



Bloomberg Customer Hardware LCA



For financial news and media giant Bloomberg, PRé modelled the latest “Bloomberg Terminal” in SimaPro. The goal was to give the company the tools they need to continually generate insights and improvement opportunities.

The challenge: comparing models from a life cycle perspective

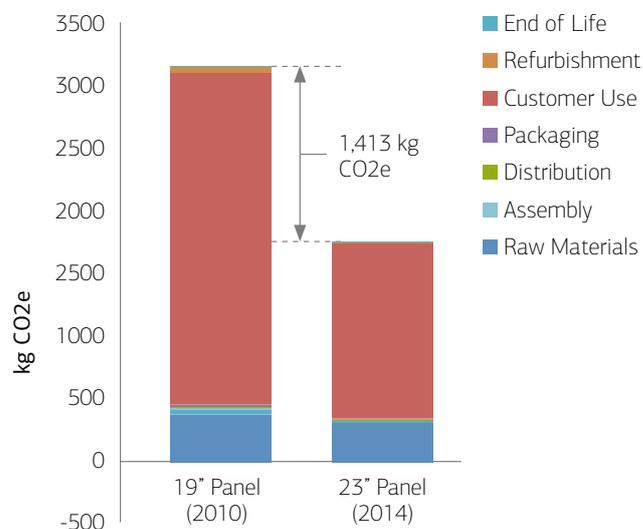
Financial news and media company Bloomberg wished to conduct a cradle-to-grave LCA of its customer hardware equipment, consisting of two LCD flat panels, a small security device, and a keyboard. Bloomberg updated the models of the customer hardware equipment based on previous LCA studies from 2010 and 2011 and wanted to understand how the new models compare to the previous models from a life cycle perspective.

The SimaPro solution

PRé Sustainability modelled and analysed the data for this project in SimaPro. Where possible, we collected data from the primary suppliers as well as from Bloomberg facilities. If primary data was not available, secondary or proxy data from databases in SimaPro was used instead. The investigation included all life cycle stages of the systems from cradle to grave, tracing all energy and materials used all the way back to the extraction of resources. With cradle-to-grave study boundaries, the study includes raw material extraction, pre-processing, assembly, distribution, use, refurbishment, end of life and all necessary intermediary transportation links. While Bloomberg was primarily focused on global warming impact, five additional impact categories were examined as well. With SimaPro models, screening for additional impacts required minimal additional effort and easily allowed Bloomberg to gain a fuller picture of overall environmental impacts for its products.

Results of the 2014 product models were compared to results of the previous studies from 2010 and 2011. The comparison indicated that Bloomberg reduced the environmental impacts of all three products. By meeting EPA Energy Star requirements, Bloomberg cut energy use during the use phase significantly. Overall, Bloomberg achieved 29-44% lifetime CO₂e reduction in the three products.

To learn more about Bloomberg’s Sustainability efforts see www.bloomberg.com/bcause



Business value

- Highly transparent databases that can be modified to continue to represent current conditions in Bloomberg’s supply chain.
- Model parameters to quickly and efficiently analyse different use case scenarios for the electronic equipment.
- Life cycle emission hot spots that are easy to define, analyse and interpret thanks to analysis groups and intuitive graphics. This also helps with identifying potential areas for improving the environmental performance of the next generation of products.

Thanks to this project, Bloomberg now has fact-based insights into both product differentiation and improvement opportunities. They have also gained a straightforward way to communicate their sustainability efforts to internal and external stakeholders.



SimaPro

“These studies help us improve existing products and design better next-generation hardware equipment right from the start.”

Lee Ballin - Head of Sustainable Business Programs at Bloomberg



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