



Enabling fact-based decision-making for all business departments

The challenge: Showing decision-makers the value of LCA

PRé Sustainability was asked by the LCA departments of a number of progressive multinational companies to create a better alignment between their LCA results and the needs of their internal clients. The LCA teams had an impressive database containing a tremendous amount of scientific information about the environmental impact of their company products, and they wanted their organisation to be able to benefit from these insights and improvement opportunities.

The challenge is that LCA studies often leave non-experts with a lot of 'what if?' questions. What if I used a different material? What if I recycled the product or used it one more time? To get answers, they would have to ask the LCA department to run a new study, which takes time and is a lot of work for both the business user and the LCA department. Another challenge is that internal clients often see LCA as a black box. It's not clear how the LCA expert gets to certain outcomes, so there's no way for the business to know where the impacts come from, or how they can be influenced for the better.

These companies were looking for a way for internal departments to access the LCA database and gain valuable insights without needing a high level of expertise, and the flexibility to easily collect data internally and from suppliers.

The solution: Real-time feedback on environmental decisions

This challenge was the spark that led us to develop Share & Collect. Share & Collect is a web-based platform that allows LCA practitioners to upload their LCA models, create tailor-made scenarios for business users to review and tweak, and collect supplier information through online surveys. In this web-based environment, internal clients can collect and review the information from stakeholders, and even create their own 'what if?' scenarios. The tool can be tailored to meet the needs of various departments. Read on for three examples.

“Now we have one tool which we can use for multiple applications and show the relevance of our results for different departments”

Researcher Environmental Impact Assessment, Dairy Industry Multinational.



Understanding the impact of packaging materials

The R&D department of a fast-moving consumer goods multinational set a target of reducing the greenhouse gas impact of new packaging materials by 10 percent. To act upon this target, the department needed to understand the environmental impacts of various materials and the trade-offs involved. With a tailor-made model for R&D, built in SimaPro Share, they can 'build' various packaging options and compare their environmental impact directly. They can also see and improve the impact in different life cycle stages, such as use-phase and end-of-life. This way, the R&D department gets to see the environmental impacts of different materials in an understandable and accessible way.

Monitoring progress towards goals

The CSR department of a big company in the communications and events industry has waste reduction goals and wants to achieve climate neutral growth. Because these sustainability goals now need to be substantiated, the CSR department needs regular progress updates. Using Collect, the CSR department designed a questionnaire to collect data about the KPIs. The survey is sent out automatically and responses are collated in a dashboard that can be checked by the CSR department.

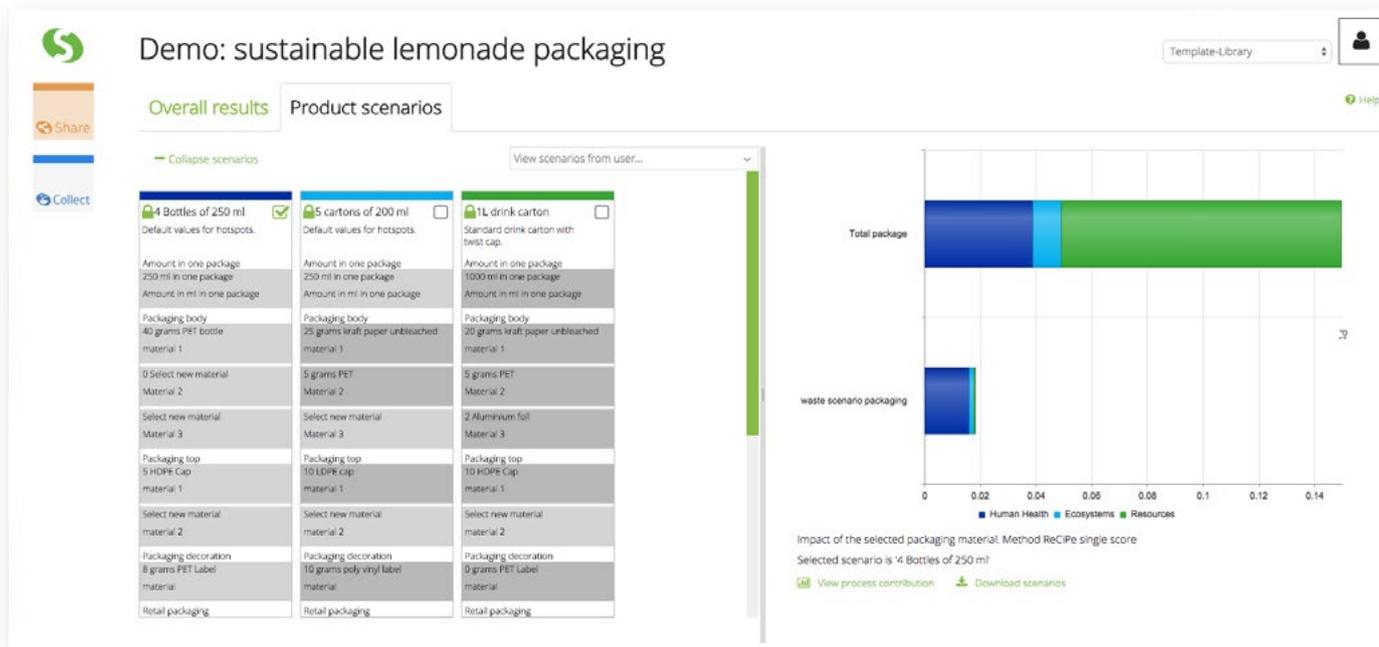


Figure: Product scenarios and impact results of different packaging choices, displayed in SimaPro Share



Answering the right questions

The sales department of an electronic goods multinational is regularly asked for information about the environmental performance of their products. To meet these requests, they want to be able to send a structured, accessible overview of the relevant environmental impacts. In the past, the LCA department had given the sales department an Excel-based tool to report environmental performance, but its interface is complex and unwieldy. The interface of web-based tool SimaPro Share, in contrast, is easy to understand. Now, the department can customise its reports by adding or removing impacts such as water, GHG emissions, etc. This way, they can communicate only the relevant aspects of their products.

Sharing value and collecting buy-in

If an LCA model is available, the Share & Collect tools allow internal clients from different departments to create specific, simplified scenarios that are relevant to their situations. They can quickly visualise the effects of a range of choices on the relevant environmental impacts, without having to wait for the LCA department to generate a new report. This gives them direct feedback on the consequences of their decisions, which helps them make better decisions and better understand what LCA can do for them. SimaPro Share & Collect also saves LCA teams a lot of time, because it allows them to provide sustainability answers on the fly.



Share



Collect

Business values

- Scientifically sound results made accessible. Our clients get more out of their impressive LCA models and databases by giving their internal clients the opportunity to create their own scenarios. The combination of SimaPro Share and the LCA teams' own models can be used for different applications and departments.
- Empowered to make fact-based decisions. Sharing LCA results with SimaPro Share helped the LCA teams to show the business value of LCAs. Because users can tweak and analyse what they see, LCA insights become much more accessible. Instead of being seen as a black box, LCA became a source of insight and understanding. Internal customers can now do their own 'studies' and see the effect of their choices on the results without having to make a formal request for a study. This improves the collaboration between the LCA teams and other departments.
- Reduced workload and improved efficiency. Using the tool also reduced the workload for the LCA department. Internal clients can now do a lot of the work themselves, instead of sending new questions that had to be answered by the LCA team. This dependency was time-consuming and led to a lot of frustration. With direct access through the tool, this has changed significantly. It also improved the quality of discussion with the internal clients, which made the insights from LCA much more valuable.
- Easy data collection. Data collection processes of any kind are laborious and time-consuming. The Collect tool streamlines the process, allowing our clients to collect their complex sustainability data in an easy and transparent way.

Delivering sustainability value has never been this efficient



SimaPro – empowering LCA experts to deliver sustainable value

SimaPro was developed to help you effectively apply your LCA expertise to empower solid decision-making, change your products' life cycles for the better, and improve your company's positive impact. SimaPro is the world's leading LCA software, with a 25-year reputation in industry and academia in more than 80 countries.

Find out more about how SimaPro can help you deliver sustainability value at: simapro.com



Meet the developer – about PRé

SimaPro was developed by PRé with the goal of making sustainability a fact-based endeavour. All of our efforts are focused on helping you create value from sustainability. PRé has been a leading voice in sustainability metrics and life cycle thinking development for the past 25 years, pioneering the field of environmental and social impact assessment. That is how we help LCA and sustainability practitioners deliver sustainable value.

Contact your local partner through the SimaPro Global Partner Network

SimaPro sustainability software is distributed through a Global Partner Network. All partners were carefully selected by PRé.

A partner in your country will act as your local SimaPro sales and support representative.

Find a local partner: pre-sustainability.com/global-partner-network

Need help finding your local partner?

Contact PRé and we will help you find the right partner:

sales@pre-sustainability.com

Discover more about how we help LCA experts deliver sustainable value:

pre-sustainability.com