



LCA.I – 2021 ECO INNOVATION CHALLENGE WINNER

VIDEO TRANSCRIPT

There is a global problem where only 8.6% of the world is circular, and this is falling year on year.

\$137 billion is lost to the economy each year from plastic packaging materials yet there is an opportunity to unlock full \$4.5 trillion from the circular economy by 2030. We identified the key problems to payors across the packaging supply chain and identified that untried, an untested green packaging solutions face significant barriers to entry for new markets.

Packaging demanders may not have full visibility of the packaging options which could allow them to achieve sustainability targets. End-of-life companies have the capacity to handle materials, but may not have full awareness of all sources of waste. And consumers want to know which products they can buy that are sustainable or how to dispose of them responsibly.

LCA.I aims to tackle these barriers by onboarding green anew packaging types and assessing their sustainability metrics. Providing insights across market demand for feature development. Enabling packaging demand us to compare packaging types both new and established to identify those that best meet their needs. Allowing end of life companies to view hotspots of where the supply is being used with recommendations for partnership models, and providing a portal for consumers to understand how to dispose of their products in a way that will enhance the circular economy.

Throughout this project, we have reached out to play as across the supply chain and are now looking to begin real-world trials. What's more, we hope to scale this initiative across industries to really unlock the value of the circular economy.

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