



## Understanding Life Cycle Assessment: MarineShift360 & Composite EcoCalculator

EBI webinar

Date: 9 November 2021

Time: 16:00 – 17:15 CET

### Background:

Life cycle assessment (LCA) is a unique approach to measure and evaluate the environmental impacts of a product throughout the entire life cycle (“from cradle to grave”). Given their attractiveness to inform environmental impact reduction in the recreational boating industry, EBI is hosting webinars in cooperation with organisations developing LCA tools to present them to the European sector.

The first webinar on LCA will focus on one of the most promising tools in development, [MarineShift360](#). Its aim is to help the industry fully understand the environmental footprint of its products and shift from a linear to a circular economy. MarineShift360 is a purpose built LCA tool that enables the user to evaluate and compare materials and processes, investigate alternatives, and drive innovation to allow informed, environmentally and economically sustainable choices. MarineShift360 is backed by 11th Hour Racing as Founding Sponsor.

The webinar will also hear from the composite sector’s [EcoCalculator](#), developed by the European Composites Industry Association. It calculates the environmental impact of composite products, one of the key materials of the boating industry.

### Planned Agenda:

|               |                                                                                                                                                                                                                                               |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16:00 – 16:05 | <b>Welcome/Introduction</b><br>Philip Easthill, EBI                                                                                                                                                                                           |
| 16:05 – 16:15 | <b>What is Life Cycle Assessment (LCA)?</b><br>Craig Simmons, Chief Technology Officer at Anthesis Group, LCA expert & Software Developer Consultant, MarineShift360                                                                          |
| 16:15 – 16:25 | <b>Why is LCA important for the marine sector?</b><br>Michel Marie, LCA & Database Expert Consultant for MarineShift360                                                                                                                       |
| 16:25 – 16:40 | <b>A review of MarineShift360 - a customized LCA tool developed by and for the marine sector</b><br>Jill Savery, Sustainability Director at 11 <sup>th</sup> Hour Racing<br>Michel Marie, LCA & Database Expert Consultant for MarineShift360 |
| 16:40 – 16:50 | <b>Presentation of EcoCalculator</b>                                                                                                                                                                                                          |



Ben Drog, Managing Director at European Composites Industry Association

16:50 – 17:15

**Audience questions**

Registration:

The webinar is open for members from EBI members or its member organisations. For registration, please click [here](#).