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How Green is Green? Experts Examine Issues at 8th Annual Conference

SEATTLE – Engineers, policymakers, business owners and other experts will be exploring how to create more earth-friendly products and services during an annual four-day conference hosted by the **American Center for Life Cycle Assessment, Sept. 29-Oct. 2**. Their work on measuring the environmental impacts of products over their lifecycle has revealed tremendous impacts on Americans' use of energy, water and land, as well as startling amounts of pollution and waste.

Lifecycle assessment, also called “cradle-to-grave analysis,” is the examination of environmental impacts of a given product or service from production to disposal. As sustainability becomes more and more desirable for both private industry and community planners, business managers and policymakers at all levels of government are increasingly turning to lifecycle assessment as one of the best tools for measuring environmental impacts of everything from food to fossil fuels to sidewalks to toasters.

“Life cycle assessment works as an antidote to green washing, since it’s a scientific approach,” says Dr. Rita Schenck, director of the Seattle-based American Center for Life Cycle Assessment. “This approach really helps us weigh all the environmental impacts at once. It gets the real facts to those making financial decisions, be they policymakers or consumers.”

The Life Cycle VIII conference will address issues such as carbon footprinting and calculating eco-efficiency. Attendees will learn how the City of Seattle, King County and other governments are using lifecycle assessment in their public programs.

Who: About 200 attendees are expected, from Europe, Asia and the Americas.

When: Sept. 29th through Oct. 2nd.

Where: Seattle Center Northwest Rooms, at the intersection of Republican St. and 1st Ave. N. View a map [here](#).

For more information, go to <http://www.lcacenter.org/LCA8/>