Communication of LCA results in a user-friendly way

Objective

- ST aims to increase the communication about its life cycle assessment (LCA) activities both internally and externally.
- One of the main challenges is the communication of LCA results to non- expert public. Typically, this is done by moving from scientific documents to simple and user-friendly means of communication.

Quantis Solution

Quantis proposed to develop an animated web section for ST website.

The objective is to have an original communication tool, interesting but at the same time intriguing so that the visitor will want to know more.

The communication tool is adapted to ST brand guidelines and scientifically robust.

"This communication tool represents a valuable solution in order to valorize ST life cycle assessment activities."

Paolo Epigrafi
LCA and Eco-design project leader, ST

Monica Bianchi
Corporate Sustainable Development Environment Project Leader, ST

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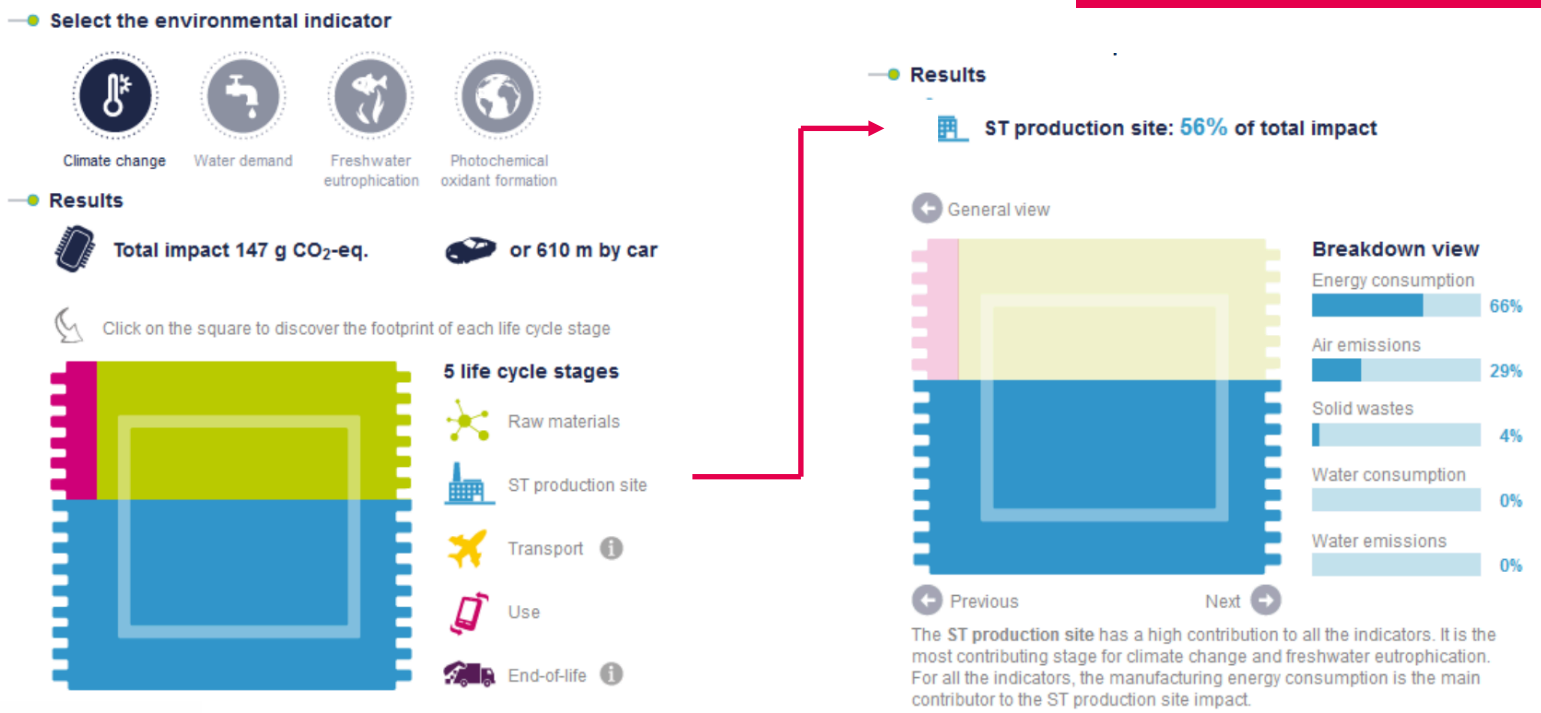
CASE STUDY • STMICROELECTRONICS • 2013

Discover the environmental footprint of a MEMS

- The multi-criteria environmental footprint of a microelectromechanical systems (MEMS) is presented according to its main life cycle stages.
- This solution is intended to help the communication to the general public. The aim is to display complex results of an LCA in a simple and engaging way by having only a limited amount of information on display at once.

Key findings

Moving from scientific report based results to more engaging public communication requires animated solutions.



Quantis

Source: http://www.st.com/web/en/about_st/mems_footprint.html