



## Streamlined Life Cycle Assessments: Developing an improvement strategy for products and services

It is estimated that 80% of a product's impacts are decided during the design stage of its life cycle. With the main environmental and social impacts usually embedded in supply chains, your business cannot make significant progress without improving the sustainability profile of your products and packaging.

Carrying out 'Life Cycle Assessments' (LCAs) is an expert, time and cost-intensive task; and current LCA tools are challenging to use early in a product design process – a time when key decisions are being made. For this reason, businesses are simplifying this process by using a more strategic form of LCA known as 'Streamlined LCA'. This is a solution which:

- **Identifies** and focuses in on the main impacts in relation to a product or process, and allows key issues to be explored in more detail where necessary
- **Provides** an agile and cost-effective alternative
- **Uses** a combination of qualitative and quantitative approaches to evaluate impacts
- **Allows** the user to "design out" the main impacts of a product through the life cycle

### Is Streamlined LCA right for you?

Our experience is that companies with one or more of the following requirements benefit from the Streamlined LCA approach. If you...

- Want actionable and accessible information from your LCAs
- Want to "push down" corporate targets into design and development

- Have an improvement, rather than assessment, focus
- Perform multiple LCAs
- Have numerous product lines or complex products
- Think in terms of business KPIs like "zero waste" and "zero virgin fiber" that go beyond carbon and the scope of traditional LCA tools
- Are concerned about your scope 3 sustainability
- Want to improve the sustainability of your packaging
- Have an importable bill of materials (BOM)

...Then Streamlined LCA could help your business.

### Anthesis and Footprinter™

Anthesis has partnered with Footprinter™ to offer a full range of managed services to support Streamlined LCA. Footprinter™ is an emerging software provider offering new technologies for sustainability measurement and management; it has designed a flexible web tool, 'Green Design', which, with customization, allows non-sustainability professionals to carry out Streamlined LCAs in exceptionally-reduced timescales.

This enables businesses to get near-immediate feedback; embed eco-design into their design processes; and enact behavior change in designers to improve sustainability throughout the design process.



## Our approach and services

Anthesis can help you determine the best way to leverage the streamlined approach to LCA and use Footprinter™ software tools innovatively. Our team can assist you through:

- **Deploying** the appropriate software in your organization
- **Providing** some, or all, program elements as a managed service
- **Customizable** software to fit your needs, strategy, products, sustainability challenges and aspirations

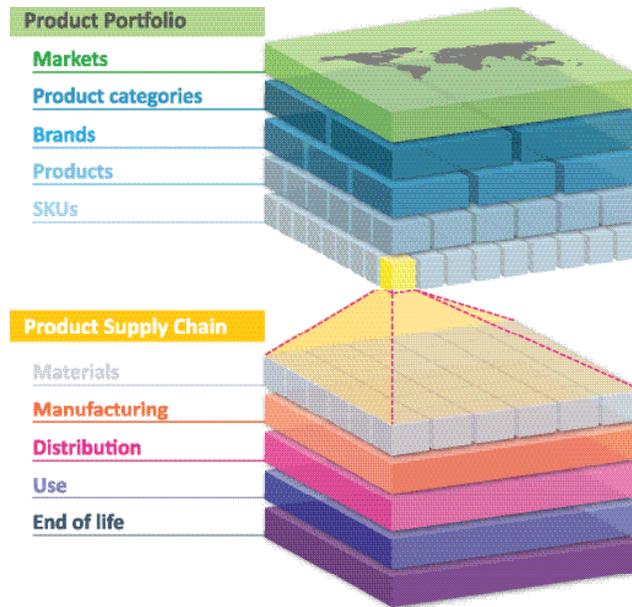
## Our experience

We have helped a number of large, global companies deploy Streamlined LCA solutions as a core backbone underpinning their sustainability strategies, by enabling discretionary access and manipulation rights. Our support has enabled companies to do 3-5 times as many Streamlined LCAs for the budget of a single LCA, and in significantly less time.

## RB Sustainable Innovation Calculator

Within two months of introducing the Sustainable Innovation Calculator for household and personal care products (implemented in Footprinter™'s Green Design tool), more than half of RB's global research and development team were using it and over 700 product assessments had been completed. RB also achieved its goal of LCAs being completed in less than 30 minutes, even by people who were not experts in completing them. The Calculator now has 500 active users who complete several hundred individual product assessments each quarter.

Following the Calculator's launch in 2013, RB saw further reductions in its carbon footprint and water impact (per dose of product), and calculated its total net revenue from more sustainable products (with third party assurance). The Sustainable Innovation Calculator was runner up for the '2degrees Champions Awards 2014: Solution of the Year'.



## About Anthesis

Anthesis is a global sustainability services and solutions provider, which believes that commercial success and sustainability go hand in hand. We develop financially driven sustainability strategies, underpinned by technical expertise and delivered by innovative collaborative teams across the world.

### For further information, contact:

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