

Putting the metrics behind sustainability.



Confidential Client

Verification of carbon footprint metrics and recommendations to drive additional business value

The Challenge

The client, a large Dutch beverage company operating with multiple brands across the global market, already has an elaborate and comprehensive carbon footprint metrics system in place. This system is used to benchmark their impacts at a product and corporate level, identify hotspots and steer improvement efforts. They have asked PRé to compare the quality and robustness of this metrics system against relevant standards, as well as the carbon assessment activities of peer companies.

PRé Solution

PRé researched both product and corporate carbon footprinting standards. Then, PRé advised the client on the most relevant guidelines based on two points, 1: Their sector and 2: Their short and long-term goals. The client's metrics system was compared in detail to the requirements set by relevant standards. Based on this analysis, a roadmap for alignment was created. This set of recommendations stated what actions the client should take to achieve both alignment and best practice. The roadmap provided recommendations at three levels of priority. In addition, PRé researched the carbon footprinting activities of the client's peer and competitive companies by collecting publicly available information. The findings were summarised based on three categories, as presented in figure 1.

Goal of carbon footprinting	
Level	Product level or corporate level?
Improvement goal	Improve the products themselves or the company?
Metrics quality	
Scope	Cradle to gate, cradle to grave, or scope 1/2/3?
Standards	Aligned with standard(s)?
Validation	Metrics validated and by whom?
Use of results	
Reporting level	Results reported on a product or corporate level? To which initiatives?
Targets	Targets set on product or corporate level? Are they absolute or relative (per year/per product)?
Improvements	In what areas of the value chain do the improvement efforts focus? How is the client using the data for action and decision making?

figure 1 - topics of peer company comparison

For comparability, the peer companies were scored for both metrics quality and use of results to drive action and decisions. In addition, trends were distilled from the collected information to provide insight into common sustainability strategies. Finally, the client's activities were compared to the results to determine strengths and areas for improvement.

The results of the comparison to the relevant standards and peer companies were summarized (figure 2) via different strategies the client could potentially pursue. PRé included the required effort and expected benefits for each action. This allowed the client to make informed decisions on the future development of their carbon footprinting metrics.



Business Value

The client has gained valuable insight into the quality of their carbon footprinting metrics system. The client is also now aware of all options for further improvement — and what actions need to be taken to achieve alignment. This drives the following business value:

- **Improve internal and external reporting and reputation:** Expect higher performance from internal environmental audits or external ratings bodies (CDP, DJSI).
- **Improve efficiency of impact reduction and company resources:** Confidence that the right areas of risk and opportunity are being addressed and tracked.
- **Understand and improve competitive edge:** Benefit from a competitive advantage, enhanced reputation, and the opportunity for product innovation.



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

