CAREER AND LIFE REFLECTIONS

James A. Fava

Executive Director, Anthesis Group

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Anthesis



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JIM FAVA



LEADERSHIP

- Co-Founder – Five Winds International
- Co-founder of UNEP/SETAC Life Cycle Initiative (now Life Cycle Initiative, hosted by UNEP)
- Co-founder of Forum for Sustainability Through Life Cycle Innovation (FSLCI)
- Lead SETAC efforts to develop the technical foundation for modern-day LCA
- Founded the Product Sustainability RoundTable (PSRT)

EXPERIENCES

- Dr. Fava is a recognized expert using environmental/sustainability as a mechanism for improving business performance. Jim emphasizes an implementation framework that prioritizes increased revenue, decreased cost, improved brand and reduced risk.
- Jim has worked with many companies helping them understand the environmental and social issues that are material to them, to develop a strategy and rollout plan to develop KPIs to drive change and performance improvement.
- Jim led the international ISO group, Strategic Advisory Group on the Environment (SAGE), who recommended that ISO create LCA standards, & headed the US delegation crafting the 1st generation of ISO LCA standards
- Led the PSRT over 25 years helping some of the world's largest companies understand how product life cycle performance can deliver both business and sustainability benefits.
- Jim has been called one of the 'fathers of modern-day life cycle assessment'.
- He recently won the life-time leadership award in the field of LCA from the ACLCA.

WHAT I AM MOST PROUD OF IN MY CAREER

1. **Accomplishments of professionals with whom I worked, mentored, and collaborated**
   - For example – see Impacts - https://www.anthesisgroup.com/jim-fava-retirement/\
2. **Making the jump to start my own company – Five Winds International, and its journey**
   - Focus was totally on sustainability consulting - systems/life cycle in 1998
   - International to start – Canada, US, Germany
   - Multi-national companies/organizations were our clients – e.g., Johnson and Johnson, BASF, Armstrong, SBD, Whirlpool, OECD, WBCSD, PSRT,…
   - Five Winds merged with PE>thinkstep>Sphera>Blackstone
   - Joined Anthesis Group in 2016
3. **Willingness to pursue volunteer work and the opportunities that created: strategy - grow the market first**
   - Help to found and then chaired SETAC LCA Advisory Group – coordinated the SETAC Pellston workshops which created modern day foundation for LCA
   - Head of US delegation - International Organization for Standardization (ISO) for LCA standards
   - Co-founded UNEP/SETAC Life Cycle Initiative – now LCI, hosted by UNEP
   - Co-founded the Forum for Sustainability through Life Cycle Initiative (FSLCI)
   - Promoter for use of Life cycle thinking/Life Cycle Assessment (LCT/LCA) at global events, meetings, & conferences



FOUR TRIGGERS



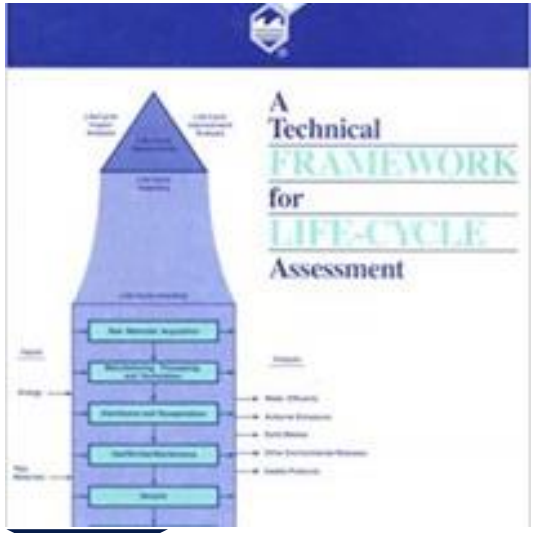
Trigger: USS Oceanographer global voyage

Impact: Realized that we must change how we interact with the environment



Trigger: Met Jane – my wife of 52 years

Impact: Created passion to protect the environment, starting with ensuring safety of our family through 5 generations



Trigger: SETAC Pellston Workshop Process

Impact: Changed my career for over 30 years to enable both volunteer and paid work to help grow the market to embed Sus/LCT/LCA into decision making



Trigger: Environmental training in Costa Rica

Impact: Found that Costa Rica is where we could retire; and we did!!

TRIGGER 1

USS Oceanographer's global voyage – early introduction to the world and its environmental problems

1967-1968



The trigger

Spent 18 months as a Technician aboard the USS Oceanographer on its global cruise

The times

1. Before university – Severna Park, Eagle scout, Senior Class president, lettered in 4 sports, National Football Foundation Baltimore Chapter – 1964 Scholar Athlete award
2. Expectations – 4 years in college, get a job, get married
3. 'Animal House' partying – first 2 years at university - grades fell
4. Environment was not a focus – US Environmental Protection Agency (EPA) had not been established until 1970
5. Dad saw an announcement for Technicians abroad the USS Oceanographer, resulted in being employed as a Survey Technician



Impacts to my career

1. Realized the importance that we had to live differently – observed firsthand - the pollution the air, water and land was quite high in some of our ports
2. University degree is critical, and PhD preferred
    1. As a 21-year-old, the PhD scientists were able to go ashore after being at sea for 3-4 weeks at 7 am when we docked. As a technician I must work until 4 – thus a PhD was my goal.
    2. Achieved my PhD (in Dairy Science) from University of Maryland in 1975
3. Importance of travel – the world is different, than where I lived and grew up
    1. Had an earlier experience as a national Pop Warner Scholar-Athlete - awarded a 3 weeks trip to Israel, Greece, Italy and cruise across the Atlantic to NYC on the Italian liner - Leonardo da Vinci
4. First time became aware of my action to join the ship was seen as doing something out of the expected behavior

TRIGGER 2

My wife, Jane, and our family









The trigger

Met Jane, my future wife, when I returned to university after going around the world on the Oceanographer

The times

1. Worked long days and traveled a lot
2. Clients were global, so travel many hours in planes and many days on the road, also on weekend
3. Being there to see the kids first walking, little league games, tennis, swimming events,… was a challenge - missed often
4. Our family has included 5 generations (starting with my Mom/Dad) – a strong incentive to accelerate actions towards a sustainable world and changed my career focus from a job to a passion
5. Jane was an incredible partner that enabled my career to proceed

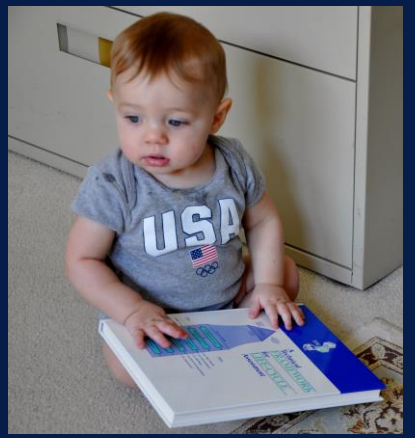




Impacts to my career

1. One calendar Fava – updated weekly as part of our weekly Fava executive management meeting
2. As the kids got older, we combined travel with family as much as possible, e.g., Australia ISO meeting in Gold Coast
3. Because of my career, Jane and I have been able to often travel the world - fall and spring each year from 1990s on
   - E.g., 3-5 days of work, and 1-3 weeks enjoying the countries we visited
4. Happily married for 52 years.
5. Jane and I have two kids – Andrea and Evan; 4 grandkids and 5 great grandkids
6. We look forward to many more years together living in paradise





TRIGGER 3

Application of SETAC’s multi-stakeholder consensus process accelerated the development and advancement of LCA through volunteer and consulting commitments

Five Winds International's Advance - Thanks Kevin Brady





SETAC Code of Practice workshop - 1993

The trigger

Learned and applied SETAC Pellston Workshop process

The times

1. Was working in consulting initially to evaluate environmental impacts of utility plants
2. Very little work on broader issues – like packaging, climate, impacts of products
3. Society of Environmental Toxicology and Chemistry (SETAC) was created in 1979 to advance environmental science. President in 1989. Developed a multi-stakeholder Pellston Workshop process
4. Chaired a series of SETAC Life Cycle Assessment (LCA) workshops
5. Chaired ISO's Strategic Advisory Group for the Environment (SAGE) (multi-stakeholder group from many countries) to recommend to ISO that they should develop LCA standards
6. Head of delegation for US to ISO LCA standards, co-founded UNEP/SETAC Life cycle initiative, & Forum for Sustainability Through Life cycle Innovation (FSLCI)
7. Founded the Product Sustainability Roundtable (PSRT) which ran for 25 years
8. Established Five Winds International (1998) - consultancy with partners from Canada, German and US - Merged with PE >brought by Sphera > sold to Blackrock
9. Joined Anthesis in 2016

Impacts to my career

1. Created the foundation for my focus for the remaining 30+ years of my career and life
2. Learned how to chair and run multi-stakeholder groups (knowledge-based facilitation) to address product sustainability issues - e.g., PSRT
    1. Agree, agree to disagree, and plan to resolve
    2. What (vision), why and how
3. Met and maintained colleagues and friends from around the world
4. Still reaching out to them as part of the global life cycle thinking (LCT)/LCA extended network
5. Being able to combine business and holiday travel
6. Awarded the American Center for Life Cycle Assessment (ACLCA) lifetime achievement award for LCA
7. Started a 'rebranding of LCA' initiative with ACLCA, SETAC, and FSLCI – Rapid Prototype project
8. Been called one of the 'fathers of modern day LCA'

WHAT WAS HAPPENING AT THE TIME THAT CREATED AN INCREASED INTEREST IN A PRODUCT-ORIENTED SYSTEM PERSPECTIVE?

- Initially, there was a focus on manufacturing, solid waste and superfund sites
- Moved beyond pollution control to pollution prevention
- Chemical safety dominated concerns about products
- Product requirements evolved and expanded – e.g.,
  - Extended Producer Responsibility – WEEE/e-waste, packaging, batteries, and other products.
  - Substances of concern – RoHS, REACH (or "REACH like"), TSCA, Prop 65. and other Chemical Registrations/Inventories
  - Conflict Minerals – Dodd Frank.
- Issues evolved to include use of materials (e.g., circular economy), air, water, and land pollution, GHG releases (climate change), energy use – an entire system perspectives – cradle to grave/cradle
- Moved beyond legal compliance to business risk/opportunity assessments over entire products value chain
- Product stewardship/sustainability and Life Cycle Assessment became a key approach and tool



OVERALL STRATEGY – GROW MARKET FIRST – SHARE COMES ALONG

PRE-COMPETITIVE SPACE

Mostly volunteer work. For me, this consisted of growing and expanding the supply and demand for SUS/LCT/LCA information:

- SETAC – Help to found and then chaired LCA Advisory Group – coordinated the SETAC Pellston workshops
- International Organization for Standardization (ISO) - chaired SAGE recommending LCA standards & Head of US delegation
- UNEP/SETAC Life Cycle Initiative – Co-founder and SETAC lead – e.g.,
  - Hot spot Analysis methodology
  - Packaging implications
  - Global data base principles using SETAC's Pellston workshop
- US Green Building Council – explored role of LCA in LEED
- Forum for Sustainability for life cycle Innovation (FSLCI) – co-founded
- Rapid Prototype – Bring LCA to the beginning of innovation - ACLCA, FSLCI, SETAC
- Global speaking engagements – e.g., Eco-Balance, SETAC, LCM, ACLCA, FSLCI, LCANZ, PCPC, many companies and industry/trade associations

COMPETITIVE SPACE

Paid work. For me, this was consulting clients & projects (e.g.,):

- US Utility companies – Clean Water Act (CWA) impacts e.g., CWA- 316 a/b; biofouling control
- Ocean disposal of sewage sludge – New York City (NYC)
- Co-funded Five Winds International
- Carnival Corporation – 81 ships certified to IO 14001 – Environmental management standard
- OECD – Sustainable material management (SMM)
- Product Sustainability Roundtable (PSRT)
- Johnson & Johnson (JnJ) – Earthwards, strategy, LCT/LCA support, PSRT
- Stanley Black & Decker (SBD) – ISO 14001, Ecodesign, PSRT
- Armstrong – strategy, product stewardship, LCA, PSRT
- Whirlpool – Strategy, product sustainability/LCA, PSRT
- SC Johnson – Greenlist, LCA, PSRT
- BASF – Eco-indicator support, LCA, PSRT, Stakeholder Advisory Council

SETAC'S MULTI-STAKEHOLDER CONSENSUS PROCESS ACCELERATED THE DEVELOPMENT AND ADVANCEMENT OF LCA

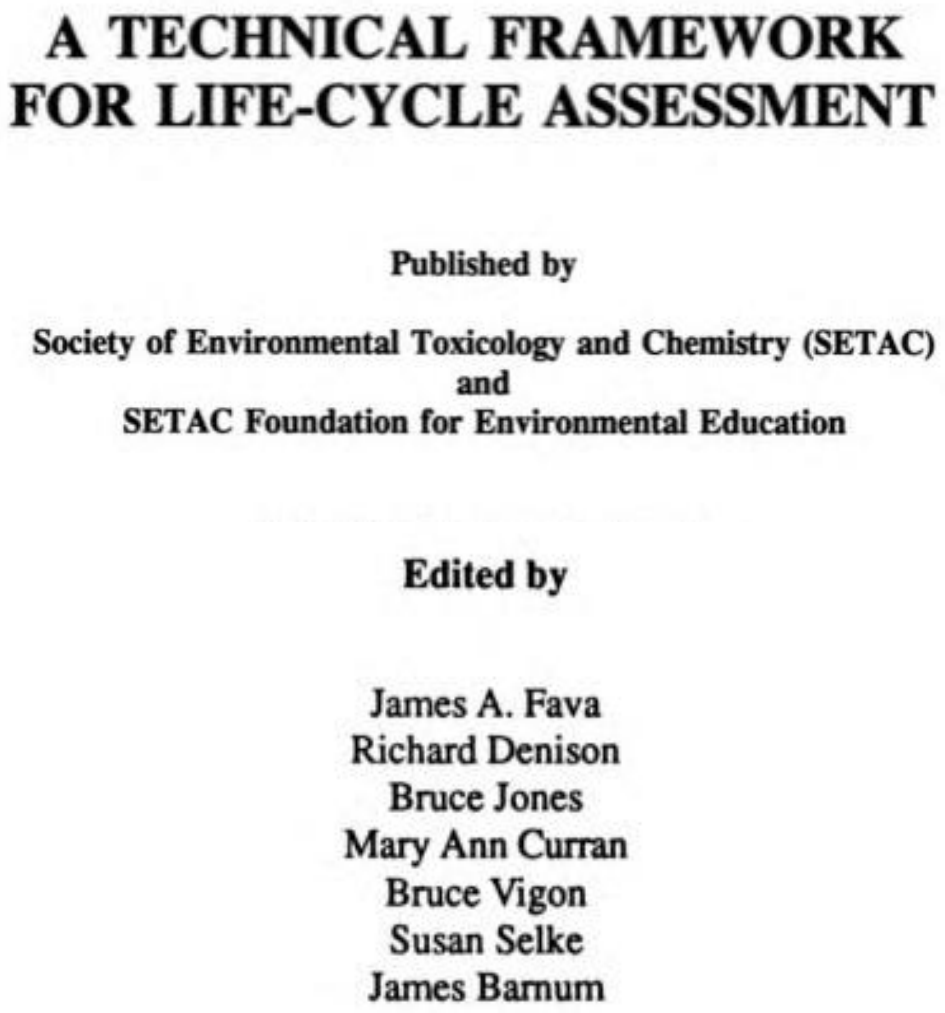
•SETAC LCA workshops provided the technical and scientific framework for life cycle assessment

- Technical Framework for Life-Cycle Assessment
- A Conceptual Framework for Life-Cycle Impact Assessment
- Life-Cycle Assessment Data Quality: A Conceptual Framework
- Guidelines for Life-Cycle Assessment: A "Code of Practice"

•They Informed efforts by ISO, UNEP/SETAC Life Cycle Initiative, many countries and organizations globally

Read the blog:

Early Life Cycle Assessment Books Laid the Foundation for Modern-Day LCA


A TECHNICAL FRAMEWORK FOR LIFE-CYCLE ASSESSMENT

Published by

Society of Environmental Toxicology and Chemistry (SETAC)
and
SETAC Foundation for Environmental Education

Edited by

James A. Fava
Richard Denison
Bruce Jones
Mary Ann Curran
Bruce Vigon
Susan Selke
James Barnum

PRODUCT SUSTAINABILITY ROUNDTABLE (PSRT)

1993-2018

The Product Sustainability Round Table (PSRT) is a community of cross-industry sustainability experts and thought leaders from companies championing sustainability across the world.

The PSRT was established more than 25 years ago, founded by Jim Fava, to connect companies with a shared vision to drive continuous improvement and connect product sustainability priorities to market value.

In 2019, the PSRT evolved into the Anthesis Client Network (ACN) digital platform.

Many of the members who provided testimonials highlighted the impact of the PSRT on their careers, please visit Jim's retirement website page

PSRT members included:

3M, amcor, Whirlpool Corporation, Kimberly-Clark, SC Johnson, StanleyBlack&Decker, Gillette, Johnson & Johnson, GP, Diversey, HermanMiller, Rio Tinto, BASF The Chemical Company, United Technologies

WHAT DOES SUCCESS LOOK LIKE?

- LCA providers consistently **deliver simple, relevant, and actionable feedback** to designers and decision-makers.
- **'Life cycle literacy' is built into students' curriculum** across a variety of disciples (e.g., engineering, MBA)
- **LCA-sourced information is served in a custom manner** that is primed for case-specific understanding and application.
- The **role of LCA providers is elevated** to the point that they are sought out to provide a must-have component to balanced decision-making.

ACLCA

FSLCI Forum for Sustainability through Life Cycle Innovation

SETAC

ULTIMATE SUCCESS

Sustainability, life-cycle thinking, and life cycle assessment knowledge is at a similar par as safety, performance, costs, reliability within design to commercialization processes to create more sustainable products that also achieve positive business impacts

LEARN MORE ABOUT LCA AND THE ROLE SETAC PLAYED IN ITS ADVANCEMENT



+ Read the blog



+ Read the blog

LEARN MORE ABOUT DRIVING IMPACTS FROM USE OF LIFE CYCLE INFORMATION



+ Read the blog



+ Listen to the episode

TRIGGER 4

Costa Rica became a target to live and retire



The trigger

1. Environmental training in Costa Rica

The times

1. Met and worked with Ana Quiros, head of delegation from Costa Rica to ISO 14000 family of standards while I was head of US LCA delegation. We met with all the country delegates, every 6 months around the world for ISO meetings
2. Ana learned of Jane (environmental educator) and my backgrounds. She arranged for us to provide training for federal, local governments and businesses on environmental issues in Costa Rica.
3. After the week of training in 2001, we hired a guide to take us around Costa Rica, bird, wildlife watching, and getting to know Costa Rica
4. We concluded that Costa Rica could be where we retire, and we explored where we might live
5. Moved to Dominical, Costa Rica full time in 2017

Impacts to my career

1. We found a region in Costa Rica where we could live, and possibility retire.

   The Southern Zone (Dominical, Uvita and Ojochal) we liked – the mountains come down to the ocean and we could live in the mountain and can be at the beach in 15 minutes – best of both worlds

2. With good Wi-Fi, Zoom/TEAM conference call capacity continued to be my normal work environment for

   Consulting was supporting companies understanding their impacts from their products and as such the clients were global.

   Volunteering to continue to grow the demand for life cycle information – e.g., 'Retirement in training' and the rebranding of LCA

1. Our global travel continued, although the trip to and from the airport was longer. E.g., in 2019 – traveled continued to USA, Canada, Germany, Poland, & NZ
2. As of 31 December 2022, I will retire. Jane and I will live in Cascada Azul, Dominical, Costa Rica

10 Golden Rules for applying life cycle information to create a sustainable business

01

There are no green products - only ‘greener’ or ‘more sustainable’

02

LCA provides solid understanding of impacts over the entire life cycle

03

LCA information is essential but not sufficient

04

Use the language of your audience

05

If you don’t know your destination, any tool will get you there

06

Without a seat, three legs of a stool are useless

07

Meet them where they are

08

Focus is on positive impacts

09

Its all about Change Management

10

There is a growing life cycle community

Source: *Fava, J. 2019. Ten Golden Rules for Applying Life Cycle Information. IJoLCAS 3, 2*

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MY LEARNINGS

1. Family first – including always attending family events
2. No surprises
3. WE team
4. Understand your strengths, weaknesses – and adjust
5. Agree; agree to disagree; and plan to resolve
6. What, why, how

LEARNINGS, PT. 2

7 Understand your audience

8 Know what you want out of your career/life path - this will likely change over time

9 Create one calendar for your family

10 Travel with family as much as possible

11 Have no regrets

12 Have fun! Life's too short not to

FINAL RECOMMENDATION:

To realize our vision to accelerate the purchase and use of products/materials with positive sustainability and business impacts we must scale up embedding sus/LCT/LCA information into core policy and business practices

To make this happen we must **Co-Create.** What does that mean?

1. **LCA practitioners, designers, business managers *co-created*** knowledge, tools and processes
2. Suited to the **multi stages** along new product development processes
3. Or the other core business functions like procurement, marketing, policy development,...
4. That accelerate use of LCT/LCA results and knowledge
5. To contribute to identifying hot spots/opportunities to **drive more sustainable products/businesses**
6. With **positive business impacts** (e.g., grow revenue, enhance brand, mitigate risks, and reduce costs).

Success will be your desire to take action to scale the use of life cycle information, delivered on time, to influence decision making to generate more sustainable products and businesses.

TESTIMONIALS

"I had no idea who Jim was or what he had already accomplished and established when I was given the opportunity to develop Whirlpool's Sustainability Strategy and Plans from scratch. When I met Jim, I was full of questions, green (in the newcomer way), and full of excitement and confusion. Interestingly, Jim didn't sell me a consulting package, he sat down, with his classic calm and reassuring voice, and decided to invest in me and help me understand what I had just stumbled upon, which was bringing purpose and impact to my life and work and how they could actually co-exist. Simply put, he took me under his wing, introduced me to the small but powerful group of thought leaders in the space through personal connections, the PSRT, UNEP-SETAC and other venues. Jim wanted to empower a new generation of sustainability leaders that were not green leaders, but could turn sustainability into a critical business imperative that would and should drive your enterprise strategy. I learned life lessons around the meetings in-between and after the meetings (including solving world issues over a "few" steins of good German beer), the power of influence, work life balance, and much more. Jim's legacy will not be the father of LCA, but to me as the architect of modern sustainability. One that science and the impact of our products and work, can drive to a better world; that optimism and solutions will win out, not fear and doom and gloom. He showed me that we can solve the big problems we face, and he has built a coalition of the willing at some of the most powerful and influential brands and businesses in the world to do it. So I confidently say now, Happy retirement Jim, we are willing and now able to take it from here!"

– Ron Voglewede, Whirlpool

For more testimonials, please visit Jim's retirement website page

Jim inspired me to think about the "who" in my work - who are we trying to help and what question are they trying to answer through LCA. When you do that, you realize that the problem we must solve as a community is that of scale.

- Neil D'Souza, Makersite

About 10 years ago Jim visited us in New Zealand and facilitated a workshop on the business value of sustainability to a wide range of organisations. This was a game changer for many of the attendees. Translating sustainability into business language has taken down barriers in those organisations and as a result key initiatives got off the ground. We still receive feedback from some of the delegates of this workshop today.
Thanks Jim for accelerating sustainability in New Zealand! Jim's golden rule no 3 "LCA information is essential, but not sufficient" has been the guiding principle on how we have built our business. Expanding from our core capability in LCA out to strategy work, circular economy, communication.
Thanks Jim for being such a great mentor and friend!

- Barbara Nebel, thinkstep-anz

CONTACT

Jim Fava

Executive Director, Anthesis Group

+1 215 859 1893

Jimfava50@gmail.com

Connect with me on LinkedIn

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PURA
VIDA





