

INNOVATION FOR SUSTAINABILITY: A CASE STUDY- Chillcans^R

Professor Roland Clift

Centre for Environmental Strategy, University of Surrey, UK

Sustainability has been described as today's key driver of innovation. However, realisation of more sustainable consumption and production systems is proving elusive. Life cycle thinking, coupled with Life Cycle Assessment (LCA) tools and Life Cycle Management (LCM) systems, provides a pragmatic framework for delivering on sustainability goals.

This is illustrated with a case study of self-chilling drink cans. Chilling-on-demand has long been one of the dreams of the beverage industry. This talk will set out the history of the development of self-chilling drinks cans which will be launched on the market soon, probably later in 2011. Life cycle thinking was central in developing a product which, under many circumstances, has a lower "carbon footprint" than cans chilled with ice or kept in a refrigerator until consumed. The development illustrates the power of Life Cycle Management. In addition to the usual approach of Life Cycle Assessment (LCA), the development has required some behavioural studies. There is reason to hope that the product can reduce climate change and avoid the problem of "rebound".

About the Speaker:

Roland Clift CBE, MA, PhD, FREng, FICHEM, HonFCIWEM, FRSA

Professor Clift is Emeritus Professor and founding Director of the Centre for Environmental Strategy at the University of Surrey. His research interests since founding the Centre for Environmental Strategy in 1992 have been concerned with system approaches to environmental management and industrial ecology, including Life Cycle Assessment, supply chain management and energy systems. In 2003, he was awarded the Sir Frank Whittle Medal of the Royal Academy of Engineering "in recognition of an outstanding and sustained engineering achievement contributing to the well-being of the nation". In the 2006 New Year Honours, he was appointed Commander of the Order of the British Empire "for services to the environment", in recognition primarily of his work for the Royal Commission on Environmental Pollution.

Professor Clift was a member of the Working Group which drafted the BSI/Defra/Carbon Trust specification on carbon labelling (PAS 2050). He is currently a member of the Science Advisory Council of the Department of the Environment, Food and Rural Affairs (Defra), a member of the Rolls-Royce Environmental Advisory Board and Executive Director of the International Society for Industrial Ecology. He is a past member of the UK Ecolabelling Board. In 2005, he completed a 9-year term as a member of the Royal Commission on Environmental Pollution. In 2004-5, he acted as Expert Adviser to a House of Lords enquiry into energy efficiency.