

# Putting the metrics behind sustainability at CAP'EM.



## CAP'EM partners



### Graphical user interface for information on building materials

#### The Challenge

The CAP'EM (Cycle Assessment Procedure for Eco-Materials) project is financed by the North West Europe (NWE) Program INTERREG IVB, and consists of ten expert partners from Belgium, France, Germany, the Netherlands and the United Kingdom. CAP'EM's objective is to increase the manufacture, distribution and use of eco-materials in the NWE building industry while better demonstrating their eco-benefits.



A key hurdle to the success of CAP'EM is overcoming the differences in regional and national approaches to defining, evaluating and promoting eco-materials. An additional challenge is the lack of clarity as to what constitutes an eco-material as they seldom have recognised industry certification. The absence of standardization makes it hard to compare their performance with traditional building materials.

#### PRé Solution

On the project team, PRé was tasked with the design of a web tool and with setting the requirements for inventory data and Life Cycle Assessment (LCA) method due to its deep technical experience in LCA and software development. Specifically:

1. A graphical user interface (GUI) was designed to easily display technical and environmental information on building products via the web. The interface was developed through a series of stakeholder workshops with the targeted audience of the GUI.
2. The CAP'EM method developed by its expert partners was reviewed against relevant standards and initiatives in LCA and in the building sector resulting in recommendations for best practices.
3. The GUI was programmed by GreenDeltaTC according to the requirements predefined in the previous steps of the project and reviewed and refined by PRé.

#### Business Value

- The CAP'EM project provides a free web interface which is easy to use and understand.
- A solid knowledge base was developed for manufacturers to compare the strengths and weaknesses of eco-materials, and technical and commercial information was developed to communicate to the market place.
- The web interface allows architects, customers, and other stakeholders connected to the building sector to make purchasing and design decisions based on their own preferences, be they technical or environmental.





## Getting Results with PRé

*"PRé was able to make complicated methodological concepts very clear for non-experts, and moderated the group of stakeholders, with different levels of understanding of LCA. This resulted in common understanding, and the ability to focus the team on the shared goals. PRé brings a pragmatic approach, trying to keep things practical, elegant to the outside world, but with really robust, scientific methodology."* Jodie Bricout, CAP'EM.

## The PRé Portfolio — Tools for Actionable Sustainability

PRé has led the way in the sustainability arena for more than two decades, contributing greatly to the field of product and supply chain sustainability. PRé is a leader and innovator in conducting comprehensive sustainability analyses founded on measureable and meaningful metrics.

PRé offers a variety of services to guide you on the road to sustainability, from landscaping workshops and stakeholder engagement to sector trend analyses relevant to your industry. Depending on your needs, PRé can provide you with life cycle studies, from brief screening Life Cycle Assessments (LCA) to comprehensive and ISO compliant LCAs, supply chain impact scans, and product footprinting analyses.

PRé's team has extensive experience in the development of industry standards and initiatives such as the Greenhouse Gas Protocol, The Sustainability Consortium, ISO standards for carbon and water footprinting, United Nations Environment Programme (UNEP), and the Global Reporting Initiative (GRI). With our industry-specific knowledge, we provide our clients with the relevant metrics and tools to map out a clear path to success.

PRé is the developer of SimaPro, the world's leading LCA software. We also offer the product evaluation web tool SimaEasy, which provides quick insight into your product sustainability performance and can be deployed across teams and locations.

Internationally, leading businesses work with PRé to integrate sustainability into their product development procedures in order to create business value. PRé has offices in the United States and the Netherlands, plus a global partner network to support large international or multiclient projects.

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*We look forward to being your  
partner in putting the metrics  
behind sustainability.*

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## Get in Touch with PRé

Would you like to discuss your sustainability challenges with us? Please call us at +31 33 4540 4010 or email [consultancy@pre-sustainability.com](mailto:consultancy@pre-sustainability.com). In the U.S., contact us at +1 202 507 6231 or via email at [PRéNA@pre-sustainability.com](mailto:PRéNA@pre-sustainability.com).

Find out more about what we can do for your organization at [pre-sustainability.com](http://pre-sustainability.com)

