Putting the metrics behind sustainability at Bloomberg.

PRé

Financial News And Media Company Bloomberg
Cradle-to-grave Customer Hardware LCA

Bloomberg

The Challenge

Financial news and media company Bloomberg wished to conduct a cradle-to-grave LCA of its customer hardware equipment, consisting of two LCD flat panels, a small security device, and a keyboard. Bloomberg updated the models of the customer hardware equipment based on previous LCA studies from 2010 and 2011 and wanted to understand how the new models compare to the previous models from a life cycle perspective.
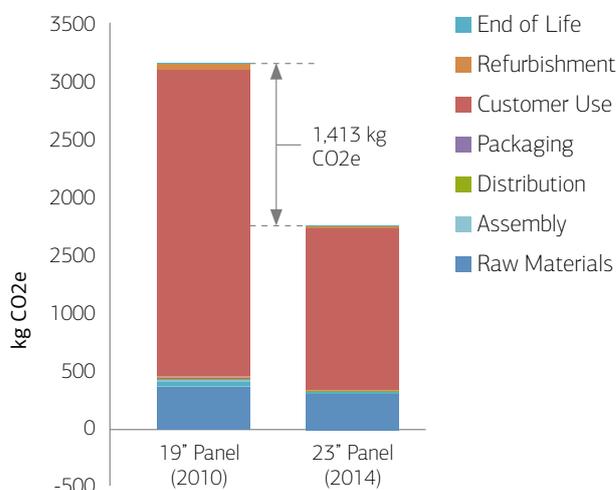
The Solution

PRé Sustainability modelled and analysed the data for this project in SimaPro. Where possible, we collected data from the primary suppliers as well as from Bloomberg facilities. If primary data was not available, secondary or proxy data from databases in SimaPro was used instead.

The investigation included all life cycle stages of the systems from cradle to grave, tracing all energy and materials used all the way back to the extraction of resources. With cradle-to-grave study boundaries, the study includes raw material extraction, pre-processing, assembly, distribution, use, refurbishment, end of life and all necessary intermediary transportation links. While Bloomberg was primarily focused on global warming impact, five additional impact categories were examined as well. With SimaPro models, screening for additional impacts required minimal additional effort and easily allowed Bloomberg to gain a fuller picture of overall environmental impacts for its products.

Results of the 2014 product models were compared to results of the previous studies from 2010 and 2011. The comparison indicated that Bloomberg reduced the environmental impacts

of all three products. By meeting EPA Energy Star requirements, Bloomberg cut energy use during the use phase significantly. Overall, Bloomberg achieved 29-44% lifetime CO2e reduction in the three products.

To learn more about Bloomberg's Sustainability efforts see www.bloomberg.com/bcause

Business Value

- Confirmation that the updated models provide environmental benefits compared to previous product models
- Insight into the life cycle emission hotspot of Bloomberg's customer hardware and identification of potential areas for improving the environmental performance of the next generation of products
- A straightforward way to communicate the improvements in environmental to internal and external stakeholders

METRICS DELIVERY

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.

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.

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

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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.

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product ecology consultants