



Get started

Understand it

Do it

- Overview
- Design wheel
- Explore
- Create
- Evaluate
- Manage

Impact map

Performance dashboard

Role-based guidance

Topic-based guidance

- Material impacts
- Energy impacts
- Waste impacts
- Eco labels
- Eco standards
- Assessing suppliers

See examples

Topic-based guidance

This section gives guidance and information on particular topic areas.



Material impacts

It's no longer advisable to leave material supply risks to someone else in your supply chain.



Energy impacts

Given that developed societies have committed to significant carbon reductions, it's highly likely the energy is going to get a lot more expensive.



Waste impacts

Waste electronics is the fastest-growing waste stream on the planet, and the hardest to reprocess.



Eco-labels

An 'eco-label' can provide a USP, but excessive green claims can be perceived as negative.



Eco-standards

To highlight the need for careful use of standards, this section outlines the marketing issues around term 'biodegradable', with reference to the science and standards.



Assessing suppliers

Brand association with your supplier's negative environmental and social impacts can damage decades of brand building.

