

# LCM: Dissemination Strategy towards a more Sustainable Development for the world

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## **ABSTRACT**

The key note speech first addresses the issue of "emerging countries" proposing that it might be better to talk about people and organizations in the context of sustainable development. It further puts in context the relevance of Life Cycle Thinking specially for such countries where most of the "commanding heights" are under government control and it highlights the importance of LCM as a means to put to practice such Life Cycle thinking both for the private and public sector building towards a proposal to disseminate LCM world wide with emphasis on market driven forces, policy making and education both formal and informal, including but not limited to the role of inter-national businesses on capacity building and bridging capabilities around the globe.