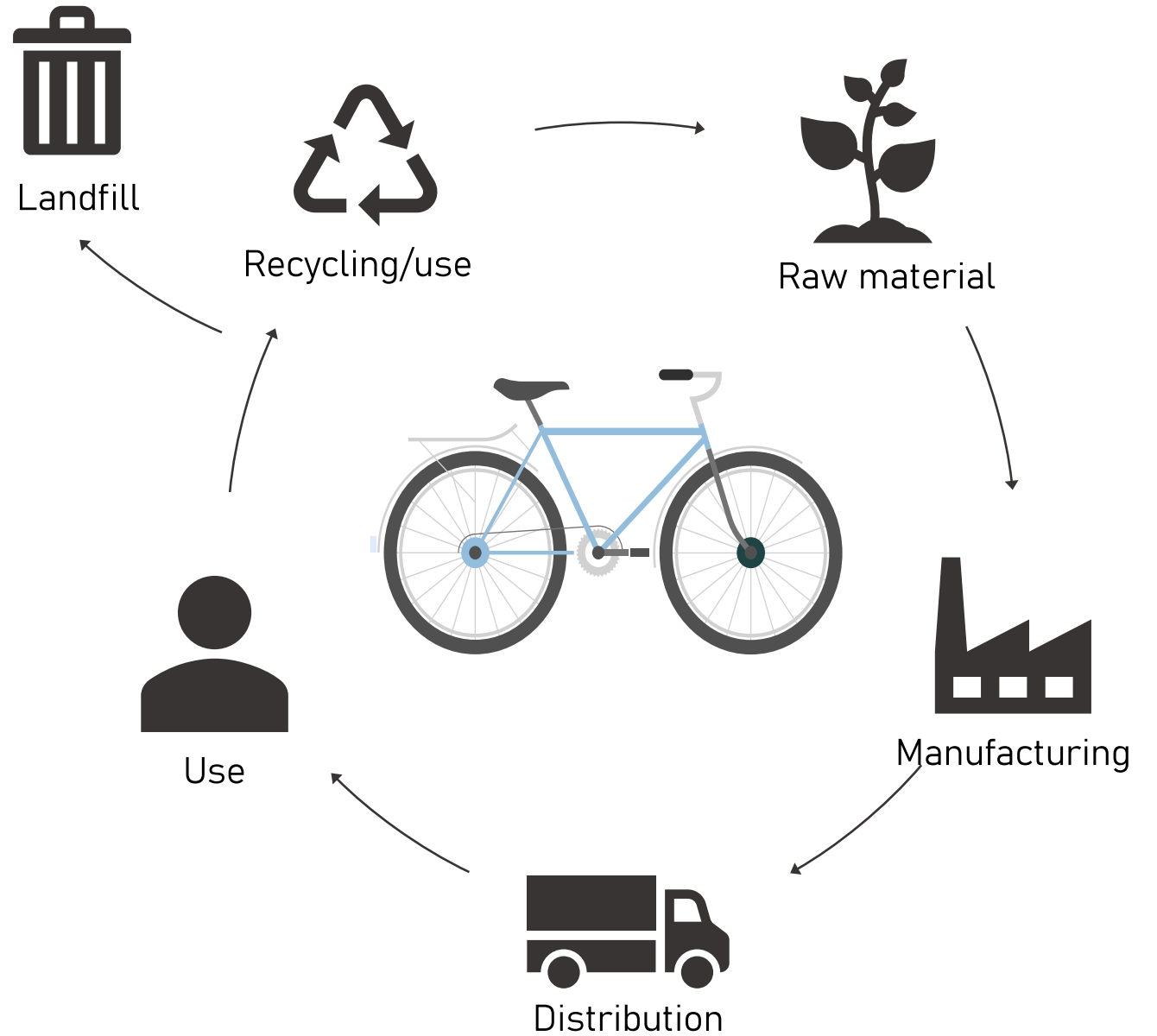


## You cannot optimize what you cannot measure

- LCA originates from the ISO 14001 environmental management standards.
- Closely linked to ISO 14044 and ISO 14025, as well as the Environmental Product Declaration standard EN 15804.
- LCA is a method for analyzing and assessing environmental impacts for products and services across the value chain (life cycle).
- EPDs are standardized documents that communicate these results to customers and decision-makers.



# The Life Cycle Analysis - Approach

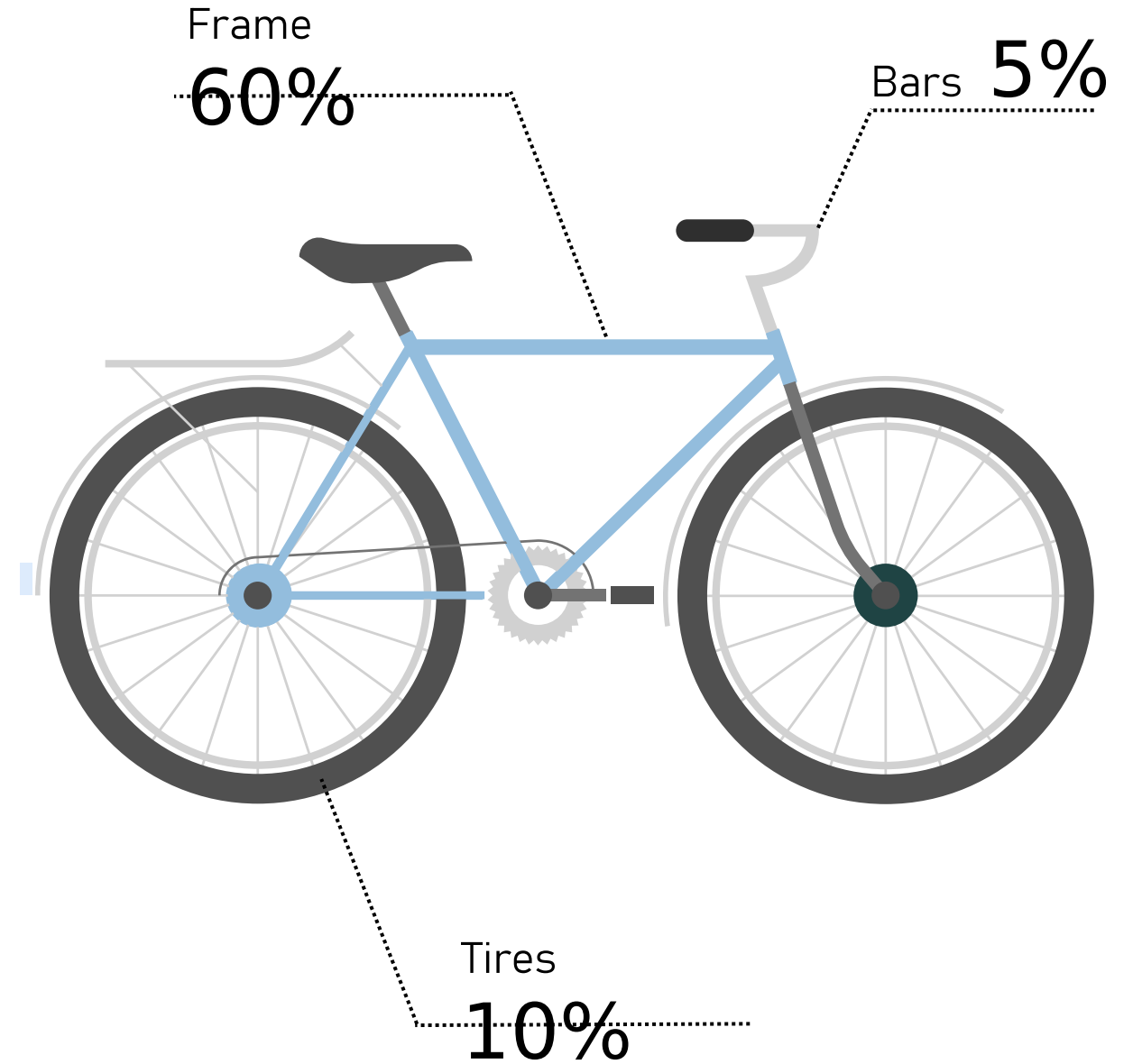


Less material?

Alternative material?

Recycled material?

Alternative manufacturing?



# In many products, 70-90% of impact is locked already in the design phase.

1. Raw material often dominates impact
2. Manufacturing energy matters
3. Transport matters less than many think
4. Recycling can dramatically reduce footprint
5. Recyclability has clear benefits



# The EPD format

Environmental Product Declaration





**4-8 weeks**



## LCA and circularity analysis

From 2 000 EUR

Commonly 4 000 EUR

*Includes*

*Consultancy and project management*

Most popular

## LCA and EPD Publication

From 6 000 EUR

Commonly 10 000 EUR

*Includes*

*Consultancy + Verification + Publication*

## LCA and EPD Course with software

From 3 000 EUR

*Includes*

*Digital course package + Software access\**

\*separate offer

# Competitive edge through sustainability.

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