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PEACE, LOVE + GIRAFFES!

Contribute with perspective and crossboundary knowledge.

REFERENCE

Mark Goedkoop, PRé Sustainability,
goedkoop@pre.nl

Partner since 2004

WORK EXPERIENCE

CEO AT MILJÖGIRAFF 2003-10-18

Marcus works as an environmental strategist since 1998 with specialization in life cycle analysis and eco-design. 2003 I started Miljögiraff with customers in industrial production, institutes for research, universities, public organisations and retail business.

Miljögiraff stands for a holistic perspective on environmental issues and a cross-border working method. We create measurability in environmental work from a life cycle perspective on environmental aspects.

PROJECT MANAGER / VOLVO TECHNOLOGY 2000 – 2003

Internal consultant for the Volvo Group with a focus on Life Cycle Management (Annika Gunnarsson).

EDUCATION

DISRUPTIVE DESIGN METHOD 2018

UNSCHOOL - 20-week program online + workshop (Acaroglu, 2018)

ENVIRONMENTAL SYSTEM ANALYSES 2003

LUNDS UNIVERSITY - 20-week program

CONFLICT MANAGEMENT (20-WEEK PROGRAM) 2002

DEMOCRACY AND HUMAN RIGHTS (5-WEEK) 2001

GOTHENBURG UNIVERSITY

MSC- ENVIRONMENTAL MANAGEMENT, 1997-98

HERIOT-WATT - 60-week program (Boron).

BSC - APPLICABLE CHEMISTRY 1996-97

LUNDS UNIVERSITY, - 40 weeks of biochemistry and analysis.

CHEMICAL ENGINEERING (80-WEEK PROGRAM) 1993-96

CHALMERS UNIVERSITY



ABOUT MARCUS OF PARTNERS

Marcus Wendin has decades of experience working on projects across the industry. He has a deep understanding of the LCA methodology and the ability to communicate well with all involved, from the commissioners to the suppliers. Marcus has a strong network of experts in LCA, communications and industry, which, combined with his cross-disciplinary thinking, creates immense value in his projects. [Shelly Severinghaus, LCACP Long Trail Sustainability]

OWN BIOGRAPHY

I have the mission to contribute to sustainable development by making people and competencies meet across boundaries of culture and disciplines. The common goals of sustainability are used to create cooperation. Most often, that is in product development.

Since 1998, I have worked with environmental assessments through the Life Cycle Assessment method. At the beginning at Volvo Technology and since 2003 in his own company Miljögiraff. With a lifecycle perspective on the product systems, Miljögiraff helps organizations to develop sustainable solutions. –“Imagine new ways of finding solutions and redesign the future.”

ASSIGNMENTS AND REPORTS

2020 Cytiva	LCA at Gel Chromatography
2020 UHM	Procurement Authority - Update and development of tools for environmental assessment of public procurement. Life cycle analysis of purchases with Exiobase 33.16b2 with grouping per SNI code.
2020 Staples	Climate assessments of purchases / products for the design of climate strategies.
2020 Exeger	LCA on an innovation in solar cell technology.
2020 Mistra	Mistra program via RISE Research Institutes of Sweden - The purpose of the program "Closing the loop" is to facilitate a transition in Swedish industry, to circular economy. The "Cimmrec" project will identify measures that reduce losses in the value of materials in the flow of residual materials. The potential in maintaining the value of residual material in Swedish industry is very large.
2020 Region Stockholm	LCA to plastics strategy Region Stockholm
2020 EPD review	KEMIJOKI OY vattenkraft Knaufinsulation Barilla Husman Fristad AB arbetskläder Tyréns fönster EFG möbler Bureaux Veritas





2020 Hexpol	Environmental Footprint för flera produkter i gummi av plast (thermoplastic elastomers). Skapande av ett interaktiv modell med web applikationen SimaPro Share.
2020 Tibber	Miljöbedömning med LCA av elektronik för kontroll på energianvändning i hemmet.
2019	European Forest Institute/Lookout station. Workshop on Disruptive Design Method for Journalists in Helsinki in May 2019 and Barcelona October 2018. (Tsubaki, 2018)
2019	Fagerhult. LCA on business and lamps. (Thulin, 2018)
2018	Uppsala Municipality. LCA web-based interactive tool for environmental assessment of consumables of typical plastic products. (Hildning, 2018)
2018	Golvabia. LCA and EPD (Environmental Product Declaration) on wood and vinyl floors. (Davidsson, VD Golvabia, 2018)
2017	Mistra / Closing the Loop / Cimmrec. Research on LCA methodology for circular flows of residual material within and between industrial units. (Kurdve, 1971)
2017	Region Örebro County Council. LCA on the service "always clean towel". Development of a basis for strategy in the short and long term.
2017	Liseberg. LCA literature study on material for shopping bags. Development of tools for comparing climate impact. The basis for strategy in the short and long term.
2017	Sollentuna municipality. Plan to control and measure the work on environmental strategies throughout the organization.
2017	Tarkett. LCA on flooring, with software BRE Lina, as a basis for Environmental Product Declaration.
2017	Stockholm County Council. Literature study of LCA on textile materials for healthcare.
2016	Zoundindustri. Design For Environment for Headphones. The basis for the development of the business model, manufacturing and design.
2016	HydroWare. Design For Environment for Elevator. The basis for the development of the business model, manufacturing and design.
2016	Mälarenergi. LCA on the solar cell. LCA on charging post. LCA on District Heating. LCA on district cooling. LCA on drinking water and sewage. Surface external communication.
2016	EU project with region Jämtland. LCA on blood bag in PVC versus Polyolefin for having a basis for technical development and external communication.
2016	The contracting authority. Development of documentation for a tool for environmental assessment of municipal purchases. Life cycle analysis of purchases with Exiobase 3 with grouping per SNI code.
2015	Textilia. Development of a tool so that they can now measure and monitor their climate impact. It provides an overview of the years with a resolution of all customers and laundries. In addition, they have the opportunity to deduce the climate impact on specific environmental aspects so that it is clear where the measures should be directed to make improvements. (Olaison)
2014	Nudie. Life cycle analysis of three specific models of organically produced jeans. Complete transparency has provided the basis for transparent communication. With





a holistic view of the environmental aspects, it has been possible to identify key parameters for development. The project has improved cooperation throughout the chain and created deeper engagement. Read more on the website. (Lang)

2013

Sollentuna municipality. The method used in this study is Life Cycle Analysis of the municipality's purchases based on the accounts for 2012 and national environmental accounts as well as specific environmental data combined with general environmental data. The result has been analyzed and interpreted by deducing to which board, type of business and type of purchase that gives the most climate impact. In this way, it is possible to identify which types of purchases have the greatest impact and what type of action is effective. The study also included new environmental data on the climate impact of indirect land use. Trading with Europe and indirect land use is part of having as complete a survey as possible. It is the first time that a municipality in Sweden uses this rigid and scientifically accepted methodology. (Keski-Seppälä)

2013

Environmental Protection Agency. In connection with the Swedish Environmental Protection Agency's procurements, documentation on environmental aspects is needed from a life-cycle perspective. This is to ensure that the materials that are procured follow the Swedish Environmental Protection Agency's keywords of sustainability and environmental friendliness. Miljögiraff was selected to supply an LCA on various sign materials that may be used for information signs in Sweden's National Parks. Miljögiraff was chosen to do this when we did it in the most efficient way.



2012-2015 Mistra
- /Closing the loop/Memiman

When evaluating industrial processes to find development potential, they usually have a focus on the processes that lead to the products. It characterizes the methods that are available in, e.g. Lean Production. By focusing on the residual products, we instead evaluate the processes and the material flows that create these. A methodology is being developed together with several industrial players. It should be effective and end the cycles of the materials that are relevant improvements in both environment and productivity. (Bjellkemyr, 2012)

2012 Jegrelius
- LCA

Together with the Jegrelius Institute, Miljögiraff has implemented a series of "LCA Screening" on several products that have strategic environmental benefits. In this way, several small companies have had the opportunity to increase their chances of marketing themselves and developing their environmental work. The project is partly financed by an EU project. (Wadman, 2012)

2012 Ludvig Svensson
- CFA

The weave in Kinna manufactures fabric for sun protection and interior decoration. By measuring and evaluating their environmental aspects, we have created a basis for environmental management and marketing communication. In the first step, a Carbon Footprint has been developed. (Krantz)

2011 Bureaux Veritas Swedac – ETS Emissions factors

Verifications of the application for emission rights for ETS 2013. Several energy producers such as Fortum, Rindi and Hedemora received support with this. (Wilhelmsson, 2011).

2011 Ikea Of Sweden
- LCA textile

An LCA report on the environmental risks "cradle to gate" for various yarns has been developed in collaboration with IKEA. The most important environmental effects have been identified, and the environmental aspects that contribute to these have been derived from the processes. The knowledge of the LCA process has been anchored internally within IKEA for future jobs with LCA and environmental issues. (Tormalm, 2011)

2010 Volvo AB
- VCM

Volvo - waste management production facilities. Purpose: Development of services for Facility Management of waste (FM waste) at Volvo production facilities. Objective: To have information on best practices, materials and value flows and to know exactly who holds what roles in FM waste today. Result: Designing a service for standardized waste management based on best practices for sorting waste and the greatest potential for reducing costs. (Bengtsson, 1974)

2009 SWECO AB
LCA SMB

Life Cycle Management is methods for strategic environmental analysis of a life cycle for a product. Sweco has been advised in developing its work with LCA and support in carrying out assignments such as LCA to Strategic Environmental Assessment of Svenska Kraftnät's "West Link". (WALL)

2009 ECOHZ AS
Carbon Footprint

Support in the development of the Carbon Footprint business area for the customer group energy producers such as Eidsiva AS. (Hegna, 1944)

2007 Alfa Laval - EPD

Alfa Laval develops standard (PCR) for environmental product declaration (EPD) for plate heat exchangers (CHE). At the same time, a life cycle analysis (LCA) is carried out as a basis for their first EPD. (Klint)

2005 Svenska Naturskyddsföreningen
- LCA Elektricitet

The Swedish Society for Nature Conservation is behind Good Environmental Choice which, among other things, certifies electricity production. This is based on evaluation with LCA. Miljögiraff compiles LCA data and evaluates selected environmental aspects. SJ uses Good Environmental Choice labelled electricity, and of course, needs reliable and updated LCA information as a basis.

2004-2006
Volvo AB – EPD

LCA for truck is updated with new data for environmental aspects in internal production and for external material production. inventory and evaluation are compiled as a basis for updating the environmental product declaration (EPD) on the internet. (Annika Gunnarsson)

2003-2012

Eco-design are methods for environmentally adapted product development. design for sustainable development with an interdisciplinary perspective. this course is aimed at students at the university in business and product development. the students get an



ecodesign

understanding of how circular economy and sustainable development are related to product and business development. through an interdisciplinary perspective, they gain skills in methods and tools for design for environment and experience of their own work within this. the course is adapted for 7.5 credits. it has been developed continuously since 2005 and has been kept in its entirety at Chalmers and in its parts in several other contexts. (Söderberg)

2007

Ekoplan, feasibility study for dialogue on conflict prevention for preventative purposes, in connection with the introduction of the water directive in Sweden (Losman).

2004-still

Miljösamarbete för Fred

Cross-border cooperation is an opportunity to create a better environment. miljögiraff engages in international development projects to contribute to joint efforts. a long-term partnership with friends pioneer in Kenya is ongoing. the purpose is to understand how we can create sustainable development locally in Kisumu. a number of students have been helped to carry out their degree projects through miljögiraff. the projects concern, for example, solar cells, biogas for kitchens, cultivation of cotton and harvesting rainwater. with funding from Volvo u-help, we have now managed to build a school that receives orphans.

2005-2007

GREEN CROSS SWEDEN

Green cross Sweden implemented a project together with the Green belt movement in Kenya. it's relating to reducing the risk of volunteering between groups in a conflict of access to rift valley market. the method is structural dialogue to join your occupational possibility to improve the grounds and cooperation in improving the environment. tex planed 120000 trees of the participants in the program. Wendin's duty being an application for financing from Folke Bernadotte Academy, participation in the workshop, checking the spending of budget and reporting (Joel Ahlberg).

2005-2008

Green cross sweden is the world water education program. (World water, u.d.) it is about that students in sweden must learn about the dynamics in environmental conflicts. the method is lecture and role play. Marcus Wendin was a project manager and trainer (Moya).

2001-2003

- Volvo Technology

As an employee of Volvo Technology (Wass, 2000) a large number of LCAs were carried out:

- Responsible for the development of Volvo's VEDF database with LCA on alternative fuels such as ethanol, biogas, DME, RME, and CNG.
- LCA on SCR catalyst within the EU project Lotus.
- LCA on bonnet in SMC within the EU project Omnitox.
- LCA on Fuel Cell within STEM projects.
- LCA on electric motor and batteries.
- LCA on the complete truck (FH12).
- Environmental risk analysis (EFMEA) at SCR.

1998

D thesis at Heriot Watt University. "A New Method for Life Cycle Assessment Applied to Paperboard Mill". (Boron)

Heriot-Watt

1996-97

C and B thesis at The Swedish Institute for Food Research (SIK), Gothenburg. "Identifying distribution coefficients of aromas for gas / liquid phase in oil and emulsions". 10 weeks (Leufvén)

SIK



LECTURES

2019	Solution Hack for journalists – Disruptive Design Method, Helsinki 2 days Workshop
2018	Solution Hack for journalists – Disruptive Design Method, Barcelona 3 days Workshop
2017	ByggForum – How LCA can be used to measure sustainable development.
2016 till 2018	Life Cycle Assessment via Aktuell Hållbarhet and Ekocentrum
2012 until now	Environmental strategies with life cycle perspective (business models)
2006 until now	Eco-design / Design For Sustainability / Life Cycle Thinking
2006 until now	Environmental certification by organizations such as Nudie and Borås Stad (Thorén, 2014).

TRUST

2014 till 2015, 2017	Treasurer of the economic association Förskolan Bergaborgen.
2006 till 2017	Member of the corporate hub "Lusthuset."
2006 till 2008	Treasurer of the economic association O2 Nordic.
2006 till 2007	Branch leader for Navigation training in the non-profit association GKSS, Gothenburg's Royal Sailing Society.
2004 till 2005	Project manager for the non-profit organization INUG, Engineers and Natural Science Without Borders.

PUBLICATIONS

2019	Lindman, Pär Miljögiraff 2019 Life cycle assessment of Air Filter Frames, Miljögiraff report number 120
2019	Wendin, Marcus and Sjons, Josefin 2019 Klimatpåverkan av polyeten, PE. Miljögiraff report
2018	Severinghaus, Shelly, Hamilton, Melissa, Wendin, Marcus, Golsteijn, Laura and Gong, Wanbin (2018) Applying LCA to Emerging Technologies at Early Stages: Cross-Cutting Issues and Learnings in proceedings of LCA XVIII Conference
2017	Kurdve M., Shahbazi S., Wendin M., Bengtsson C., Wiktorsson M., Amprazis P. (2017). Waste Flow Mapping – The Handbook (eng). ISBN 978-91-7485-339-1, Mälardalen University, Eskilstuna, Sweden.
2015	Kurdve, M., Shahbazi, S., Wendin, M., Bengtsson, C., & Wiktorsson, M. (2015). Waste flow mapping to improve sustainability of waste management: a case study approach. Journal of Cleaner Production, 98, 304-315.
2012	Kurdve, M., Wendin, M., Bengtsson, C., & Wiktorsson, M. (2012). Waste flow mapping: improve sustainability and realize waste management values. In Electronic Proceedings of Greening of Industry Network Conference (Vol. 22).

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Annika Gunnarsson. (u.d.). Annika.Gunnarsson@volvo.com. ((. 3. 3220975, Intervjuare) Götaverksgatan 10, Lundbystrand, S-40508 Gothenburg: Volvo Technology. Hämtat från se.linkedin.com/pub/annika-gunnarsson/13/975/a41

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Joel Ahlberg. (u.d.). joel.ahlberg@folkebernadotteacademy.se. (F. (. (+46) 61282200, Intervjuare) Sandövägen 1, S-872 64 Sandöverken Sweden.

Keski-Seppälä, L. (u.d.). lars.keski-seppala@sollentuna.se. *Tf exploateringschef, Plan- och exploateringsavdelningen*. (T. v.-5. Tfn direkt 08-579 215 39, Intervjuare) Turebergstorg 1, Post 191 86 Sollentuna: Kommunledningskontoret, Sollentuna kommun.

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