P-ACT tool

Gain instant insights into the environmental footprint of product packaging

SimaPro

Packaging Assessment and Comparison Tool (P-ACT) provides you with the insights needed to make fact-based decisions, ACT now and drive the sustainable change in the packaging industry.

P-ACT is a readily available web-based tool, powered by SimaPro - a leading life cycle assessment (LCA) software. P-ACT enables you to easily create packaging scenarios, calculate their environmental impact, compare the alternatives and make the best choice in packaging material and disposal options.

The tool is based on a transparent life cycle assessment model. Because the underlying model is built by our experts, you do not need specialized LCA knowledge or experience to use the tool. The results are provided in an easy-to-understand interactive format via the SimaPro online platform.

With P-ACT you can easily:

- Design and analyze packaging scenarios
- Make informed decisions about material selection
- Strengthen your communications with science-based sustainability metrics
- Report on the impact of your improved packaging scenarios
- Collaborate interactively in sustainability teams

Why choose P-ACT

Robust and reliable

P-ACT is powered by SimaPro and is based on the robust science of life cycle assessment, the leading method to measure sustainability.

Industry-specific

The model underlying the tool is created in collaboration of sector and local experts, tailored for your specific market.

Flexible to customize

The tool is easy to configure to meet the specific needs of your business or project.

How it works

P-ACT generates robust and transparent results that take the whole life cycle of the packaging alternatives into account. You can effortlessly define packaging scenarios by selecting the material type and processing for the primary, secondary and tertiary packaging.

The tool includes 50 different materials, such as virgin, postconsumer recycled and bio-based plastics. The datasets contain high-quality reliable data based on the latest ecoinvent database.

Once the results are calculated, you can compare the environmental impact of the different packaging alternatives using 8 impact indicators such as global warming, land use and water use.

Additionally, we can customize the tool to meet the specific needs of your organization or project. For instance, by adding the Material Circularity Index to the impact indicators or by including extra materials and manufacturing processes.

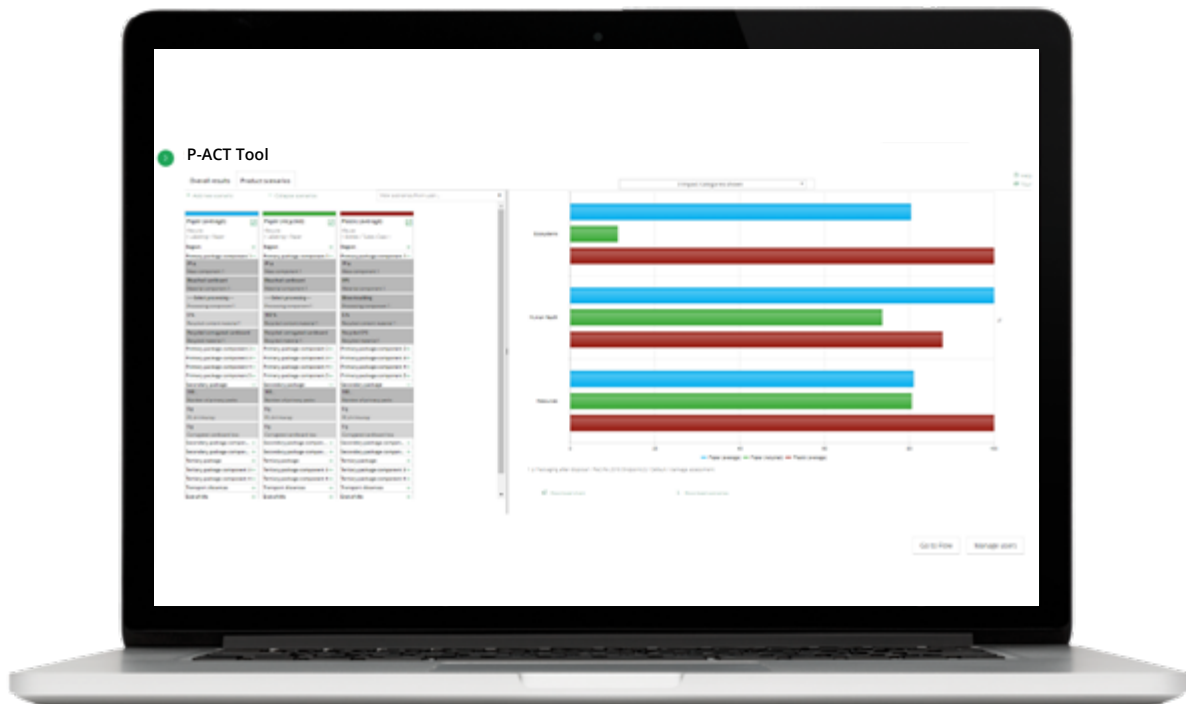# Identifying the most sustainable packaging designs at P&G

P-ACT was developed in collaboration between PRé Sustainability (developer of SimaPro) and Procter & Gamble (P&G).

Packaging designers within P&G need direct insight into the environmental impact of their packaging solutions. To meet this need, PRé developed a tool that allows them to compare the environmental impacts of different packaging setups for P&G's consumer goods in different regions of sales.

The benefits of the tool:

𝒪 Robust and transparent results provided via intuitive, user-friendly interface.

𝒪 Fully tailored to the needs of P&G and is in line with their internal LCA policy and the latest methods.

𝒪 Both the model and tool database can be extended to allow comparison of complete or partial packaging systems that use other materials.

User-friendly interface of the P-ACT tool.

Contact us for a demo

Would you like to learn more about the packaging tool or to see how it works in practice?
Do not hesitate to contact us for a live demo.

About SimaPro

SimaPro enables a variety of sustainability tools to help you effectively apply your expertise, change your products' life cycles for the better and improve your company's positive impact. SimaPro-powered tools rely on the trusted and widely used SimaPro calculation engine to facilitate the analysis and monitoring of sustainability performance data of products and services. Together with partners, we co-create solutions that empower informed decision-making and help you drive change.

SimaPro is developed by PRé Sustainability and distributed through a Global Partner Network. We are proud that it has become one of the leading professional LCA software packages – used by industries, consultancies, and research institutes in more than 80 countries.

Learn more at simapro.com

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