

Putting the metrics behind sustainability at Kum & Go.



Kum & Go



Identification of Upstream Impact Sources Using a Supply Chain Scan

The Challenge

Kum & Go, a convenience store retailer based in the midwestern United States, has a strong sustainability program focused on improving the efficiency and environmental impacts of its organizations. Kum & Go also recognizes the importance of addressing the total life cycle and supply chain impacts of the products that it sells. Kum & Go needed a systematic way to identify and prioritize opportunities to expand the existing sustainability program throughout their supply chain. By using financial data coupled with environmental data, Kum & Go launched a program to extend their own successful sustainability program throughout its value chains, based on their existing sustainability focus areas: Efficient, Renewable, Safe, Restorative, and Responsible.

PRé Solution

PRé worked with Kum & Go to conduct a screening of potential life cycle impacts of the products sold at Kum & Go stores, including fuel, merchandise, food, and tobacco products. By using Kum & Go sales data and the Comprehensive Environmental Data Archive (CEDA), PRé identified opportunities to improve environmental impacts within Kum & Go's supply chain. The analysis was mapped to the five sustainability areas of Kum & Go listed above.

The supply chain scan provided Kum & Go with a quantitative backbone for identifying and addressing environmental impacts associated with the manufacture and sale of goods throughout the entire supply chain. The scan identifies the sectors responsible for the largest environmental impacts, even when they occur two or three tiers removed from Kum & Go. In addition to identifying impacts, this type of analysis has the added benefit of minimizing time and cost resources by allowing

targeted investment into projects with the most potential for improvement. The power of this approach lies in the use of two different types of data: financial and environmental. By utilizing data that is already gathered (financial) and linking it to a comprehensive environmental database (CEDA), Kum & Go and PRé identified and prioritized opportunities to understand and address environmental impacts occurring upstream in its supply chain.

Business Value

The sale of petroleum-based fuels was the dominant contributor to supply chain environmental impacts, reinforcing Kum & Go's commitment to offer biofuels to its customers. In addition to the petroleum sector sales, the results of the study indicated additional opportunities to encourage energy efficiency in the packaged beverage category and sustainable agriculture in the prepared food and tobacco sectors. Kum & Go currently promotes the use of Rainforest Alliance and Forest Stewardship Council certified products, and the analysis indicates opportunities for expanding the presence of these two certifications within its supply chain.

Because the supply chain scan encompasses the total purchases of a retail store, the analysis can identify the largest contributors to impacts, even if they are not direct purchases from the retail store. This information allows Kum & Go to address issues not immediately evident based on expenditure data alone. By performing this screening, Kum & Go was able to extend its existing sustainability program to its supply chain, identify relevant supply chain impacts and hotspots, and prioritize the opportunities for improvement in a cost effective way.





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.

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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

