

# Putting the metrics behind sustainability at DSM.

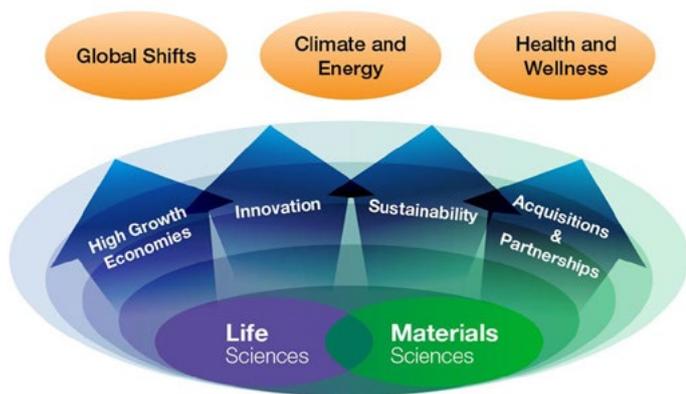


## People+ program: Social sustainability at the product level



### Royal DSM

DSM holds the number one position in the chemical industry sector in the Dow Jones Sustainability World index. After the worldwide implementation of their ECO+ program based on environmental Life Cycle Assessment (LCA), DSM wanted to develop a similar life cycle- oriented framework for social sustainability.



### The Challenge

DSM wished to create a framework for social sustainability at the product level. The solution needed to provide insight in both positive and negative social impacts throughout the complete life cycle of its products. Contrary to the mature environmental LCA, social sustainability at the product level still lacks a well-accepted method to assess the social impacts of products. PRé was chosen to assist in tackling this challenge.

### PRé Solution

PRé developed the People+ solution in close cooperation with DSM Program Management and Business Units. After an assessment of stakeholder needs, the critical success factors were determined. The methodology then took shape during a number of workshops and pilot projects. To test the success factors, PRé posed a key question: What social aspects would your Business Unit's customers expect to be addressed that would enhance DSM products? PRé selected one product per Business Unit to pilot what was relevant. The team then tested how the collected information could be used in the different stages of product development. PRé also provided recommendations for implementing the program throughout DSM Business Units worldwide.

The resulting methodology is based on important frameworks like the Global Reporting Initiative (GRI), ISO 26000 and the UNEP / Society of Environmental Toxicology and Chemistry (SETAC) Guidelines for Social LCA. Ultimately, PRé was able to develop a client specific program that keeps focus on its practical application and business value, while adhering to the intent of these frameworks.

### Business Value

Uncovering new insights to social impacts, People+ is a significant achievement, one that creates opportunities to develop sustainable products that will differentiate DSM in the market. People+ provides DSM strategic, policy and operational focus, and helps leverage its unique strengths. It fulfils DSM's aim to make products and services that support a healthier, sustainable, and more enjoyable way of life.



## 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.

**The Netherlands**  
PRé Consultants bv  
Stationsplein 121  
3818 LE Amersfoort

Phone: +31 33 450 4010  
consultancy@pre-sustainability.com

**United States**  
PRé North America Inc.  
2100 M St NW  
Suite 170-352  
Washington, DC 20037  
USA

Phone: +1 202 728 5087  
PRENA@pre-sustainability.com

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

[pre-sustainability.com](http://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.



### 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](http://www.pre-sustainability.com)

