

Leveraging Sustainability Data to Create Value Beyond Reporting

Presented by GreenBiz.com

Sponsored by  **Quantis**
Sustainability counts

May 12, 2015

Today's Speakers

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Webcast Hashtag: [#GrnBz](#)

Quantis: Who we are & What we do



Our Mission

The mission of Quantis is to empower companies to perform sustainably.

We help companies measure, understand, manage and communicate on the sustainability story of their products, services and operations.



Our Values

-  **Innovation**
-  **Quality**
-  **Cooperation**
-  **Integrity**
-  **Commitment**

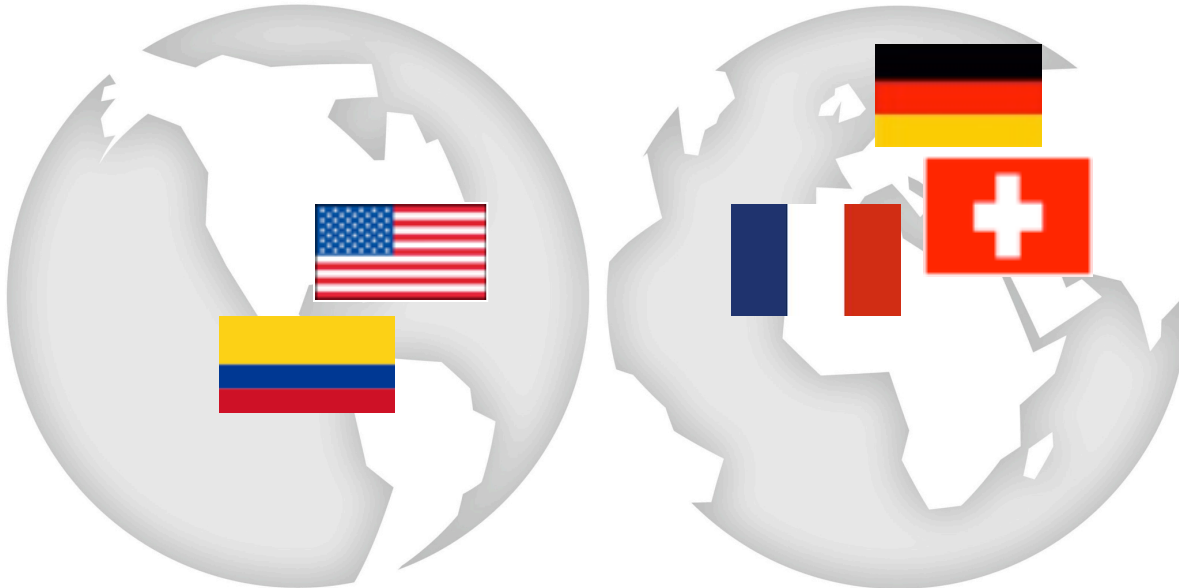


A selection of clients from various industries



Our Team

**A team of 50+ dynamic and diverse experts
shaping the future of sustainability**



That's a little about
us...now let's hear
about you!



Unlocking opportunities: Creating Value from your Data

Many companies are investing significant efforts on collecting and measuring data.

However, many companies leave the data to collect dust on a shelf - ignoring the game-changing opportunities that lie inside.

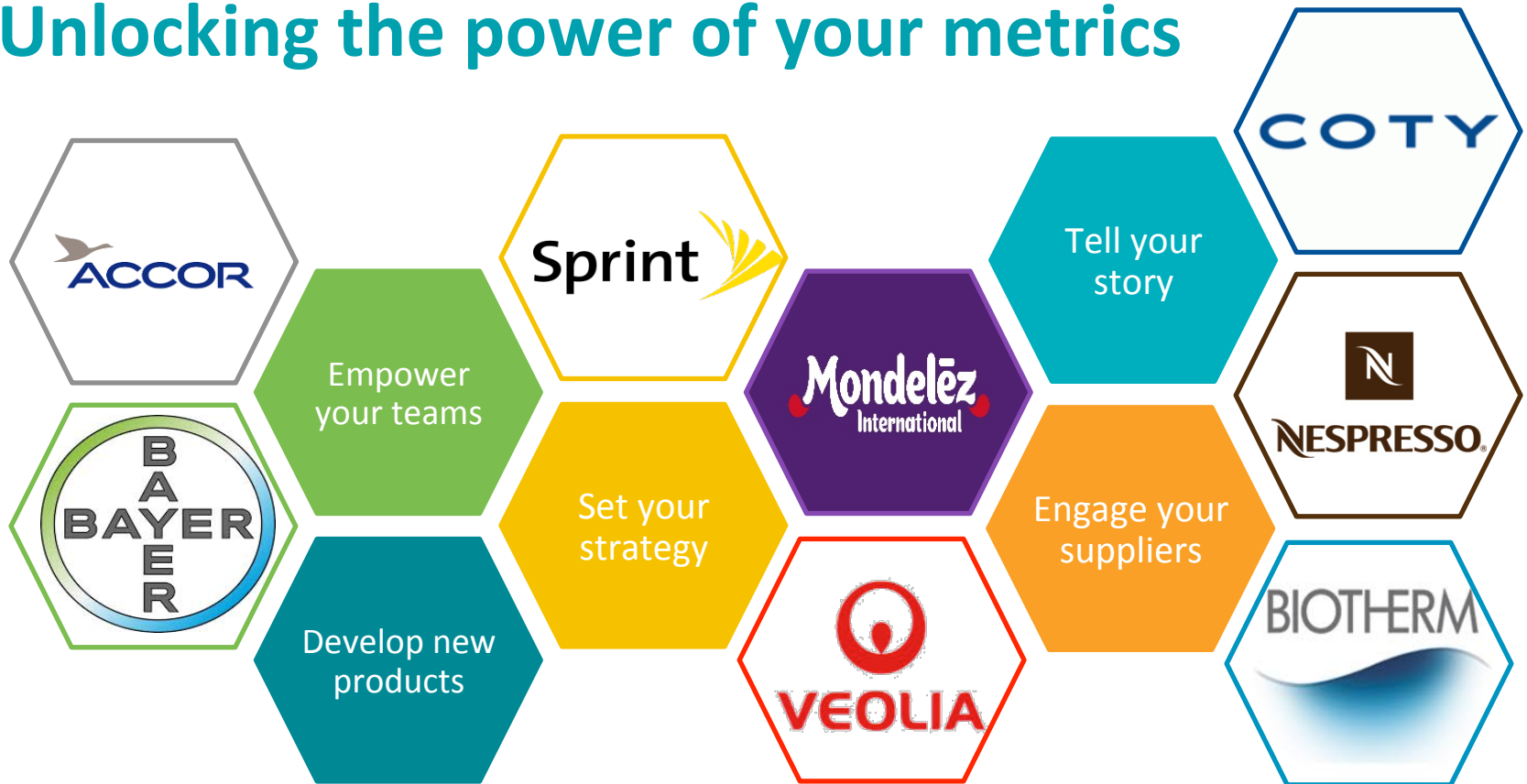


Unlocking opportunities: Creating Value from your Data

- Focused Sustainability Strategy
- Understanding & Decision Support
- Manage & Track Progress
- Engage stakeholders across the value chain: employees, customers, suppliers...
- Create a compelling, fact-based story



Data → Value: Unlocking the power of your metrics



Quantis is proud to collaborate with these sustainability leaders.

LESSONS FROM LEADERS:

Arnaud Herrmann,
VP, Sustainable Development
ACCOR





NEARLY
170,000
EMPLOYEES IN ACCOR
BRAND HOTELS

MORE THAN
3,600
HOTELS

MORE THAN
460,000
ROOMS

14
BRANDS FROM LUXURY
TO ECONOMY HOTELS

REVENUE OF
5,536
MILLION EUROS IN 2013

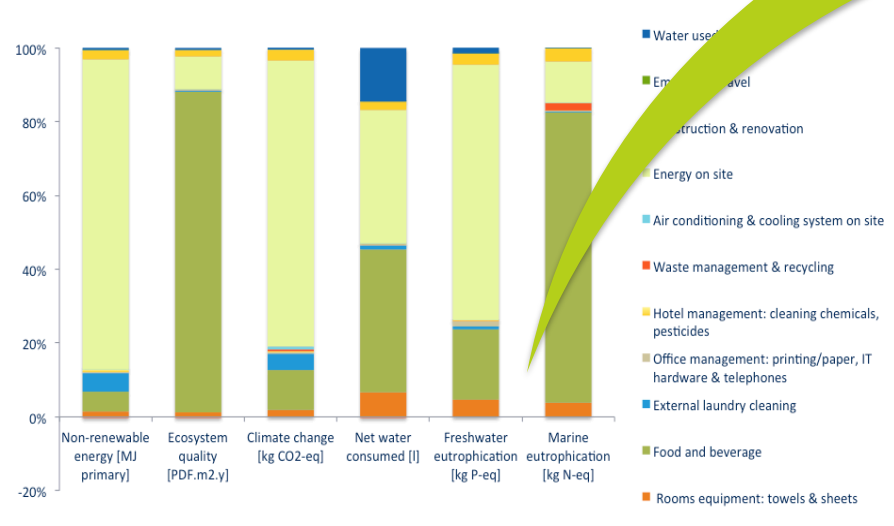
TWO ALIGNED BUSINESSES
HOTELSERVICES
HOTELINVEST



Identifying relevant hotspots

- Energy consumption and laundry
- Food & Beverage
- On-site water consumption

Robust & Transparent target setting



- ✓ Robust methodology
- ✓ Exploring new environmental issues
- ✓ On the relevant wider scope

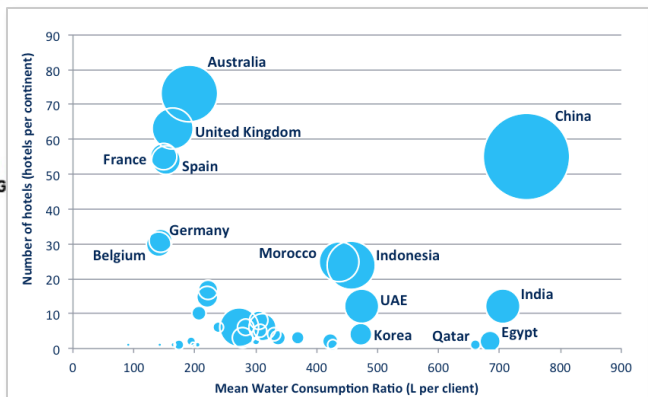
Group-wide Environmental Footprint (Quantis 2014)

From Footprint to Action

5 Projects over the last 18 months!



1 Water Risk Assessment



2 Supply Chain Engagement



Croissant & Baguette impact reduction

3 Ecodesign & Innovation



Redesigning hotel rooms

From Footprint to Action

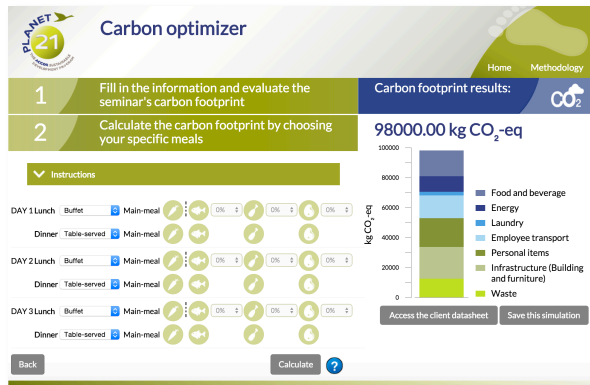
5 Projects over the last 18 months!

5

Engaging Clients & Raising Awareness

4

Empowering B2B Sales



Cabon optimizer - B2B Events Footprint Tool



(2015) Footprinter on the booking website

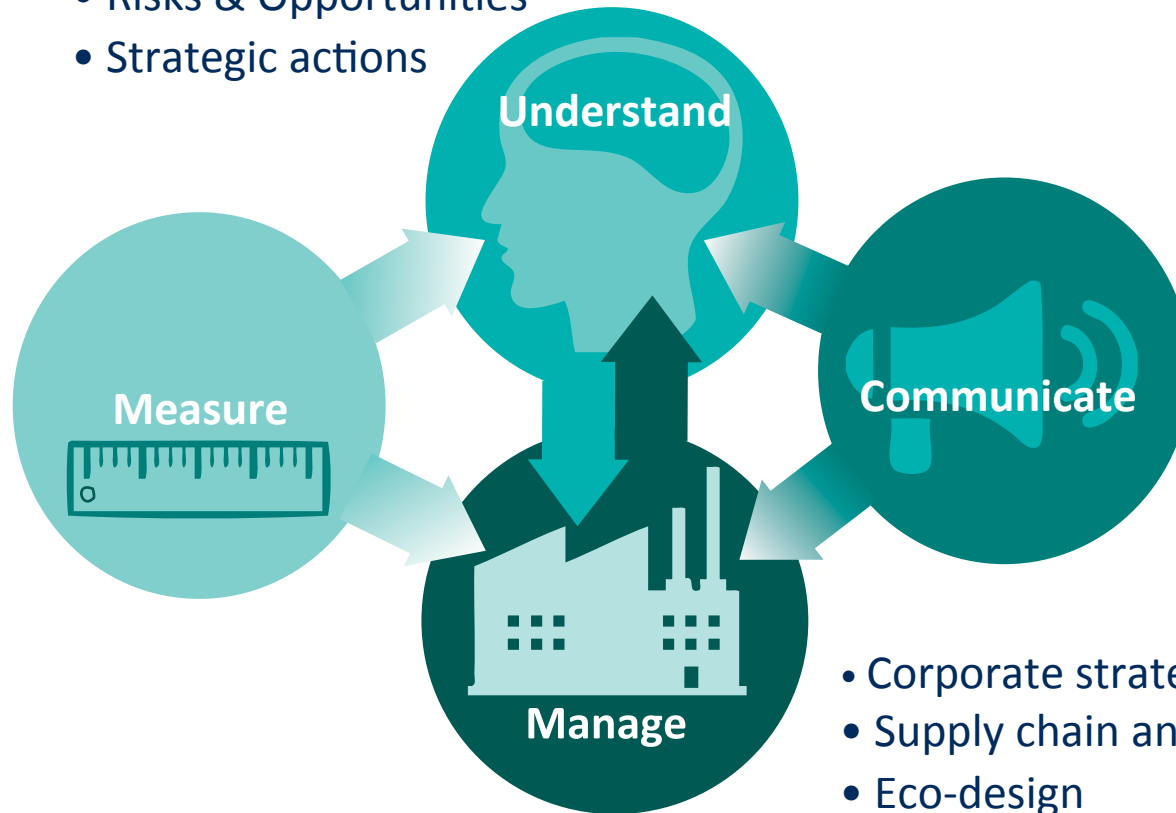
Q&A: ACCOR



Data → Value: Various Paths and Objectives

- Hotspots
- Risks & Opportunities
- Strategic actions

- Corporate footprint
- Product footprint



- Disclosure programs
- CSR reporting
- Brand image and marketing
- Customer awareness
- Value chain collaboration

- Corporate strategy
- Supply chain and sourcing
- Eco-design
- Innovation

FOCUS :

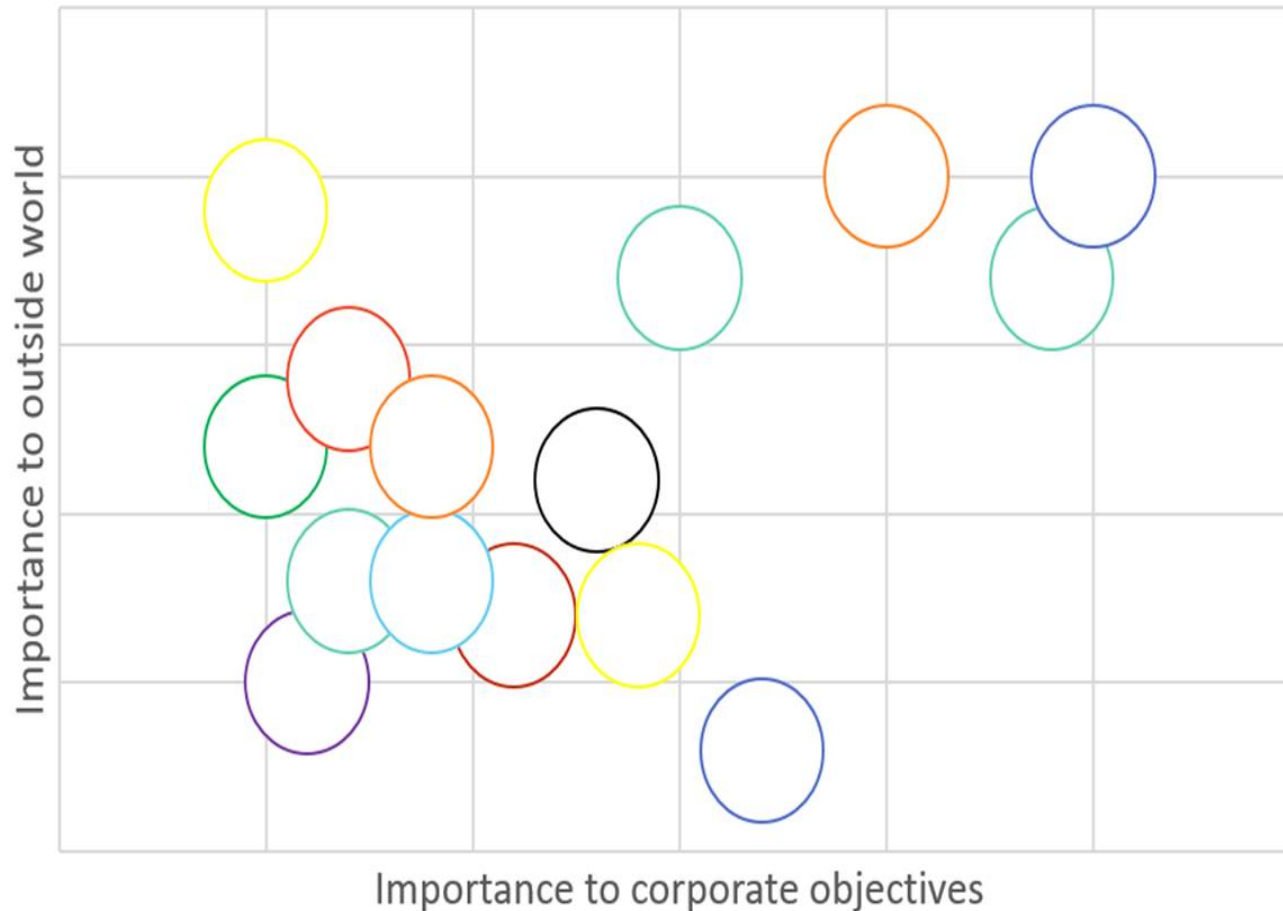
4 Ways to Unlock the Value of your Data



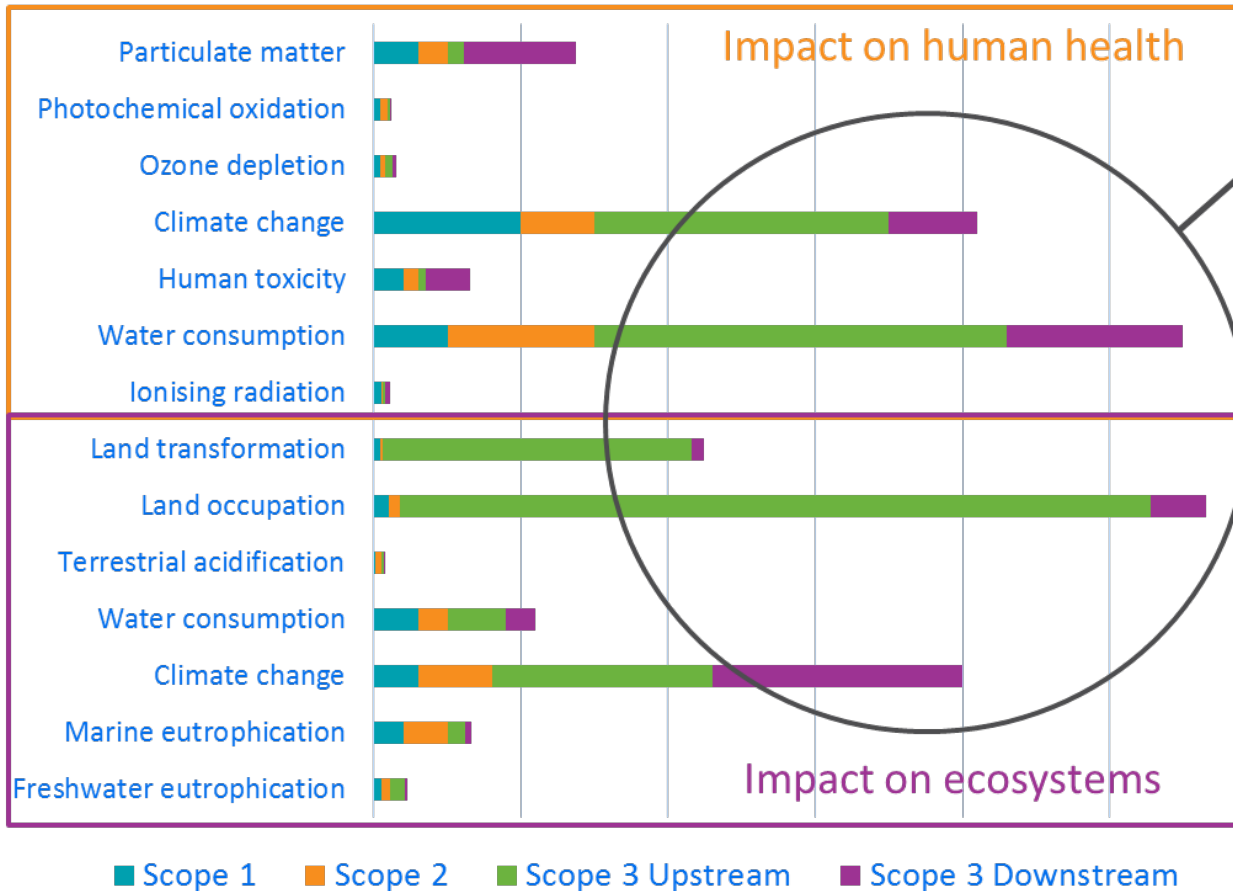
Unlocking opportunities with Materiality & Strategy



Most companies address materiality based solely on the **qualitative input** from internal and external stakeholders.



A corporate footprint should support your materiality assessment to deliver quantitative results that support decisions.

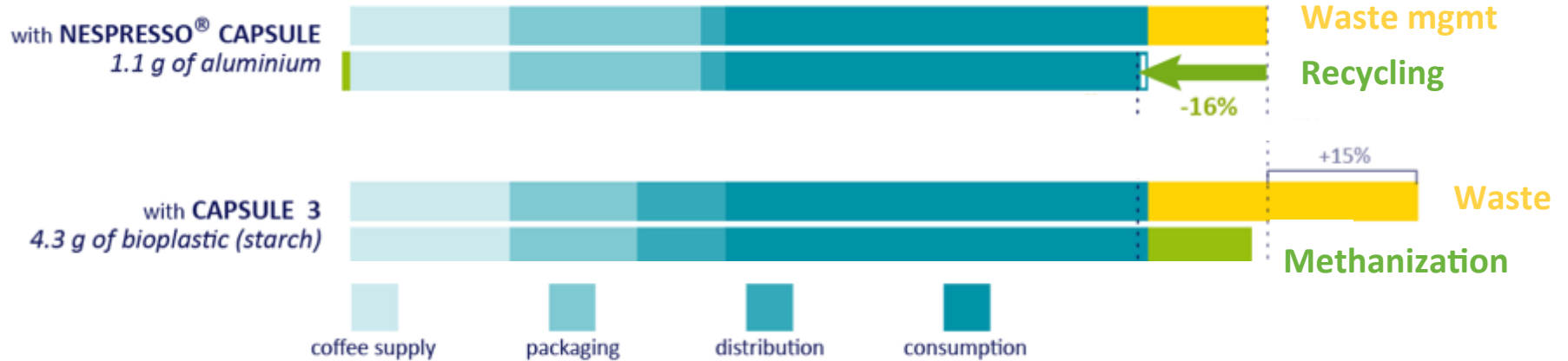


Focus on a few issues

This is valuable input for your sustainability strategy and reporting programs.



 Impacts on Climate Change
of a cup of espresso



Nespresso Capsule
Al system

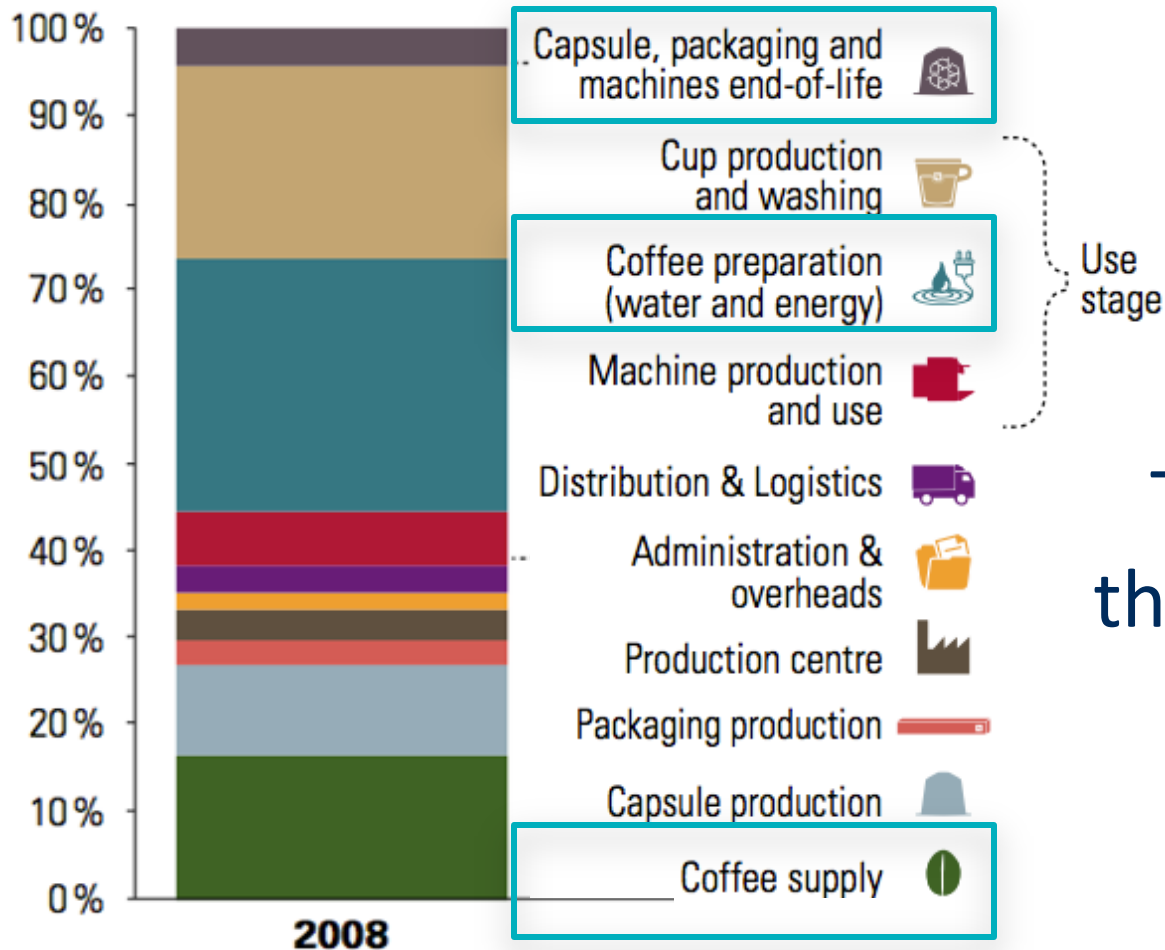
Which one is
best... ?

Results from an earlier study



Capsule 3 Scenario
Bio-sourced system

Results of Nespresso's first global LCA



The LCA identified the relevant areas for carbon footprint reduction

Ecolaboration™ Launched 2009

Taking actions from end to end to optimize
the environmental performance



SOURCING SUSTAINABLE HIGHEST QUALITY
COFFEE

RECYCLING YOUR CAPSULES
COLLECTING POINTS

GREENER MACHINES

More than 80,000 farmers
in Brazil, Colombia,
Mexico, Costa Rica,
Guatemala, India,
Kenya and Ethiopia

By 2013, the carbon footprint of a cup of *Nespresso* coffee was reduced by 20% vs. 2008.

A 2020 journey to address climate change impacts is now defined.

As part of this journey, Quantis is evaluating the environmental impacts and benefits of the *Nespresso AAA Sustainable Quality™* implementation in coffee producing countries.

2007
2008

Coffee growing
AAA sustainable farming

Manufacturing
Machine eco-design

Coffee preparation
Machine eco-design

Over 42,000 farmers in the AAA Sustainable Quality Program, representing 88% of the coffee sourced

On average, net income for AAA farms is 2.7% higher than for farms not part of the Nespresso AAA Sustainable Quality™ Program

Launch of the aluminum recycling program

8% reduction of logistics carbon footprint in Europe

End-to-end

All Nespresso consumer machines equipped with automatic power-off or automatic stand-by mode. New machines automatically switch off after nine minutes, reducing 80% less energy

Recyclability of 91%, as of the end of 2013 is 80%

2013

-20% reduction of the carbon footprint of a cup of coffee

The LCA approach helps *Nespresso*

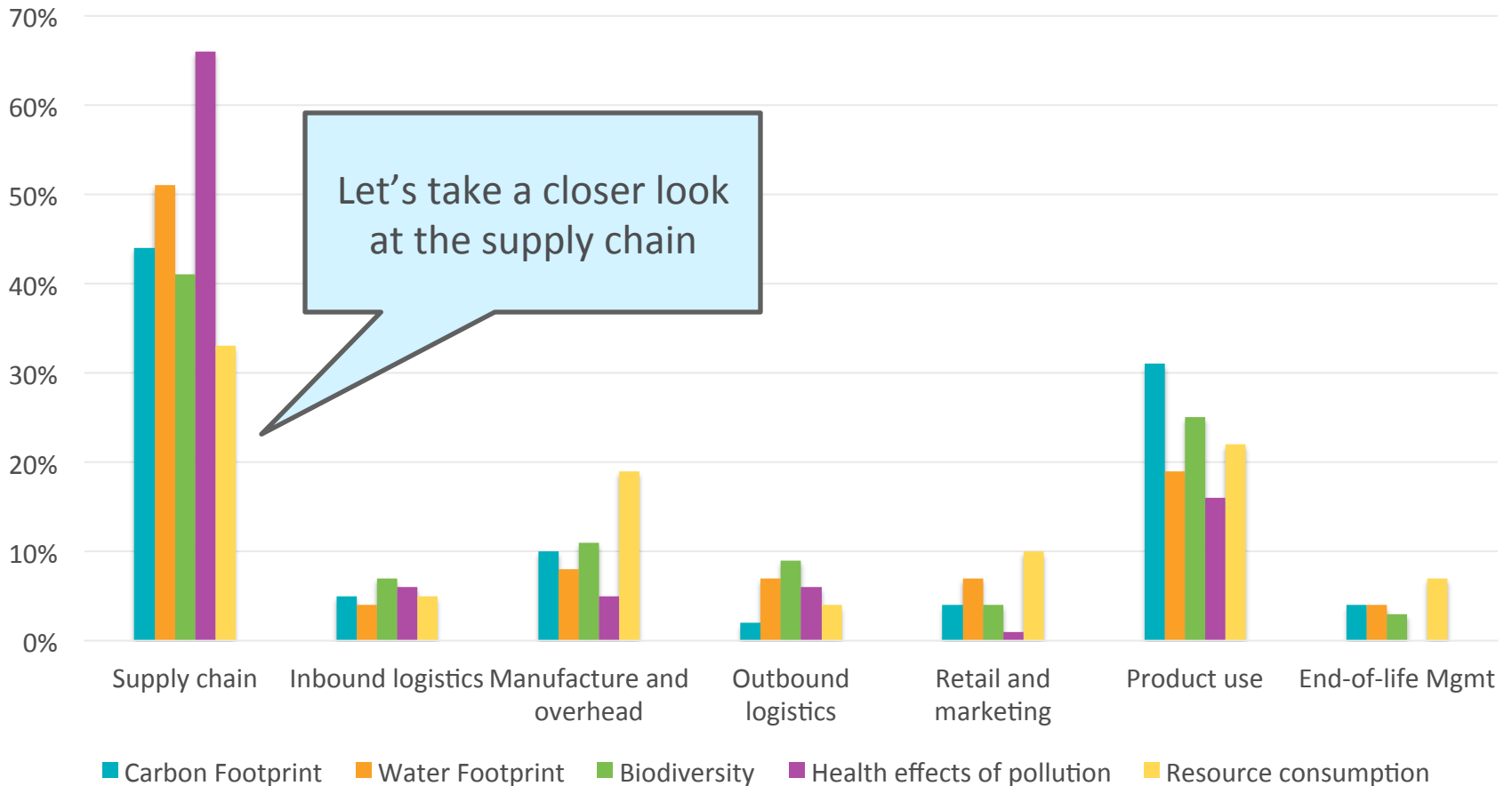
- Assess the scope of its environmental impacts
- Make informed decisions to optimize its environmental performance and to build effective programs
- Track the reduction of its carbon footprint.



Unlocking opportunities with Supply Chain Management

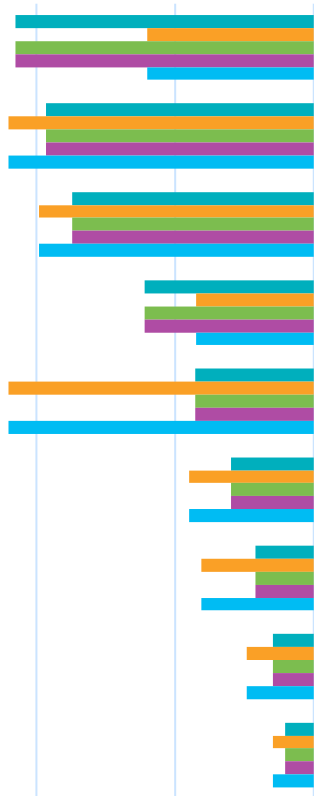


For most companies, the supply chain is the biggest area of environmental impact, and therefore the biggest opportunity within their footprint



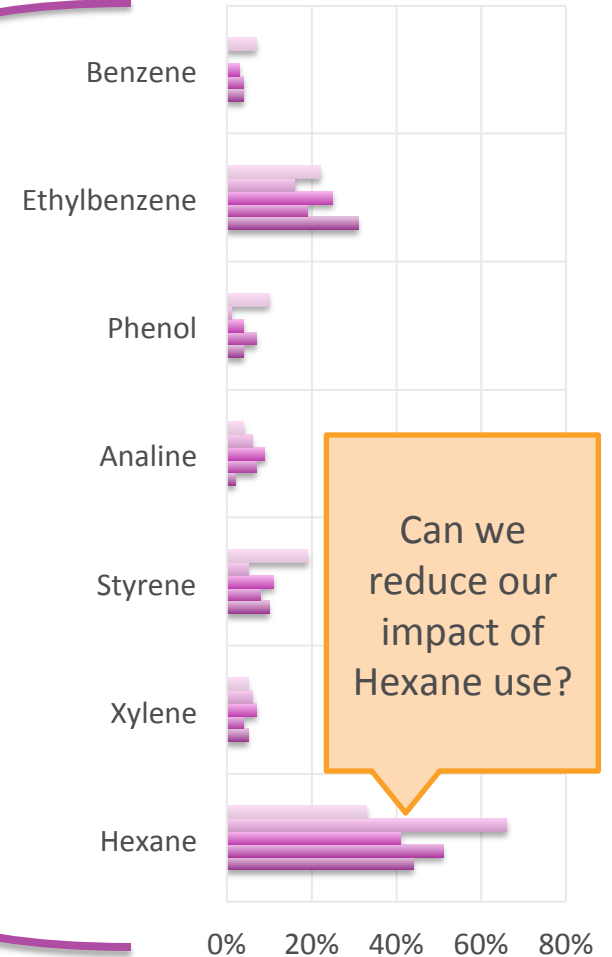
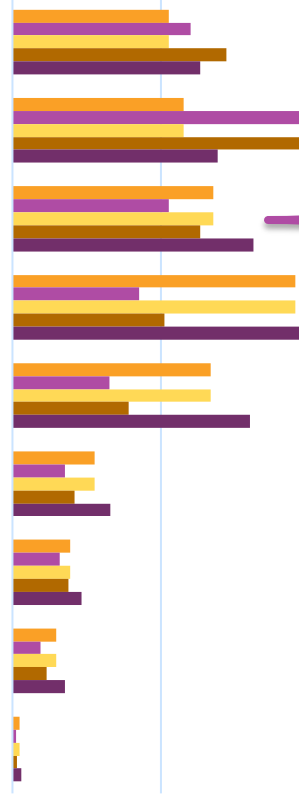
Drilling into the supply chain can reveal the top priorities for your sustainable sourcing efforts

Environ. indicators



Social indicators

Steel hardware
Aluminum casings
Organic chemicals
Electronic components
Plastics
Paperboard
Neoprene
Precious metals
Batteries



Supply Chain: The Mondelez Example

A global snacks powerhouse
with net revenues of \$34 billion in 2014



Nearly 75% of revenues in fast-growing snacks categories

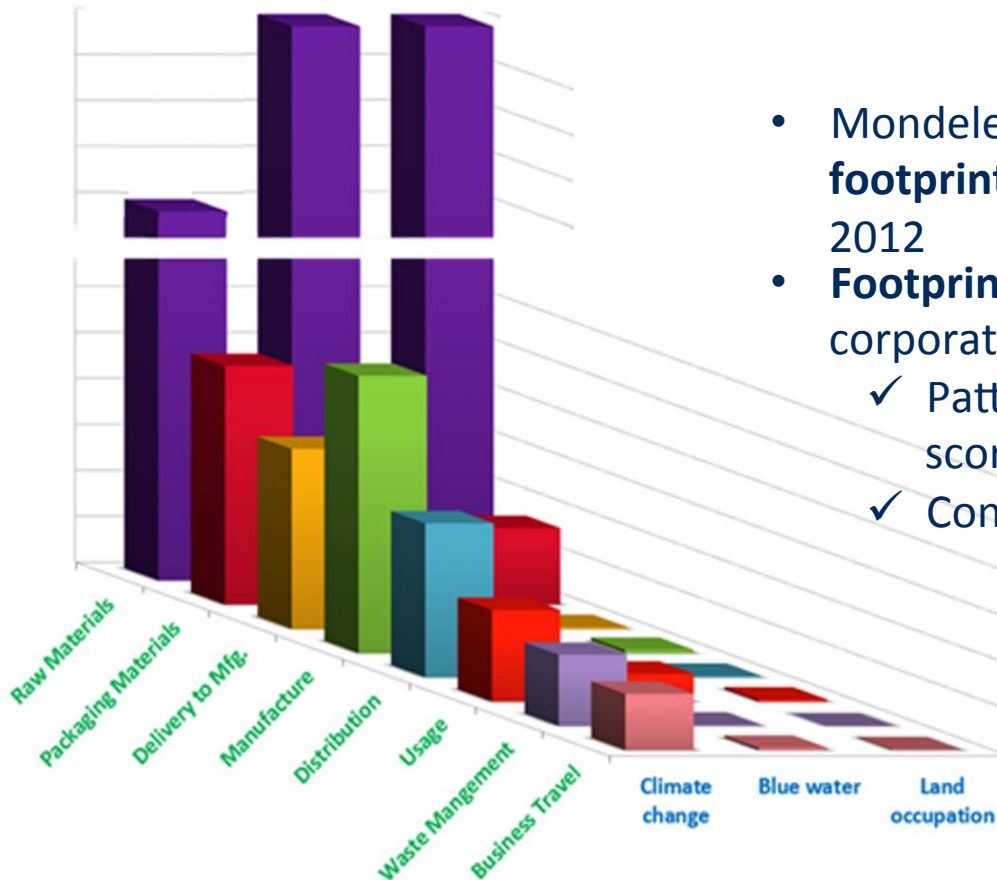
products marketed in 165 countries

approximately 100,000 employees

Mondelez
International
the power of big. and small.



1. Understanding the environmental footprint

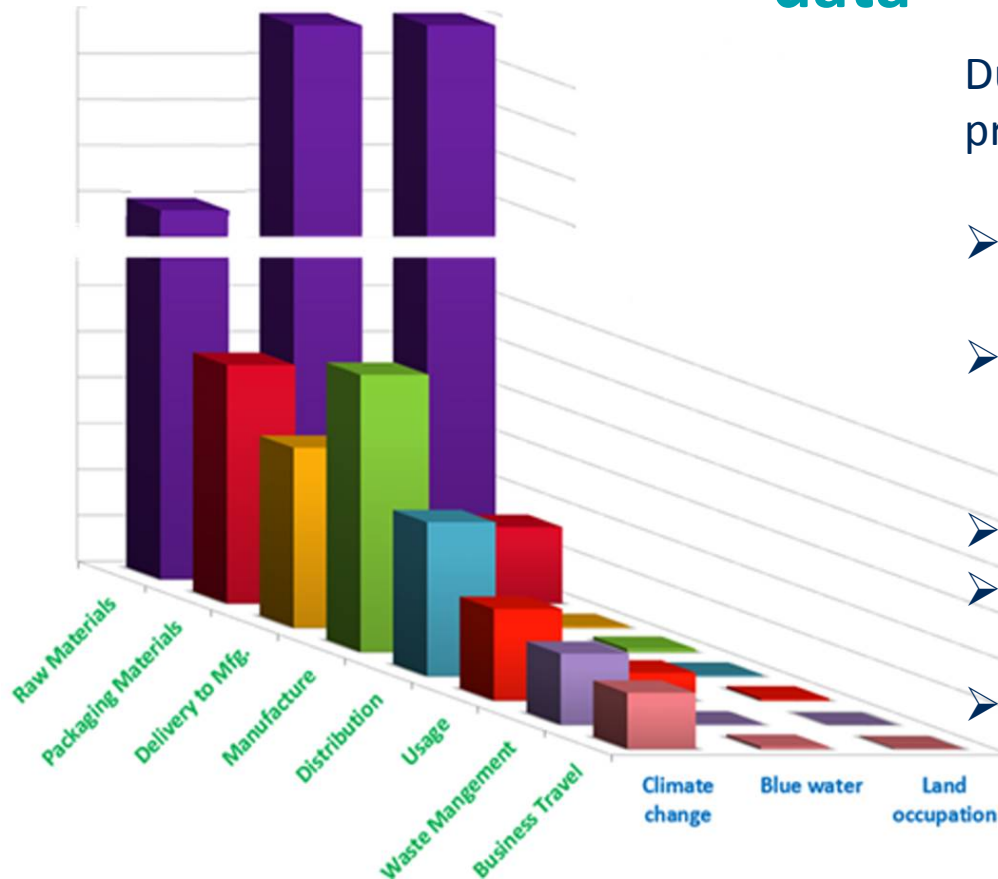


- Mondelez has been **tracking its environmental footprint** since the company became Mondelez in 2012
- **Footprint-based metrics** contributed to success in corporate disclosure programs:
 - ✓ Pattern of continual improvement in CDP scoring
 - ✓ Continually being listed on DJSI

However, Mondelez used this information in other ways...



2. Getting added value from the data



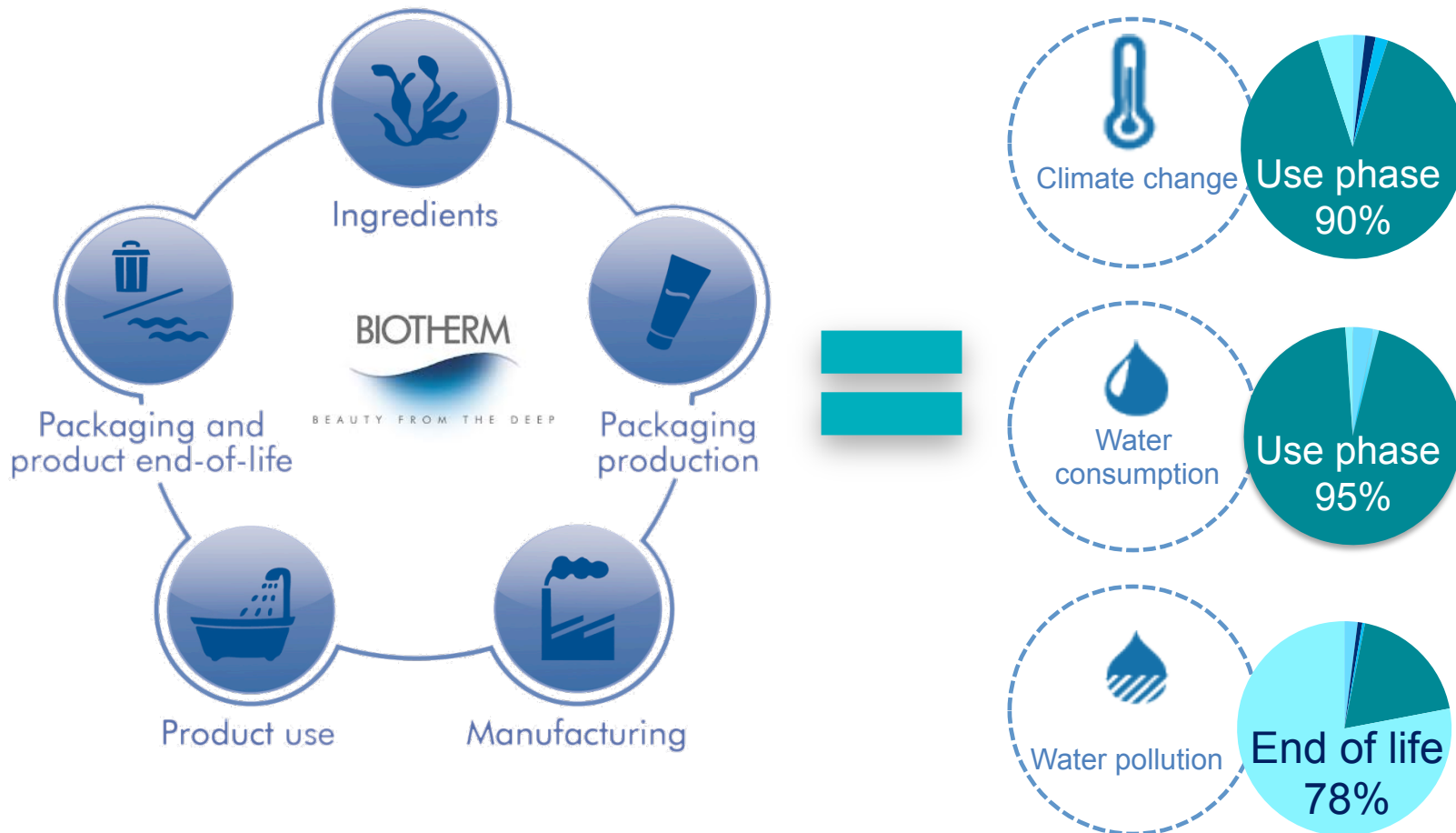
During the project, we used the data to provide:

- Input to **sustainability strategy**, focusing on key impacts
- A framework for **planning and tracking** progress in the supply chain - by drilling into the data behind the bars
- Analyzing **future goals**
- **Communicating** with key customers and stakeholders
- And more...

Unlocking opportunities with Communications & Marketing



Biotherm: The product footprint results indicate the importance of consumers habits





L'UNIVERS BIOHERM

PLONGEZ EN PROFONDEUR

VIDEOS

POINTS DE VENTE

Rechercher

Ok

SOIN VISAGE

SOIN CORPS

SOIN SOLAIRE

IDEES CADEAUX

OFFRES SPECIALES

SOIN HOMME



Water use



Water pollution



Climate change

Choose an indicator

3 litres

3%

of the life cycle's water use

Water use breakdown



Intro Life cycle Methodology

Ingredients

This stage, which has a relatively small contribution for all three indicators, includes the production of the shower product ingredients as well as the transportation to the manufacturing plant.

Click on a life cycle stage to view the results



BIOHERM IS TAKING ACTION

- Sourcing responsibly (in accordance with the principles of the Convention on Biological Diversity).
- Favoring blue biotechnology.

Share



facebook

Trouvez des personnes, des lieux ou d'autres choses



BIOThERM

BEAUTY FROM THE DEEP

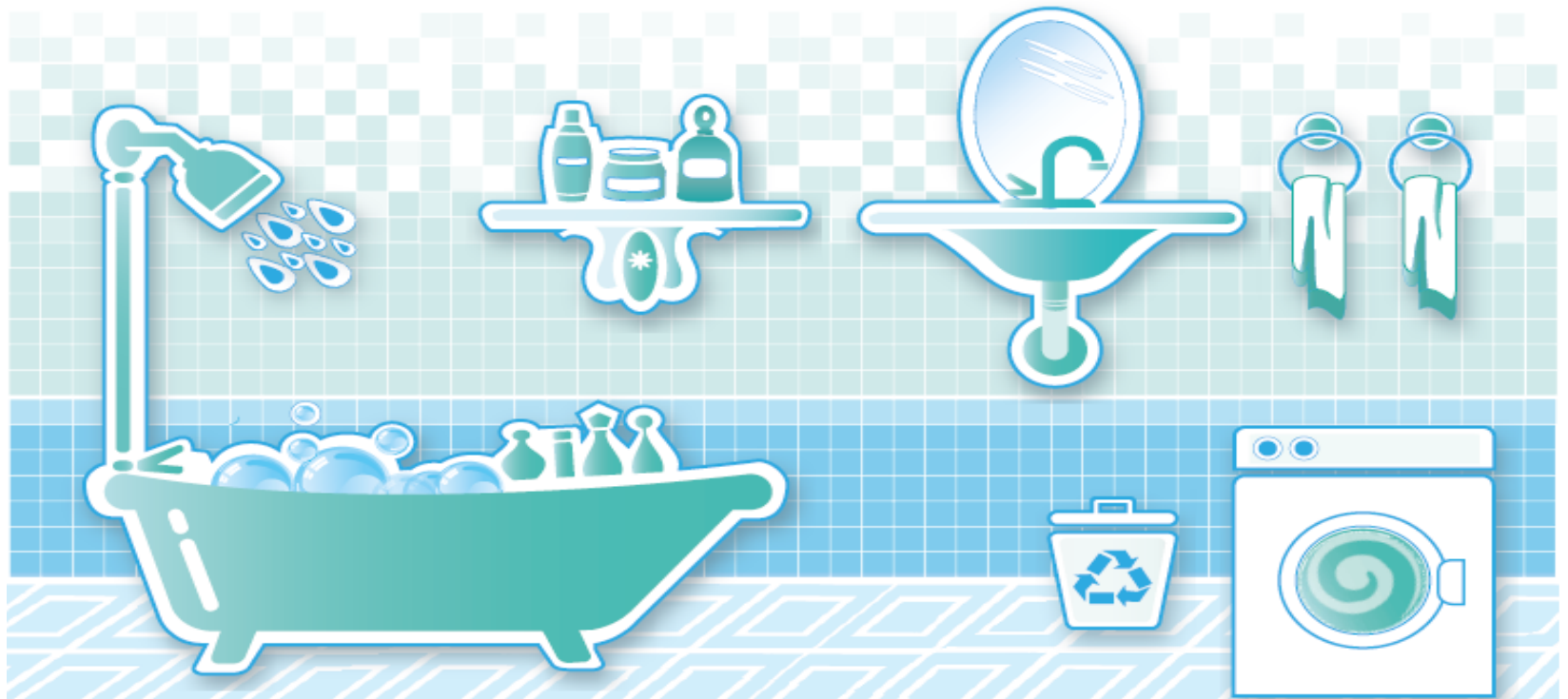
WELCOME TO BOTHERM'S BATHROOM

What kind of water user are you?

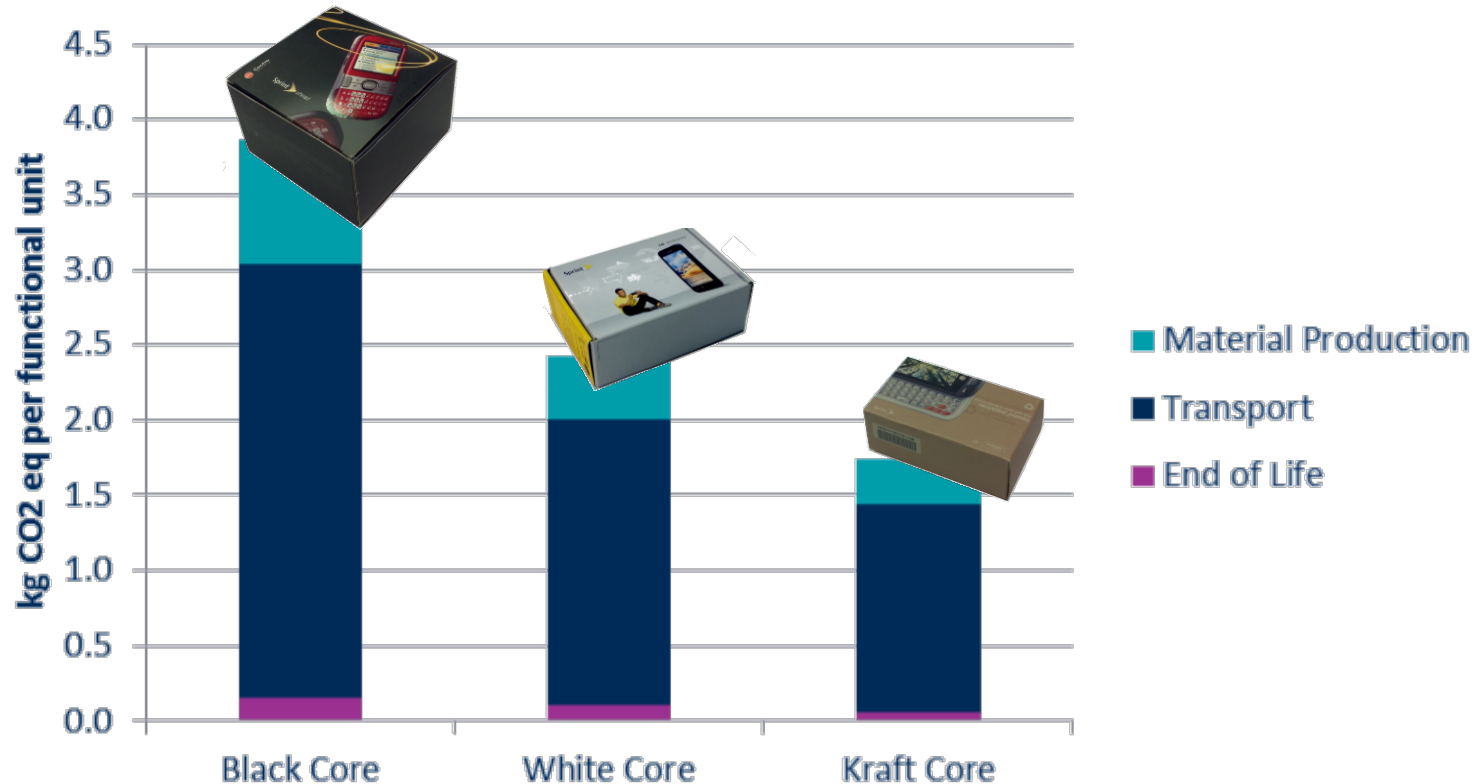


Are you a water lover? A water waster?
Simply click and dive in!

Explore the different areas of the bathroom,
discovering your water footprint and what you can do to improve it!



The Sprint Example: Using footprint information to get the story out

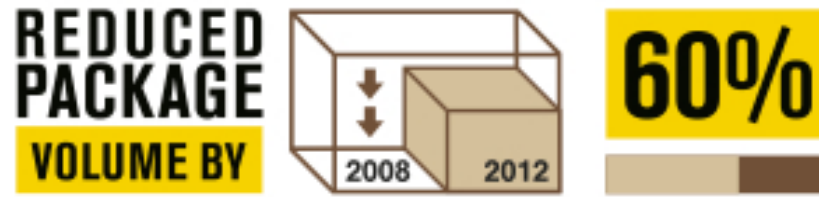


Over two generations of packaging, Sprint was able to **cut their packaging carbon footprint by 50%** (with similar reductions in other environmental impacts)



Sprint is dedicated to **delivering the greenest products and services to its customers.**

Their B2B and B2C communications strategy was **multi-channel**: Facebook, YouTube, environmental press.



Reducing volume means more packages on fewer planes and trucks



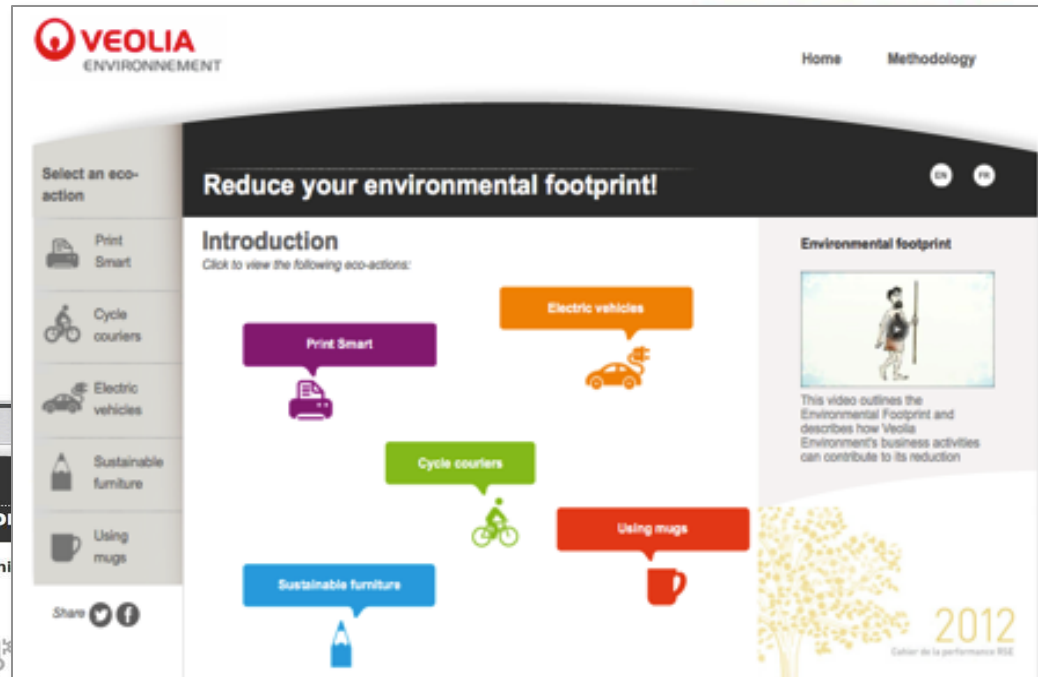
Decreased size, weight, and ink coverage; removed laminates



Unlocking opportunities with Employee Engagement



Veolia Engaging employees with Eco-Actions Footprinter



VEOLIA ENVIRONNEMENT Home Methodology

Select an eco-action

- Print Smart
- Cycle couriers
- Electric vehicles
- Sustainable furniture
- Using mugs

Reduce your environmental footprint!

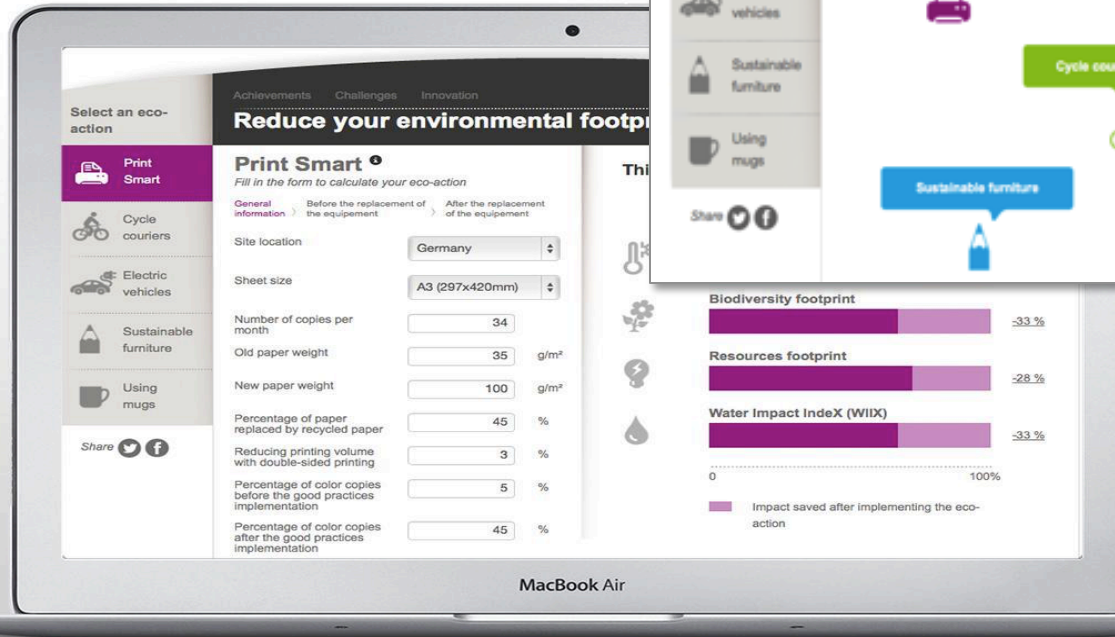
Introduction
Click to view the following eco-actions:

- Print Smart
- Electric vehicles
- Cycle couriers
- Using mugs
- Sustainable furniture

Environmental footprint

This video outlines the Environmental Footprint and describes how Veolia Environment's business activities can contribute to its reduction.

2012
Cahier de la performance RSE



Select an eco-action

Print Smart

Fill in the form to calculate your eco-action

General information Before the replacement of the equipment After the replacement of the equipment

Site location: Germany

Sheet size: A3 (297x420mm)

Number of copies per month: 34

Old paper weight: 35 g/m²

New paper weight: 100 g/m²

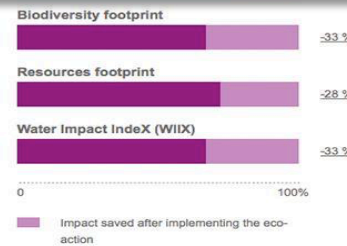
Percentage of paper replaced by recycled paper: 45 %

Reducing printing volume with double-sided printing: 3 %

Percentage of color copies before the good practices implementation: 5 %

Percentage of color copies after the good practices implementation: 45 %

Share



Link: <http://ecofootprint.veolia.com/en/ecofootprinters/index.html>

The Life Cycle Perception Business Game

The LCP game encourages understanding of the metrics and motivates teams to unlock the value beyond the data

Training
Engagement
Focus Groups



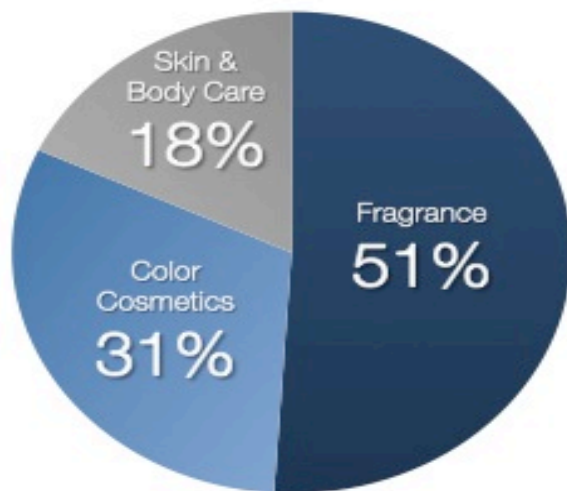
LESSONS FROM LEADERS:

Nathalie Perroquin
VP, Corporate Sustainability
COTY, INC

COTY CARES

COTY – A GLOBAL BEAUTY COMPANY

FY14 NET REVENUES \$4.6 BILLION



COTY

**“Learn how to see, realize that
everything connects
to everything else”**

Leonardo Da Vinci

C O T Y

COTY  CARES

Multi-Indicator
Product LCA

Qualitative
Consumer
Focus Groups

Internal
Engagement

Cross-
Functional
Workshop

Life Cycle Perceptions (LCP) Workshop

May 2015

Coty Headquarters, New York

Facilitated by Quantis

COTY

COTY CARES

What is at stake ?

*Forget all you know about green marketing strategy !
Discover how brands become meaningful.*



30'

Do you talk LCA?

Seriously fun... Make a collective guess and discover the environmental impacts of our products all along their life cycle.



80'

LIFE CYCLE ASSESSMENT WORKSHOP

What is the big opportunity ?

Walk the talk

The future starts now



60'

Strengthen your Brand Values!

Be practical, purposeful and delightful



60'

And your consumers?

What is their perception?



20'



COTY CARES

Leading the Change – The Objectives of the Workshop

1. Understand **what is at stake** for your Brands

94% Agree or
Strongly Agree

2. **Develop knowledge** around environmental impacts of our product categories.

94% Agree or
Strongly Agree

3. Imagine how designers, engineers and marketers can **integrate life cycle thinking**.

78% Agree or
Strongly Agree

4. Work as a **cross-functional team** on sustainability opportunities, acknowledging that all is connected.

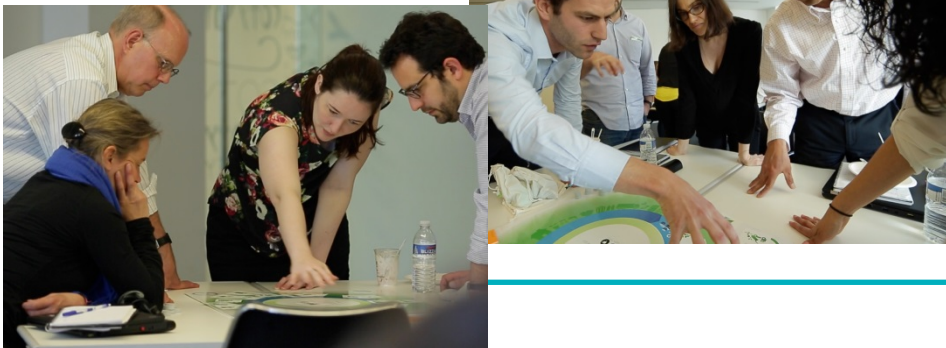
89% Agree or
Strongly Agree

COTY - EMPOWERING OUR EMPLOYEES



“The game ‘visually’ showed people the content of what is at stake.”

“Challenge our work practices”



*“A marketing group that is more enlightened. . . .and willing to partner with the **other cross functional teams** to get the low hanging fruit.”*

“Think differently about carbon footprint, water waste and biodiversity, and let the experts do the work (and not guess myself!).”



*“Excellent **sustainability overview**”*



LIFE CYCLE PERCEPTIONS – A GAME TO ENGAGE

1. A **culture of change** to help move an organization out of its comfort zone, develop curiosity and empowerment while creating a common language around environmental challenges.
2. **Cross-functional fertilization** of ideas that create stronger links and help break silos in multi-national companies.
3. A tailored session to **engage marketing** teams, showing a different light on sustainability while making a clear link with product design. Consumer focus perception gives communication tips to marketers.
4. **Science-based facts** that bring a new dimension to product development & design allowing benchmarking & progress tracking.

COTY

Time for some Q&A



How will you unlock the value of your data?



Thank you for joining us. For more information, contact:

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