



# L'INFOCYCLE The CIRAIG Newsletter

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## IN THIS ISSUE

The RONA Eco line	1
Mandates and special projects	2
International outreach	4
Upcoming events	5
Odds and ends	6

## RONA LAUNCHES ITS NEW RONA ECO PRODUCT LINE IN COLLABORATION WITH THE LCA RESEARCH CHAIR

Summer is here and RONA has recently launched its brand new RONA Eco product line in its Canadian stores, consolidating the corporation's position as an eco-responsibility leader in the construction and renovation industry. By adopting an approach based on life cycle assessment and rigorous assessment criteria, RONA is able to offer products that are much more environmentally sound than any equivalent conventional products. The first items in the RONA Eco line to be available to consumers are cleaning products and biodegradable bags for organic waste.

The RONA Eco products were selected in collaboration with the International Chair in Life Cycle Assessment of École Polytechnique de Montréal, a research unit of the CIRAIG. When taking into account their entire life cycles, the RONA Eco products have less negative impacts on the environment than any equivalent conventional products.

To read the press release, [click here](#).

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**CIRAIG**<sup>TM</sup>

Interuniversity Research Centre for the  
Life Cycle of Products, Processes and Service

## THE CIRAIG LOOKS TO EXPAND ITS INTERUNIVERSITY COLLABORATIONS

In February, members of the CIRAIG's management team organized a seminar. As an FQRNT/FQRSC strategic alliance, the CIRAIG aimed to create new collaborations, develop joint projects, and expand its professor-researcher base.

Several of the CIRAIG's constituent members were present. Because the meeting also sought to facilitate the emergence of new collaborations between actors from different sectors in order to further stimulate life cycle assessment research, we were very pleased to welcome professors from Université de Sherbrooke, École de technologie supérieure, and McGill University.

Professors Louise Deschênes, Sophie Lavallée, Pierre-Olivier Pineau, Sylvain Plouffe, and Jean-Pierre Revéret, who are each responsible for different research themes within the alliance, presented their approaches and development prospects so as to better convey the integration of the inter-university research centre's various projects.

Over thirty stakeholders took part and many expressed a keen interest in collaborating.

Professor Réjean Samson, who oversees the strategic alliance and is the general director of the CIRAIG, set up one-on-one meetings with the professors who communicated their wish to join the alliance.

## CASCADES DETAILS ITS LIFE CYCLE ASSESSMENT PROJECTS

By Valérie Demers, Sustainable Development Project Manager, Cascades and Guillaume Bouvier, Director, Cascades Research and Development Centre.

As part of its partnership with the Research Chair in Life Cycle Assessment, Cascades determined two case studies that will enable the corporation to offer its customers a wider range of "greener" products at a time when they are in increased demand. Having made its name in the sustainable development sector, today Cascades furthers its corporate social responsibility by contributing to the development of life cycle assessment – a particularly innovative tool.

First, Cascades and the Chair will carry out a Life Cycle Assessment of the company's productions of virgin and recycled bleached and unbleached papermaking pulps. These LCA studies will be used to determine, from an ongoing improvement perspective, the ways in which Cascades products and processes could be improved.

Second, the team will develop a simplified life cycle assessment methodology that will be used as a decision-making and eco-development tool. Cascades will therefore go one step further and integrate upstream life cycle assessment into its product design. Experts will, for example, closely examine fibrous material and chemical product procurement to ensure that more environmentally sound choices are made.

Life cycle assessment is a tool that is of particular interest to Cascades, which will continue to devote the effort necessary to the development of more environmentally-responsible products. By creating the Enviro100 fine papers and a new line of tissue paper made from 100% recycled fibres, Cascades has already taken the first steps. Life cycle assessment will enable the corporation to soon become a leader in the design of more eco-responsible products «from cradle to grave».



## ■ DECREASING THE SIZE OF MONTREAL'S GREEN BAGS

The **Waste Management Master Plan for the Montréal Agglomeration 2008-2012** proposed by the City of Montréal on April 17th aims to implement the measures outlined in the waste management plan (PMGMR) of the Communauté métropolitaine de Montréal, which is in keeping with the principles stated in the Québec Residual Materials Management Policy, 1998-2008.

The project includes many measures based on 49 actions that aim to reduce the agglomeration's dependence on off-island landfills and lessen the negative environmental impacts of waste production.

In order to ensure that the agglomeration possesses all of the decision-making tools necessary to the assessment of the various waste management options, representatives contacted the CIRAIG regarding life cycle thinking. Centre analysts therefore worked to define and weigh sustainable development criteria and indicators. They then established a method to assess scenarios based on simplified LCA and designed a tool to collect the data needed to study the scenarios.

For more information on the proposed measures: [www.ville.montreal.qc.ca/pdgmr](http://www.ville.montreal.qc.ca/pdgmr) (in French only)



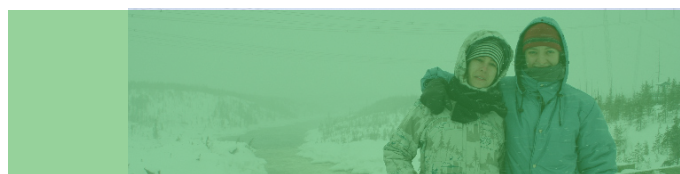
## ■ THE CIRAIG IN THE TRENCHES IN JAMES BAY

For the past twenty years, in Cree villages in James Bay, the accelerated development of certain communities and the arrival of significant amounts of packaged products have generated new waste management and recovery issues. A growing interest in environmental protection has also stimulated research into new alternatives to traditional landfilling using the trench method, the most commonly used waste management approach in Northern Québec.

Several studies have proposed waste management solutions. However, the great distances and the region's particular geomorphologic conditions make the development of new strategies to avoid landfilling all the more complex.

With its vast experience in municipal waste management options assessment, the CIRAIG was mandated to compare different alternatives and scenarios in order to facilitate decision-making and research into tailored and innovative solutions.

To start the project and get an understanding of the area's specific characteristics, between March 31st and April 2nd, Julie-Anne Chayer and Geneviève Martineau went north of the 52nd parallel. Along with Cameron McLean of the Cree Regional Authority and Marthe Côté of the Ministère du développement durable, de l'environnement et des parcs, they met with Johnny Mark, a local environmental administrator from Wemindji and France Brulé who oversees environmental protection for the Société d'énergie de la Baie James. The group visited the Nemiscau, Nemaska, and Wemindji landfills and the Wemindji incinerator and recycling plant. This enriching expedition clearly demonstrated the need for this type of study and will make it possible to quickly carry out a preliminary assessment.



# INTERNATIONAL OUTREACH

## UNDER THE ATLANTIC SKIES OF NANTES

The second international seminar on society and materials (SAM 2) was a workshop held in support of a series of research projects carried out as part of the SOMAVAT (social value of materials) research and technological development program framework.

Taking place in Nantes on April 24th and 25th and organized by Arcelor Mittal and École des Mines de Nantes, the event received the support of the European Steel Technology Platform and the International Iron and Steel Institute.

Drs Ralph Rosenbaum, Gontran Bage, and PhD students Annie Levasseur and Rima Maneh joined the general director of the CIRAIG, Réjean Samson, in presenting their latest research results.



## SETAC GOES TO WARSAW

The Society of Environmental Toxicology and Chemistry (SETAC) Europe 18th Annual Meeting was held at the Palace of Culture and Science Congress Centre in Warsaw, Poland from May 25th to the 29th.

The event focused on current concerns regarding environmental stress factors from the scientific and applied research perspectives.

The SETAC meeting is the largest of its kind in the European chemistry sector. Government and industry representatives and academics were on hand to discuss the latest scientific discoveries. The CIRAIG will also be in attendance with a delegation of six people!

## RIGHT NEXT DOOR

Forest product consumers, large purchasers, governments, and the public have higher environmental standards when it comes to procurement. They want guarantees that the forest products that they choose are environmentally sound and take environmental corporate responsibility into account. Even though the industry can rely on the renewable and recyclable aspects of its products, how can corporations adapt to these new requirements?

The *Penser client, penser vert* seminar attempted to answer that very question. Organized by the Consortium de recherche FORAC and held in Québec on March 26th, the event brought together experts to spark a reflection on the issue and report on the use of wood as a green material. CIRAIG members who participated in the event greatly appreciated the various topics and experiences that were discussed and which shed new light on the innovation and development possibilities in the forest industry.

## UPCOMING EVENTS



### INTERNATIONAL CONFERENCE ON SUSTAINABLE PRODUCTION AND CONSUMPTION

The International Conference on Sustainable Production and Consumption: From Corporate Governance to Citizen-Consumers, which will take place September 18<sup>th</sup> to 20<sup>th</sup>, will address the role of the law in the areas of sustainable development and consumption and provide a forum for multidisciplinary discussions on the issues.

The first day of the conference will provide an opportunity to reflect upon general issues in a North-South context and consider sustainable production and consumption concepts within the framework of free trade.

The second day will hone in on sustainable production issues, such as:

- corporate governance and sustainable production
- equitable commerce
- sustainable agriculture and food
- intellectual property, cultural diversity and sustainable production

Finally, the third day will be devoted to examining themes associated with sustainable consumption, namely:

- sustainable consumption and citizen-consumers in a global context
- sustainable consumption and consumer protection
- sustainable tourism
- sustainable consumption and supply

#### LOCATION

The conference will be held at Alphonse-Desjardins Pavilion, Laval University, Quebec City.

#### REGISTRATION

Register online !

[www.colloque2008cede.fd.ulaval.ca](http://www.colloque2008cede.fd.ulaval.ca)

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## THE CIRAIG HAS THE WIND IN ITS SAILS!

### NEW RECRUITS!

**Ms. Karine Kicak** joined the CIRAIG as an analyst in February. Ms. Kicak has a degree in chemical engineering with a concentration in environmental studies from École Polytechnique de Montréal and has been focussing on assessing the life cycles of the recovery options for the treated wood poles used in cement plants, a project supervised by Réjean Samson, general director of the CIRAIG.

Prior to joining the research centre, Karine worked as a products specialist at Position Power.



**Mr. Raymond Lord** also joined the Centre as an analyst on May 5th. He holds a bachelor's degree in mechanical engineering from École Polytechnique de Montréal (1987) and in his 16 years working in the manufacturing sector, has gained a solid experience in quality, production, and development project management. His love of nature and his desire to use his skills to the benefit of the environment also led Raymond to be part of the third group of eco-consultants trained by Université du Québec à Chicoutimi.



## THE SALON NATIONAL DE L'ENVIRONNEMENT A GREAT SUCCESS !



The Salon national de l'environnement was held at the Old Port Quays in Montreal on June 13-15. For a second year, the CIRAIG participated in the event.

At the CIRAIG's stand, located in the heart of the «Awareness and Education» section, Master's and PhD candidates of the research center were pleased to respond to many inquiries from visitors on the subject of the life cycle approach.

Visitors also had the opportunity to learn more on the subject thanks to a conference given by Mr Édouard Clément, CIRAIG's technical coordinator, entitled «The

## REVAMPED WEB SITE

The CIRAIG's Web site has been revamped! This change will enable easier web maintenance and improved access to information.

New features include new sections such as a more thorough «useful links» page, with added LCA examples, to better inform visitors.

All the other sections of the Web site will be continually updated during the summer.

This revamped version of the web site was made possible with the help of the Secretarial Department and the Communications Service of the CIRAIG. The site can be accessed at [www.ciraig.org](http://www.ciraig.org).

All comments and suggestions are greatly welcomed.

Happy surfing !

**CIRAIG**  
Centre interuniversitaire de recherche sur le cycle de vie des produits, procédés et services

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**Accueil**

**Présentation**

**Mission**

**Pensée cycle de vie**

**ACV**

**Axe de recherche**

**Institutions**

**Équipe**

**Partenaires**

**Présentation**

Le Centre interuniversitaire de recherche sur le cycle de vie des produits, procédés et services (CIRAIG) a été fondé en 2001 sur une initiative de l'École Polytechnique, en collaboration avec l'Université de Montréal et HEC Montréal. Le CIRAIG a été créé afin de répondre à la demande de l'industrie et des gouvernements qui souhaitent développer une expertise universitaire de pointe sur les outils du développement durable.

Le CIRAIG rassemble et met à disposition les principales forces universitaires québécoises et canadiennes dans le domaine de l'analyse du cycle de vie (ACV) et de la gestion du cycle de vie (GCV).

Depuis sa création, cinq autres universités se sont ajoutées comme membres collaborateurs : l'Université Laval, l'Université du Québec à Montréal, l'Université du Québec à Trois-Rivières, l'Université du Québec en Abitibi-Témiscamingue et l'Université du Québec à Chicoutimi.

Le CIRAIG regroupe sept chaires et un centre de recherche :

- Chaire internationale en analyse du cycle de vie (École Polytechnique de Montréal - Titulaires : Réjean Samson et Louise Deschênes)
- Chaire d'économie internationale et de gouvernance (HEC Montréal - Titulaire : Bernard Sinden-Desgagné)
- Chaire Électricité de France (EDF) sur le développement durable

**Actualités**

Concours Production et Design Écologiques :

[www.cemr.ca/concours](http://www.cemr.ca/concours)

- 3 au 7 août - 8th SETAC World Congress, Sydney, Australie
- 7 au 10 septembre - 2008 Global Waste Management Symposium, Colorado, États-Unis
- 17 septembre - Lancement de l'exposition «Bâtir vert l'avenir», Tohu, Montréal, Canada
- 18 au 20 septembre - Colloque sur la production et la