

Putting the metrics behind sustainability at Holland Colours.



Holland Colours Putting LCA results into context

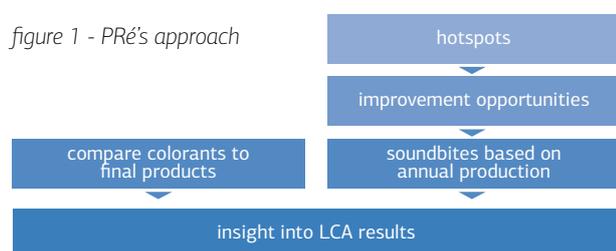


The Challenge

Holland Colours is a manufacturer of colorants and additives for the plastics industry, founded in 1979. Sustainability has always played an important role in their organization, and LCAs have been conducted on several of their colorants. However, interpretation and analysis of LCA results can be a challenge, especially without prior LCA training and knowledge. Therefore, Holland Colours requested PRé Consultants to support the internal communication and understanding of LCA results by putting them into context.

PRé Solution

PRé used two solutions to best interpret the results of the Holland Colours LCAs, as shown in figure below.



For the first solution PRé determined the effect of each colorant on the environmental impact of a relevant final product. Comparisons showed the colorants could contribute to a lower environmental impact of the final product.

The second solution started with investigating the cradle-to-gate impact of each colorant in detail to determine the main contributors to environmental impacts. Based on these hotspots, improvement opportunities were identified, which could then be expressed in soundbites. Soundbites are used to translate data in simple yet meaningful terms, tangible for those without LCA knowledge. These soundbites were based on annual production volumes. To make sure possible improvements wouldn't have negative trade-offs, the decreased impact on one environmental effect (for example, climate change) is being cross-checked with potential impacts on other effects (for example, eutrophication).

Business Value

The first solution provided Holland Colours with insight into the significance of the low environmental impact of their colorants. The second solution provided an insight into potential opportunities. This process of contextualizing LCA results drives the following value:

- Improve internal communication: Communicate and explain LCA results clearly to the organization.
- Substantiate B2B communication: Provide awareness to the value chain of the low environmental impact on the final products.
- Understand the relevance of making changes: Gain confidence in potential opportunities that could result in further reduction of environmental impact.





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

