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## GreenBizz Lifecycle Analysis: A Comprehensive Assessment of Social and Environmental Benefits and Impacts

As you know, one of our goals with GreenBizz is to make you aware, both as producers and consumers, of the true costs and benefits of a product through its entire life. Too often producers and consumers focus exclusively on the benefits of products while ignoring the social and environmental impacts of the goods and services they make and use. This type of comprehensive cost-benefit assessment is called a **lifecycle analysis**.

A lifecycle analysis looks at a wide range of potential benefits and impacts from a variety of perspectives. **A key question to ask is: will we be better off socially and environmentally with your product or not?** Your balanced and fair analysis should address this question from these five perspectives:

- **Acquiring** the raw materials for your product  
Will your product use more or less non-renewable resources than current products? Look at issues such as cutting trees, mining minerals, drilling for oil, etc. Where are you getting your resources? What environmental impacts will obtaining those resources have? What about the labor needed to gather the resources. What are the social impacts of that labor?
- **Manufacturing** your product  
Will the production of your product be more or less polluting and impacting than current products? Look at issues such as labor, energy use, production wastes, excess heat, etc. What are the environmental and social impacts of your manufacturing processes? Think about the labor needed to manufacture your product. What are the social impacts of that labor?
- **Transporting** your product  
Will the transportation of your product from the manufacturing location to the sales location create more or fewer social and environmental problems? Look at issues such as energy use, pollution from trains and trucks, etc. Where are you making your product? What forms of transportation are involved? What impacts do those forms of transportation have?
- **Using** your product  
Will the ownership and use of your product increase or decrease social and environmental problems? Look at issues such as health issues, pollution, noise, safety, etc. Can people get hurt or ill using your product? Does it make noise, smell bad, take a lot of space to store, use lots of energy, or generate pollution?
- **Disposing** of your product  
Will the disposal of your product once it is no longer in use create serious social and environmental problems? Look at issues such as solid waste, transportation to land fill, pollution, etc. What, if any, waste is created at the end of your product's life? Where will that waste go? What are the environmental and social impacts of that waste?

Your task is to **provide a narrative** discussing the social and environmental benefits and impacts of your good or service in each of these categories. Go back to the *"Story of Stuff"* to look at how to analyze the true costs and benefits of your good or service. In addition to a narrative of the environmental and social impact of your product, you must also **include a graphic representation** of the lifecycle of your product. Again, consider the lifecycle discussion and graphic representation from *"The Story of Stuff"*.