



MASSEY UNIVERSITY  
COLLEGE OF CREATIVE ARTS  
TOI RAUWHĀRANGI



## LCANZ and the NZLCM Centre are pleased to invite you to our Life Cycle Assessment Seminar/Networking event

**Auckland:** Thursday 31st March 5.00 pm onwards for registrations; talk starts at 5.30 pm. Drinks from 6.30 pm to 7.30 pm.

**Venue:** AUT University. Department of Design

**Wellington:** Thursday 7th April, 5.00 pm onwards for registrations, talk starts at 5.30pm. Drinks from 6.30pm to 7.30 pm.

**Venue:** Massey University, Institute of Design for Industry and Environment.



## Innovation for Sustainability: A Case Study of Self-Chilling Drink Cans

**Professor Roland Clift**, Centre for Environmental Strategy at the University of Surrey, UK, will talk about the use of life cycle thinking and Life Cycle Assessment (LCA) tools to support design of more sustainable product systems. He will focus on a case study of self-chilling drink cans where the application of life cycle thinking has led directly to product innovation, due for market launch in 2011.

More event information is available at: [www.lcanz.org.nz](http://www.lcanz.org.nz)

**Cost:** \$30; LCANZ members, AUT and Massey University staff \$20; students free (includes refreshments)

Please RSVP to [info@lcanz.org.nz](mailto:info@lcanz.org.nz) by 18th March. You will then receive a booking form, event schedule and directions to your chosen event.

*"In the future, only the companies that make sustainability a goal will achieve competitive advantage. That means rethinking business models as well as products, technologies and processes"*

**Nidumolu et al. (2009)**  
**Harvard Business Review**