



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.



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



Putting the metrics behind sustainability at Relan.



Relan



Environmental Footprint of Upcycled Grocery Tote

The Challenge

After marketing campaigns end, banners and billboards are typically disposed of or stored in warehouses indefinitely. Small mother-and-daughter-owned company Relan found a way to keep these materials out of landfills. Relan repurposes used billboard and banner materials into new products, such as bags and other accessories. PRé met Relan at the Sustainable Brands 2013 Conference in San Diego, USA, and was inspired

by the products' upcycling and end-of-life story. PRé offered to conduct a life cycle assessment (LCA) of Relan's reusable and upcycled Grocery Tote to illustrate the environmental impacts of Relan's products compared to conventional products. This would help Relan identify ways to further reduce the impacts of their products and would improve their sustainability communication towards customers.



What's inside the Relan bag?

We studied the carbon and energy impacts of three types of bags.

The solution

We analysed three equivalent-size bags and compared them using the same boundaries. The scope of the study is cradle-to-grave and includes extraction of the raw materials, manufacturing, distribution, and end-of-life. We studied the following products:

- Relan Grocery Tote
- Cotton Tote (generic)
- Polypropylene bag (generic)

To maximise the benefits of our analysis for Relan, we assessed the both global warming potential and energy demand of the three reusable totes. These impacts have the best consumer recognition, and will be useful to Relan in their marketing and sustainability communications.

The Relan bag consists of used billboard and banner material and a small amount of woven polyester for the binding and handles. The totes are manufactured at the Relan facilities in Minnesota, USA, and shipped to customers using leftover cardboard boxes from the local food shelves. The billboard/banner material and the packaging materials were originally made of reused materials. Therefore, the production of these materials is not assigned an environmental impact; the impact from producing these materials belongs with the initial producer of the billboard or banner under the 'polluter pays' principle. We do, however, include the impacts of transporting these materials to the Relan manufacturing facility.



As a result of this study, Relan is empowered to improve its sustainability communication.



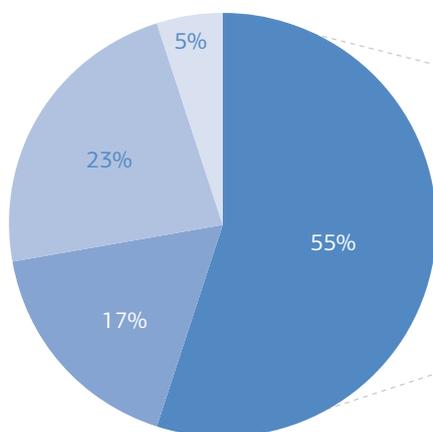
Results indicate the Relan bag has slightly lower impacts than the polypropylene bag and much lower impacts than the cotton tote bag. The largest driver of environmental impacts for all three bags is the raw material stage. Specifically, for the Relan bag, transporting the old banners and billboards to the manufacturing facility and producing the virgin polyester material used in the handles and binding of the bag. The manufacturing stage is a small source of overall impacts; therefore, focusing future impact reduction efforts on the raw materials could help to further reduce the environmental footprint of the Grocery Tote.

Business values

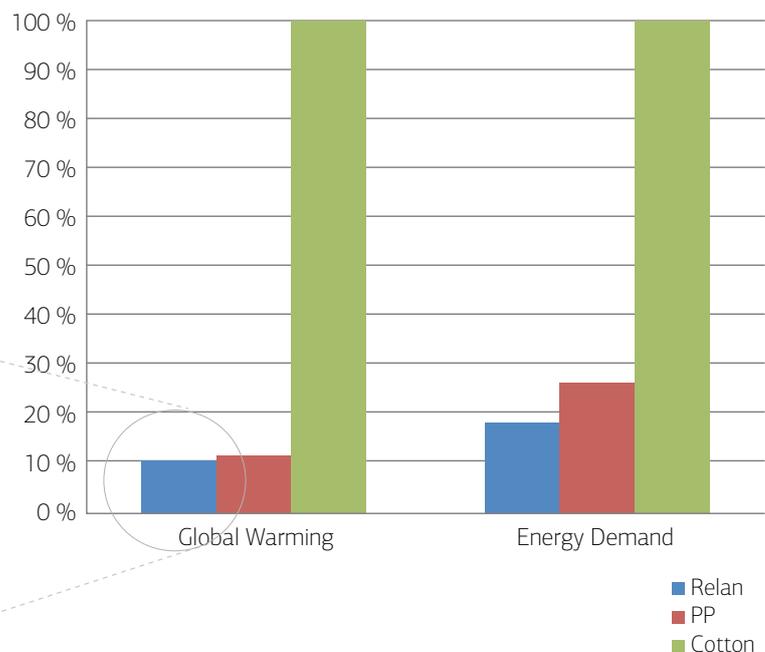
As a result of this study, Relan discovered the following benefits:

- Knowing how to speak to customers about the environmental benefits of its product compared to similar products – improved sustainability communication
- Understanding how use of virgin materials affects the impact, and how using recycled materials for the handles and binding could benefit the total impact of the totes
- Understanding how important the sourcing location for banners and billboards is for the total impact, due to the impact of transportation

Global warming and Energy Demand impacts of Relan Bag



- Raw Materials
- Manufacturing
- Distribution
- End of Life



The Relan bag has slightly lower impacts than a reusable plastic bag and much lower impacts compared to a cotton bag.