



## Engineers for a Sustainable World

### **For Immediate Release:**

Contact: Verena Kwan, Communications Director  
Phone: 510.705.3413  
Email: [info@eswusa.org](mailto:info@eswusa.org)  
Website: <http://eswusa.org>

### **Engineers for a Sustainable World and Sustainable Minds Unveil Projects in the First LCA+U Challenge**

**Merced, CA — (February 25, 2013)** — Engineers for a Sustainable World (ESW) today announced the selection of projects for the inaugural life-cycle assessment plus universities (LCA+U) challenge, a joint project between ESW and Sustainable Minds.

The LCA+U challenge encourages student members of ESW to work with campus staff and sustainability life-cycle assessment software to identify solutions or improvements to campus operations that have quantifiably lower environmental impacts. The six participating universities are Georgia Institute of Technology, Ohio State University, Rensselaer Polytechnic Institute, Rochester Institute of Technology, the University of British Columbia and the University of Pittsburgh.

“These projects give our students a chance to explore alternatives that will really make an impact on their universities. We are tackling problems ranging from take-out food containers to building energy use and transport of organic material to compost locations, and are excited to use our partnership with Sustainable Minds to show campus leaders how they can truly have a positive impact through their decisions,” said Rob Best, Projects Director for ESW.

The seven teams selected for the LCA+U Challenge will receive access to Sustainable Minds’ web-based software for rapidly assessing the environmental impacts of alternative designs. The results of the first LCA+U Challenge will be presented at a public webinar on May 8th, 2013. The final reports will be publicly available shortly thereafter to help other institutions make environmentally-sound choices in similar situations.

For more information on the LCA+U Challenge and more details on the seven specific projects, please visit <http://www.eswusa.org/lcau-challenge> or contact Projects Director Rob Best at [projects@eswusa.org](mailto:projects@eswusa.org).

## **About Engineers for a Sustainable World**

ESW is a chapter-based organization with more than 1,000 members, and 2,500 alumni based throughout North America. As technically-minded students and professionals, ESW works on forging lasting solutions to sustainability challenges through technical design projects and educational initiatives. Through a combination of chapter-based service learning projects, education on sustainability principles and design techniques, training on leadership and sustainable engineering skills, and a national community, ESW is helping to create the next generation of technical leaders for a more sustainable world. For more information, visit [www.eswusa.org](http://www.eswusa.org) or email [info@eswusa.org](mailto:info@eswusa.org).

## **About Sustainable Minds**

Sustainable Minds® is dedicated to operationalizing environmental performance in product development and manufacturing in an understandable, consistent and credible way. A comprehensive system for companies to estimate, evaluate and track their products' life cycle environmental performance, Sustainable Minds is the first cloud software solution to combine eco-concept modeling with life cycle assessment results, enabling rapid iteration and comparison of product concepts in early stage development. Easy to use and to collaborate, manufacturers, product consultancies and 400+ educational institutions worldwide are developing the knowledge and processes to improve environmental and functional performance, reduce costs, manage risk, report to customers and grow revenues through greener product innovation. To learn why Crown Equipment, Toto USA, Xerox, Georgia Tech, Saint Louis University, University of Ontario Institute of Technology and many more use Sustainable Minds, visit [www.sustainableminds.com](http://www.sustainableminds.com).

###

Sustainable Minds and [www.sustainableminds.com](http://www.sustainableminds.com) are trademarks of Sustainable Minds, LLC.