



# The ERM Life Cycle Assessment

Because data + design + differentiation = market success

Life Cycle Assessments (LCAs) are important diagnostic tools to help you understand your products' environmental impacts. And there are many firms – and many tools – available to help you do them.

But the ERM LCA goes beyond simply documenting your products' impacts. The ERM approach, honed by experts performing hundreds of LCAs over the last two decades, also includes:

- 1 Development of a custom model to assess the unique aspects of your product's supply chain;
- 2 A roadmap for reducing the impacts that are identified during the assessment;
- 3 An optional publicly facing Environmental Product Declaration (EPD) verified by the program operator;
- 4 A price elasticity study (so you can understand the improved price point your product can capture with new environmental benefits attached to its value proposition);
- 5 An understanding of the competitive market position that a newly designed, lower-impact product can own;
- 6 Corporate sustainability experts to help you leverage your data to meet sustainability reporting obligations; and
- 7 A directional narrative for owning the new market position.



## SO WHERE DO YOU START?

Understanding where and how to start is one of the biggest challenges. ERM will partner with you to address questions such as:

- What are the product impacts both upstream and downstream of the business itself?
- What contribution does the product make to the footprint of its customers, especially compared with alternatives?
- Where can we act most effectively to reduce those impacts and maximize benefits?
- How can we design products to perform better in real value chains?
- What's our story? How can we talk to our customers about the benefits our products deliver?
- How can I leverage results to fulfill corporate sustainability goals and reporting obligations?



## LCA Data Drives Action

ERM technical experts will leverage information discovered during your assessment so that you can execute future life cycle decisions. Our marketing and communications experts will help you claim market white space through product differentiation.

## Why ERM?

ERM was born in the early 1970's, at the dawn of the modern environmental movement. Today, we are the world's leading management consultancy entirely focused on the environment and sustainability, and home to over 8,000 experts and practitioners in every facet of environmental measurement, management and impact reduction. For your LCA, we will bring the right technical expertise to tackle even your most complex projects, a streamlined yet tailored approach to maximize efficiency, and strong relationships with key stakeholders that we will leverage throughout the project.

- Our engineers and scientists have over 25 years of experience that we leverage to model a wide variety of products. As of the end of 2024 we have delivered over 1,000 LCAs.
- An ERM LCA is customized for your product; our results are accurate, verifiable, and leverageable.
- We maintain strong relationships with important stakeholders, e.g., International EPD System and well-respected third-party reviewers, that we will leverage to support you throughout the project.
- We are the home of one of the world's leading marketing communications agencies with years of experience in positioning greener products for success.

**To start your LCA journey, contact your ERM expert or reach out to one of ERM's LCA specialists below:**

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