

Putting the metrics behind sustainability at Argos.



Argos



A phased approach to product sustainability program development

The Challenge

Argos, an international cement and concrete producer, sought to effectively position itself as a market leader in sustainability and to differentiate its products through sustainability-based communication.

PRé Solution

Developing a robust and successful product sustainability program can be a daunting task. Working with Argos, PRé helped to tackle this challenge by using a step-wise approach, dividing the project into two phases: planning (Phase I) and implementation (Phase II). Separating the project ensured that adequate time was spent designing the program and surveying the landscape in order to minimize issues during implementation. Phase I included a literary review and several interviews with members of trade associations, research institutions, and environmental organizations. This combined approach of using literary resources and interviews enabled PRé to identify and confirm important external sustainability drivers within the industry. PRé found that building certification programs, such as LEED®, were the main external factors influencing the cement industry.

PRé also compiled a list of internal drivers, which were largely focused on differentiating Argos within the market and establishing baselines for quantifying environmental performance.

At the completion of this evaluation, PRé conducted a workshop to present findings to Argos and to introduce the different regional offices to the project. The workshops concluded with a planned path forward to launch a product sustainability program. Argos recognized the challenges of launching a multi-regional program and has been keen to involve regional representatives at each stage of development. PRé was able to utilize its global partner network and extensive expertise in product sustainability to formulate a plan for a successful ongoing initiative.

Business Value

Working with PRé, Argos discovered the following project-driven benefits:

- An increased regional awareness of the sustainability program and its objectives
- An approach to promote value-added products and communicate advantages to customers
- A defined framework for a product sustainability platform to differentiate itself within the market





Creating Business Value Through Sustainability Metrics

Sustainability Metrics Consulting

Sustainability in business has become a core business concern and a driving factor in creating business value. PRé offers a range of consulting services, provided by a team of experts who will work with you to choose, create and deliver the right metrics for your sustainability goals.

PIONEERING Developing Innovative New Metrics For New Challenges

Societal and stakeholder expectations for implementing sustainability in business are becoming more demanding. Sometimes, off-the-shelf metrics cannot help you answer their questions. PRé has extensive experience in life-cycle-based metrics pioneering: implementing cutting-edge new product metrics and developing completely new, scientifically sound and robust metrics. PRé has been the driving force behind many ground-breaking initiatives like ReCiPe or the Handbook for Product Social Impact Assessment.

INTEGRATION Integrating Sustainability Metrics In Your Business

To create business value from sustainability, your business needs to integrate sustainability metrics across its business functions. You can't improve what you can't measure. PRé has the expertise required to help you choose the right metrics and to integrate sustainability into your day-to-day operations. PRé also supports you in increasing the efficiency of your LCA work and in empowering your LCA practitioners.

DELIVERY Expert LCA Knowledge To Measure Sustainability Performance

LCA has proven to be a robust and science-based way to measure and communicate your sustainability performance. PRé can review your LCA studies, deliver EPDs, footprints and other metrics, and provide you with completely new LCA studies to measure your impact. Our consultants are renowned for their expertise in specific topics, such as impact assessment, uncertainty, normalisation, toxicity, social sustainability and databases. PRé offers training courses and in-house training that build a solid knowledge base to help you conduct LCA studies yourself.

Get In Touch With PRé
We're always happy to discuss your sustainability challenges with you. If you have any questions, feel free to contact our offices in the Netherlands and the US.

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

pre-sustainability.com

Those Who Have Gone Before – Market-leading Businesses That Are Creating Value From Sustainability Metrics

PRé has built a worldwide reputation as a leader on environmental and social impact assessment. We work with organisations and institutes such as the European Commission, European Space Agency, Heineken, BASF, Philips, L'Oréal and DSM.



L'ORÉAL



About PRé

PRé has been a leading voice in sustainability metrics and life cycle thinking, since 1990, pioneering the field of product and supply chain sustainability metrics. We've developed some of the world's most widely recognised and applied environmental impact assessment methods, as well as the world's leading LCA software, SimaPro. From the very first, we have not only focused on developing the science of LCA, but also its application – helping companies create value by using state-of-the-art measuring, monitoring and analysis methodologies to improve their sustainability performance.

Find out more about what we can do for your organisation at www.pre-sustainability.com

