

Yale University
School of Forestry & Environmental Studies



**“Design for Environment, Life Cycle
Assessment, and Mercedes-Benz Business
Strategy”**

*A Webinar with Klaus Ruhland and Carsten
Haink, Daimler AG*

12:00PM-1:00PM EDT, April 16, 2013

Free and Open to the Public

To register, visit:

<https://www3.gotomeeting.com/register/332772710>

Klaus Ruhland, Manager, Design for Environment, Mercedes-Benz Cars Development and Carsten Haink, Manager, Product and Environment, Daimler Corporate Environmental Protection will present a webinar on Tuesday, April 16th at 12:00 PM EDT (to register, visit: <https://www3.gotomeeting.com/register/332772710>). The talk, entitled “Design for Environment, Life Cycle Assessment and Mercedes-Benz Business Strategy” is organized by the Industrial Environmental Management (IEM) Program at the Yale University School of Forestry & Environmental Studies.

In its 22nd year, the IEM Lecture Series brings speakers from companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year the lecture series explores *Industrial Ecology as a Source of Competitive Advantage*. Concepts such as loop-closing, by-product exchange, and sustainable supply chain management and tools such as life cycle assessment (LCA) and material flow analysis are characteristic of the field of industrial ecology. The lecture series will bring business executives to campus to discuss how their use of these approaches affects their strategy, profitability and their position in the market.

Mercedes-Benz is a world leader in the use of design for environment (DfE) and LCA and widely regarded for integrating these practices into its business processes. In this webinar, two key executives involved in these activities will describe how and why DfE and LCA are used at Mercedes.

Klaus Ruhland received his PhD in mechanical engineering in the field of design for recycling. He joined Daimler AG in 1996 where he is now responsible for life cycle assessment, product environmental management systems and environmental product information. He has a lectureship in automotive recycling at the University of Stuttgart. Carsten Haink received his degree in environmental engineering. Joining Daimler AG in 1991 he became the environmental controller in the Mercedes-Benz factory in South Africa and thereby the first environmental representative in the South African automotive industry. Presently he is responsible for product-related environmental protection at Daimler group level.

Ongoing funding for the IEM Lecture Series is provided by the Joel Omura Kurihara Fund. For more information about the lecture series, please see <http://cie.research.yale.edu/events/lecture-series/2012-2013-lecture-series> or contact us at cie@yale.edu, 203-432-6953.