



Sustainable Certification

Dr Shirley Gallagher

IMR

FPT Sustainability Framework Masterclass

2nd June 2022

IMR Online Classroom Principles

- **Permission to Record:** Please note that this Workshop will be recorded shared with FPT members. The slides from the session will be available in the handbook on completion of the masterclasses.
- **Introductions:** Due to limited time, we will not ask delegates to introduce themselves, however, you may include your role and what you hope to get out of the session in the Chat.
- **Mute: Please keep yourselves on mute unless speaking.**
- **If you would like to speak:**
 - Please use the “**raise your hand**” icon, you will be invited to ask a question, however there will be a Q&A after the session.
 - Flag Technical difficulties via **Chat**.

First Polymer Skillnet - Sustainability Framework

Kick off

Masterclasses

Final Report

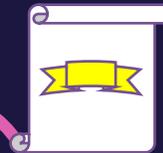
Certification



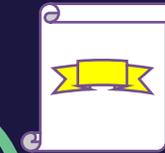
2020



Questionnaire

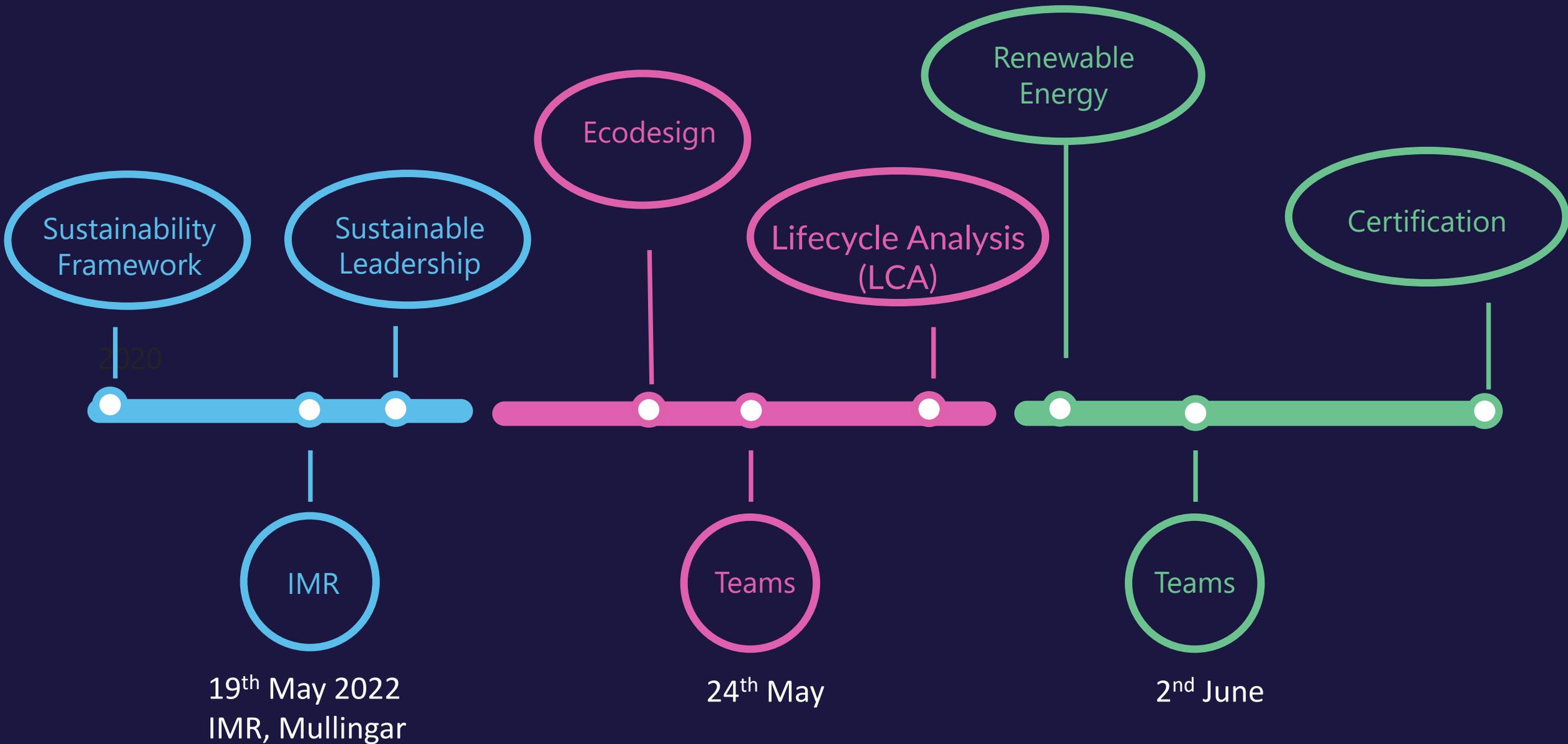


Sustainability
Champions



Sustainability
Champions

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Three dimensions of Sustainability

↗ Planet

↗ People

↗ Profit



The Brundtland Definition—sustainable development is development that meets the needs of the present without compromising the ability of future generations (WCED, 1987)

Agenda



STANDARDS



WHY?



COMPANY



BUILDING



PRODUCT



Q&A



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Standards

ISO

ISO 26000 Social Responsibility

Types of certifications

International Standards Organisation (ISO)

Drivers of Change

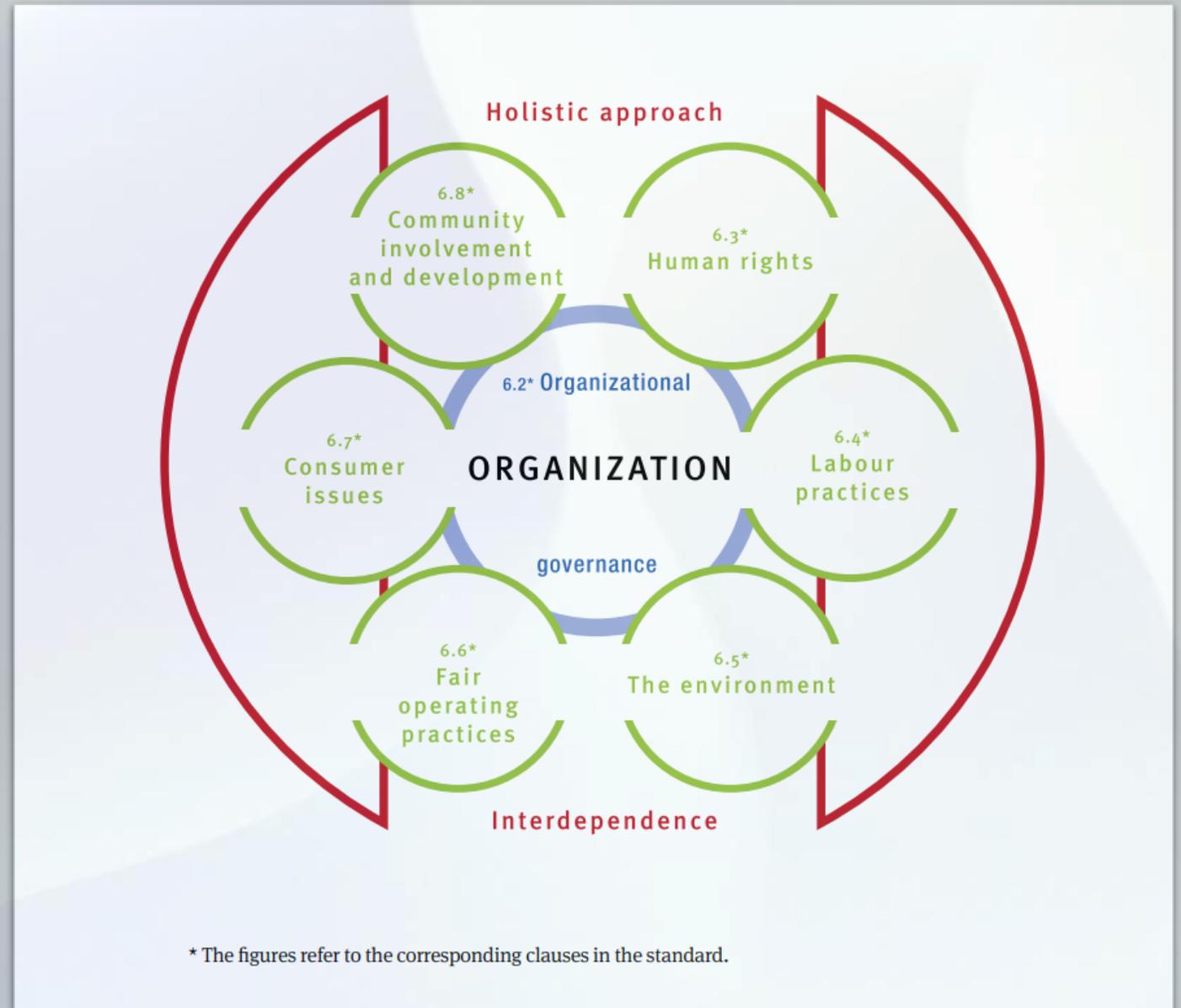
- Economy: trade and uncertainty
- Technology: the impact of digital
- Society: changing expectations and behaviour
- Environment: the urgency for sustainability



ISO26000- Social Responsibility

- Human rights
- Labour practices
- Environment
- Fair operating practices
- Consumer issues
- Community involvement and development

[Discovering ISO 26000 -
Guidance on social
responsibility](#)





Types of Certification



Agenda



STANDARDS



WHY?



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Why?

Benefits

Investors

Consumer conscious

Supply chain- Customer/Regulation

Incorporating Environmental and Social Governance (ESG)



Benefits to
Embracing
Sustainability

- Competitive advantage
- Reputation
 - The ability to attract and retain workers or members, customers, clients and users
 - The maintenance of employee morale, commitment and productivity
 - The perception of investors, owners, donors, sponsors and the financial community
 - Improve relationships with companies, governments, the media, suppliers, peers, customers and the local community

Incorporating Sustainability

Systems
Thinking
Approach

- Strategies
- Policies
- Organisational culture
- Operations
- Building internal competency
- Undertaking internal and external communication
- Regularly reviewing these actions and practices

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Why

Investors

Consumer conscious
Supply chain- Customer
Regulation



Circulate Capital is an emerging market investment management firm that finances innovations, companies, and infrastructure that scale solutions to the plastic waste and climate change crises.

Investments that divert waste streams, particularly plastics, from the environment and into recycling supply chains. We seek opportunities that benefit holistic waste and recycling systems. Our metrics include, but are not limited to:

01

Tonnes of waste (by material type) diverted from landfill or the environment

02

Environmental, social and governance issues, including climate change and human rights as addressed by the [UN Principles for Responsible Investment](#) (PRI)

03

GHG reduction

04

Tonnes of additional post-consumer resin (PCR) used in end-markets

05

Job creation and / or advances in social inclusion (e.g., enhancing the livelihoods of waste pickers)

Investors





www.jlgoor.ie
#ChartingIreneVoyage

www.endplasticwaste.org
www.oceanicsociety.org
www.bluehabits.org

Investors

- IEHN grows shareholder value by integrating green chemistry solutions into corporations. IEHN is a program of Clean Production Action.
- IEHN is a membership-based, investor collaborative that promotes the use of safer chemicals to enhance
 - shareholder value
 - public health
 - Environment
- Research: Corporate performance and chemical management.
- Engagement: Strategic development for corporate engagement and shareholder resolutions.
- Public Policy: Analysis of the impacts of regulations and laws on corporate chemicals management.
- Collaboration: Partnership with international networks of experts from businesses, investors and NGOs on chemicals management

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Why

Investors

Consumer conscious

Supply chain- Customer

Regulation

Sep 2020

Amazon Launches 'Climate Pledge Friendly'

"Climate Pledge Friendly is a simple way for customers to discover more sustainable products that help preserve the natural world"



OEKO-TEX
MADE IN GREEN



CLIMATE
PLEDGE
FRIENDLY



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Why

Investors

Consumer conscious

Supply chain- Customer

Regulation

Young People have Climate Anxiety

Gen Z



global climate strike in San Francisco, California, September 20, 2019. FABRICE FLORIN VIA FLICKR

10,000 people, ages 16-25

- Australia
- Brazil
- Finland
- France
- India
- Philippines
- Portugal
- Nigeria
- United Kingdom
- United States

[Young People's Voices on Climate Anxiety, Government Betrayal and Moral Injury: A Global Phenomenon](#),
Posted: 7 Sep 2021, Lancet for Planetary Health, Elizabeth Marks, Caroline Hickman, et al University of Bath

W

INTERVIEW

Michelle Pfeiffer on the Radical Transparency of Her New Fragrance Brand

The actress is trying to change the beauty industry at age 60.

by **Lauren McCarthy**

04.08.19



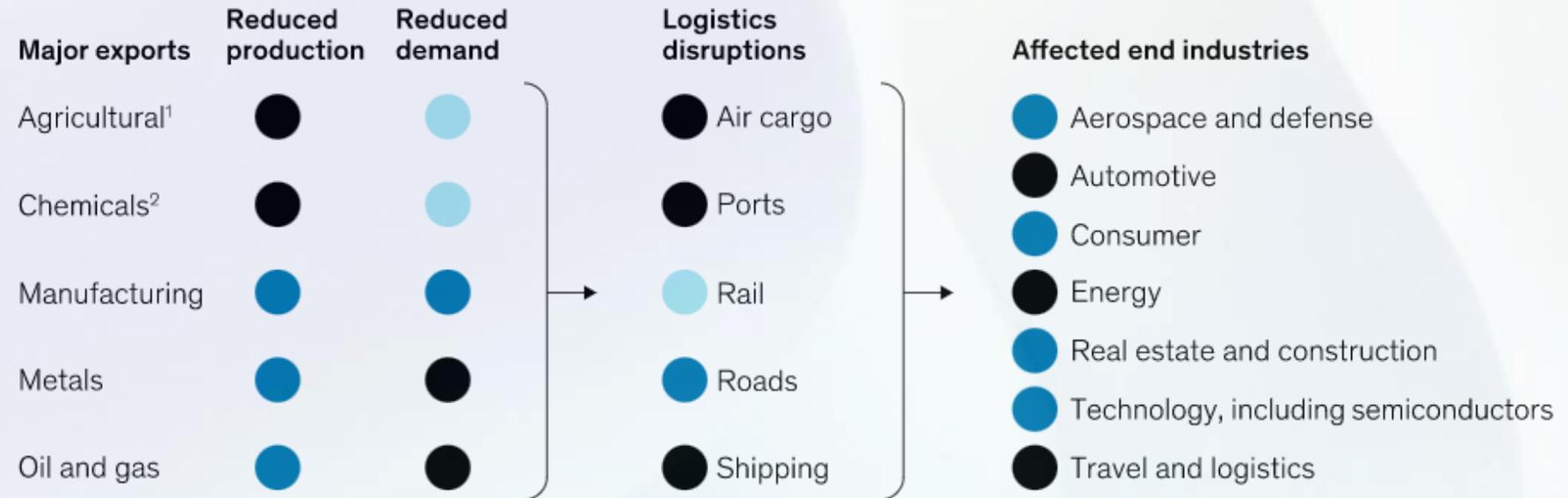
Supply Chain

The Ukraine–Russia conflict is having a major impact on supply chains in five key sectors.

Major exports and potential impacts in Ukraine and Russia

- Large impact in most scenarios
- Impact in specific scenarios or regions
- Low impact in most scenarios

Impact



¹Only agricultural production, ie, crops.

²Includes agricultural chemicals and fertilizer inputs.

Source: McKinsey Resilient Operations Center

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Why

William Mc Donough
Investors

Consumer conscious
Supply chain- Customer

Regulation

WHAT ARE THE BENEFITS OF THESE NEW RULES?

Benefits

FOR CITIZENS



- ✓ Better protection of human rights, including labour rights
- ✓ Healthier environment for present and future generations
- ✓ Products and services made in sustainable way
- ✓ Increased trust in businesses
- ✓ More transparency and informed choices
- ✓ Better access to justice for victims

FOR COMPANIES



- ✓ Harmonised legal framework in the EU, creating legal certainty and level playing field
- ✓ Greater customers' trust and employees' commitment
- ✓ Greater awareness of negative impacts
- ✓ Better risk management (including reputational risks) and adaptability
- ✓ Better access to finance

FOR DEVELOPING COUNTRIES



- ✓ Better protection of human rights and the environment
- ✓ More awareness about sustainability issues
- ✓ Sustainable investment
- ✓ Improved living conditions for people

WHICH COMPANIES WILL THE NEW EU RULES APPLY TO?

Who?

		LARGE EU LIMITED LIABILITY COMPANIES	NON-EU COMPANIES	SMALL AND MEDIUM ENTERPRISES
GROUP 1	<i>500+ employees and more than €150 million of turnover*</i>	+/- 9,400 companies	+/- 2,600 companies	Micro companies and small and medium enterprises (SMEs) are not directly concerned by the proposed rules. However, the proposal provides supporting measures for SMEs, which could be indirectly affected.
GROUP 2	<i>250+ employees and more than €40 million of turnover*, operating in defined high impact sectors such as textiles, agriculture, extraction of minerals. The rules will apply to this group 2 years later than to group 1.</i>	+/- 3,400 companies	+/- 1,400 companies	

**Worldwide turnover for EU companies, and EU-wide turnover for non-EU companies*



Preserving and improving

Preserving and improving financial stability, protecting savers and investors and ensuring the flow of capital to where it is needed.

Expediting

Expediting the work on the Capital Markets Union to diversify sources of finance for companies and tackle the barriers to the flow of capital.

Developing

Developing further the green financing strategy to support the implementation of the European Green Deal.

Proposing

Proposing a FinTech Strategy to support new digital technologies in our financial system.

Developing

Developing a new private-public fund specialising in initial public offerings for small and medium enterprises.

Agenda



STANDARDS



WHY?



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Q&A



Company Certification



Sustainable Development Goals is incorporated into many standards and certifications



Global Reporting Initiative for climate change



Sustainability Accounting Standards Board



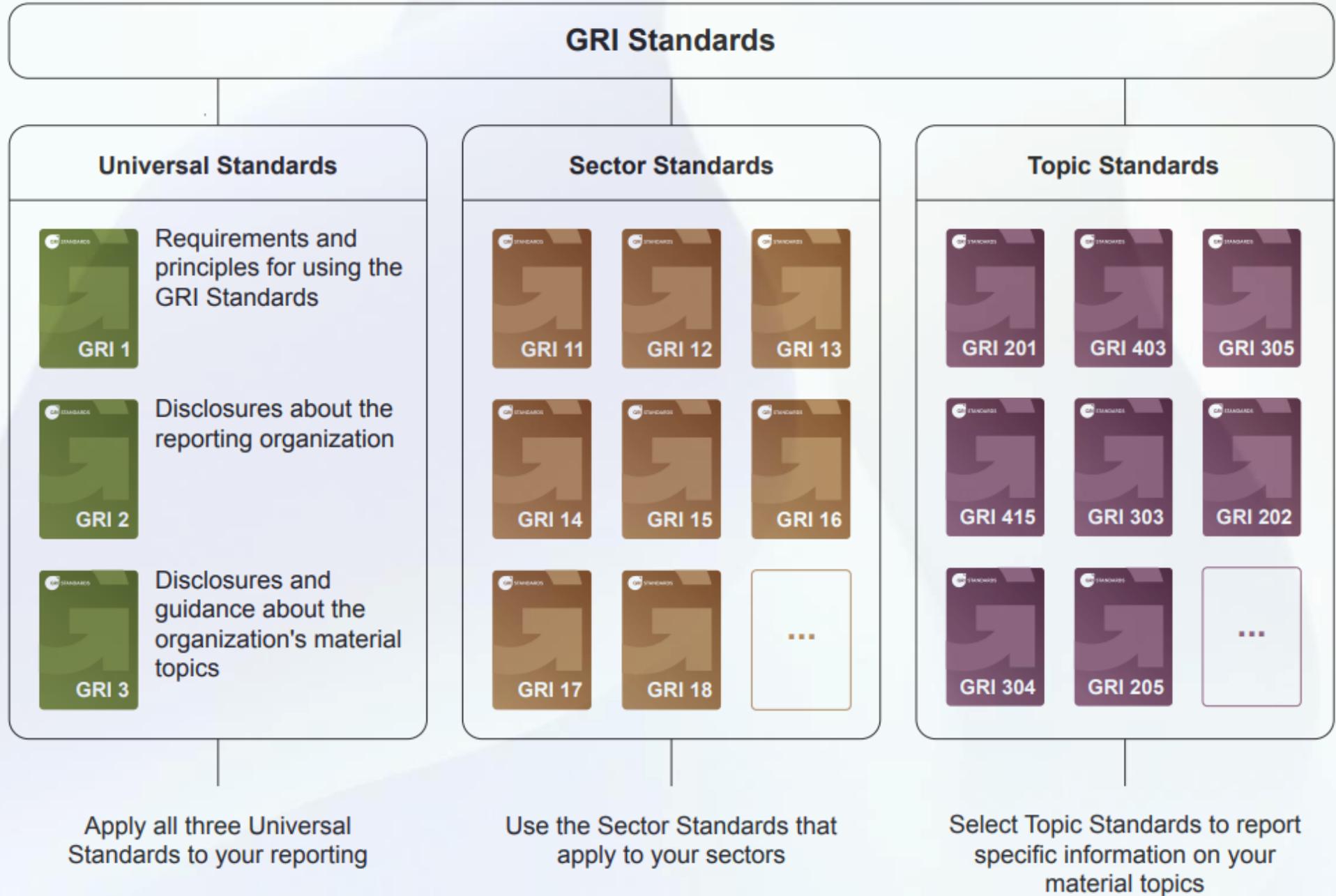
The Dow Jones Sustainability Indices (DJSI)

Sustainable Development Goals (SDG)





Global Reporting Initiative for climate change





Sustainability Accounting Standards Board

Information producers

Information users



Reporters collect, validate, setup internal controls/procedures, involve internal audit, involve external audit, and then publish the information

Software providers and disclosure platforms enable filers to collect and report information

Software providers also help standard setters to build taxonomies and information validation pathways

Auditors use standards as criteria against which they provide external assurance, and other related services

Conceptual frameworks
Disclosure topics
Disclosure requirements

Data providers aggregate information and make it available through technology tools

Analytics platforms provide ratings and advanced analysis capabilities

Investors and other stakeholders such as civil society, communities, senior executives, employees, customers, governments and suppliers will consume the available data and analysis

Regulators are increasingly interested in sustainability information, with some moving to mandate it in accordance with standards and some using the information for regulatory purposes



Underpins all information

The Dow Jones Sustainability Indices (DJSI)



launched in 1999, are a family of indices evaluating the sustainability performance of thousands of companies trading publicly, operated under a strategic partnership between S&P Dow Jones Indices and RobecoSAM (Sustainable Asset Management).

The DJSI methodology facilitates the design, development and delivery of customized sustainability indexes; e.g.,

- indexes covering different regions,
- indexes covering different segments of the leading sustainability companies
- indexes covering additional exclusion criteria
- indexes denominated in different currencies

Selection criteria evolve each year and companies must continue to make improvements to their long-term sustainability plans in order to remain on the Index. To be incorporated in the DJSI, companies are [assessed](#) annually with a RobecoSAM questionnaire (the Corporate Sustainability Assessment), and selected based on their

1. long-term economic, social and environmental asset management plans.
2. company documentation,
3. Media and Stakeholder Analysis (an examination of media coverage, stakeholder commentaries and other publicly available sources provided by [RepRisk](#) ESG Business Intelligence),
4. Personal contact with the companies.

Agenda



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Building

Leader in Energy Efficient Design (LEED)

WELL

BREEAM

Alliance for Water Stewardship (AWS)



Leader in Energy Efficient Design (LEED)

- Innovation
- Indoor Air Quality
- Material & Resources
- Location & Transportation
- Sustainable Sites
- Energy & Atmosphere
- Water Efficiency

[Checklist: LEED v4 for Building Design and Construction | U.S. Green Building Council \(usgbc.org\)](https://www.usgbc.org/leed-checklist)

[Projects | LEED Lookbook \(usgbc.org\)](https://www.usgbc.org/leed-lookbook)

LEED CERTIFICATION REQUIREMENTS

In order to achieve LEED certification, projects must earn points in these categories:

The infographic features the U.S. Green Building Council (USGBC) LEED logo on the left. To its right is a grid of seven colored boxes, each representing a certification category with a circular icon and a brief description:

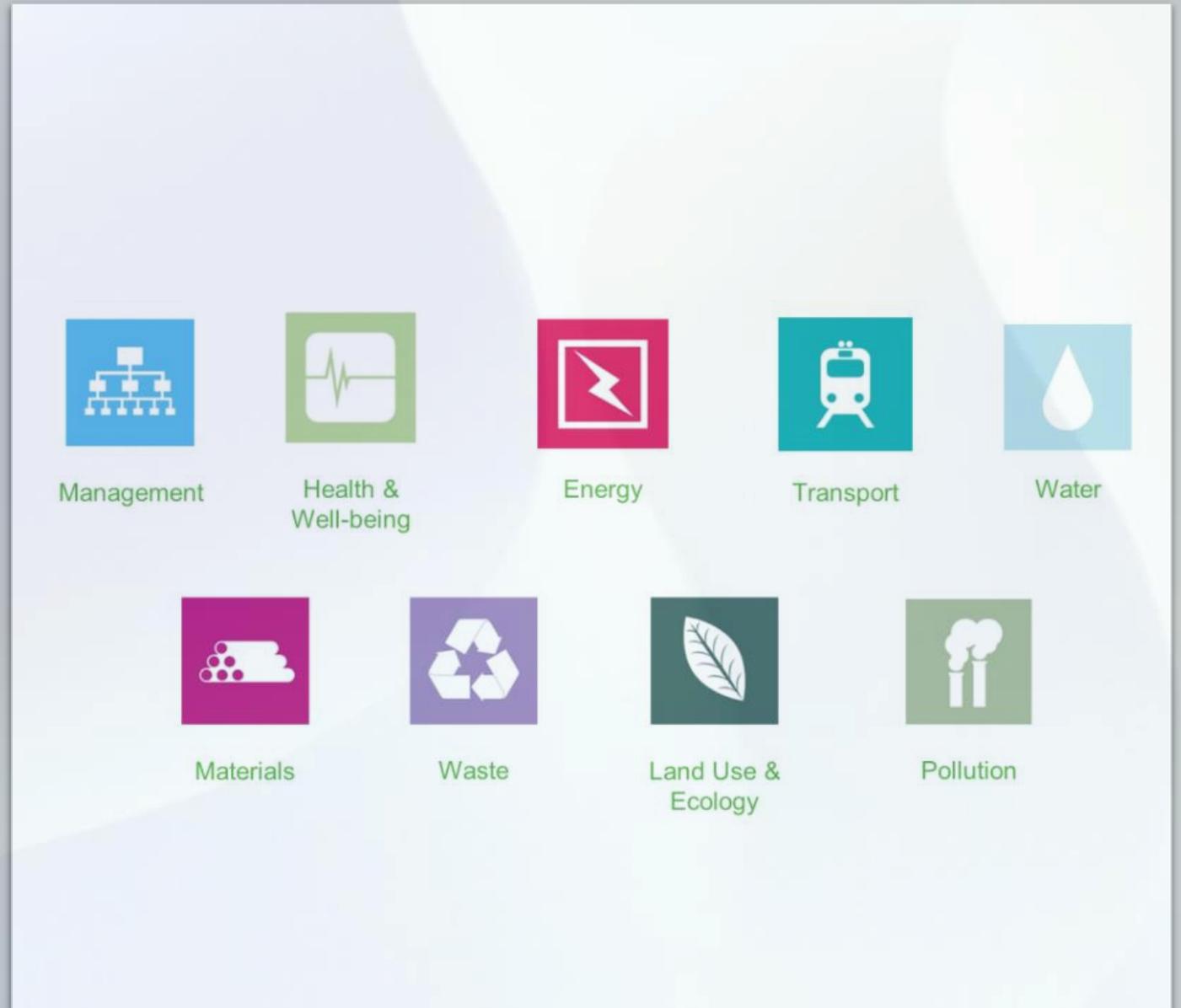
- Innovation** (orange box): Introduction of novel features and procedures. Icon: Lightbulb.
- Indoor Environmental Quality** (light blue box): Use of natural light and efficient air conditioning. Icon: Fan.
- Materials and Resources** (light green box): Responsible construction waste management and sustainable sourcing of materials. Icon: Recycle symbol.
- Location and Transportation** (grey box): Land protection and access to public transportation and green vehicles. Icon: Bus.
- Sustainable Sites** (light green box): Sufficient green open space and light pollution reduction. Icon: Plant leaves.
- Energy and Atmosphere** (yellow box): Optimizing sustainable energy production and metering. Icon: Sun.
- Water Efficiency** (purple box): Indoor and outdoor water reduction. Icon: Water drop.

Source: www.usgbc.org

BREEAM (Building Research Establishment Environmental Assessment Method),

- Management
- Health & Well Being
- Materials
- Transport
- Energy
- Water
- Waste
- Land use and Ecology
- Pollution

[Construction and Built Environment Products and Tools - BRE Group](#)



Category Differences

LEED (US)

- Innovation
- Indoor Air Quality
- Sustainable Sites
- Atmosphere

BREEAM (UK)

- Management
- Health & Well Being
- Land use and Ecology
 - Pollution

Case Study

[Sustainability | Mahon Point Shopping Centre](#)
<http://mahonpointsc.ie>



www.mahonpointsc.ie

Ireland's most Sustainable Shopping Centre

Continuously introducing sustainable initiatives including Solar Panels, EV Charging and more.

MP mahonpoint shopping centre

BREEAM ACCREDITED

DOING OUR BIT TO SAVE THE PLANET. THAT'S THE POINT.



Ireland's most Sustainable Shopping Centre

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BREEAM Accreditation

In 2015 Mahon Point Shopping Centre became the first building in Ireland to be accredited BREEAM in use certification.

About BREEAM
BREEAM is the world's longest established and most widely used method of assessing, rating and certifying the sustainability of buildings. A BREEAM assessment uses recognised measures of performance, which are set against established benchmarks, to evaluate a building's specification, design, construction and use.

Since 2015 Mahon Point Shopping Centre has been assessed annually and our rating has improved over the years. We currently have been awarded a 'very good' rating for asset performance and an 'excellent' rating for building management. This has improved from our initial rating in 2015 of 'very good' for building management.

Updated Accreditation May 2021
Mahon Point Shopping Centre received exceptionally high ratings in the areas of Waste (100%), Energy (80%), Water (85%), Materials (85%) and Land Use & Ecology (100%).

These scores are reflective of a number of effective improvements that we implement on an ongoing basis around our 30-acre site. These include many of the initiatives we include in this document such as our bespoke Building Management System (that optimises and reduces waste on utilities such as water, gas and electricity); recycling of all site waste including food waste composting; use of a ground water well supply; the use of solar PV panels; and our energy efficient LED lighting.

Mahon Point will continue to evaluate other methods of enhancing the sustainability of the shopping centre for the future, which we hope will further enhance our BREEAM rating.

"Our biggest challenge in this new century is to take an idea that seems abstract – sustainable development – and turn it in to a reality for all the world's people" – Kofi Annan

Asset Performance:	83.0%
Very Good	★★★★☆
Building Management:	71.5%
Excellent	★★★★☆

DOING OUR BIT TO SAVE THE PLANET. THAT'S THE POINT.

onealbertquay



THE BUILDING

LOCATION

SUSTAINABILITY

ABOUT LEED

KEY SUSTAINABLE FEATURES

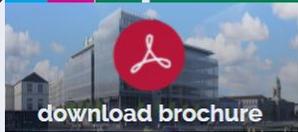
Onealbertquay is set to become Ireland's flagship sustainable office development which will be designed to meet the relevant standards for a B1 BER (Building Energy Rating) Certificate and to achieve a Gold LEED Precertification Accreditation.



OCCUPIERS

NEWS

PROJECT TEAM



© 2022 ONE ALBERT QUAY | BUILT BY GRANITE

<https://www.onealbertquay.com/sustainability>



Alliance for Water Stewardship

- Wyeth committed to achieving the Alliance for Water Stewardship (AWS) standard at its Askeaton site by 2020 to drive its environmental efficiencies.

Case Study

“Wyeth Nutrition Askeaton’s AWS Platinum certification is reflective of the site’s commitment to meeting the highest standards of water stewardship.”

– Ian Ryan, Certified Water Steward and Internal AWS Certification Lead.

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WHY?



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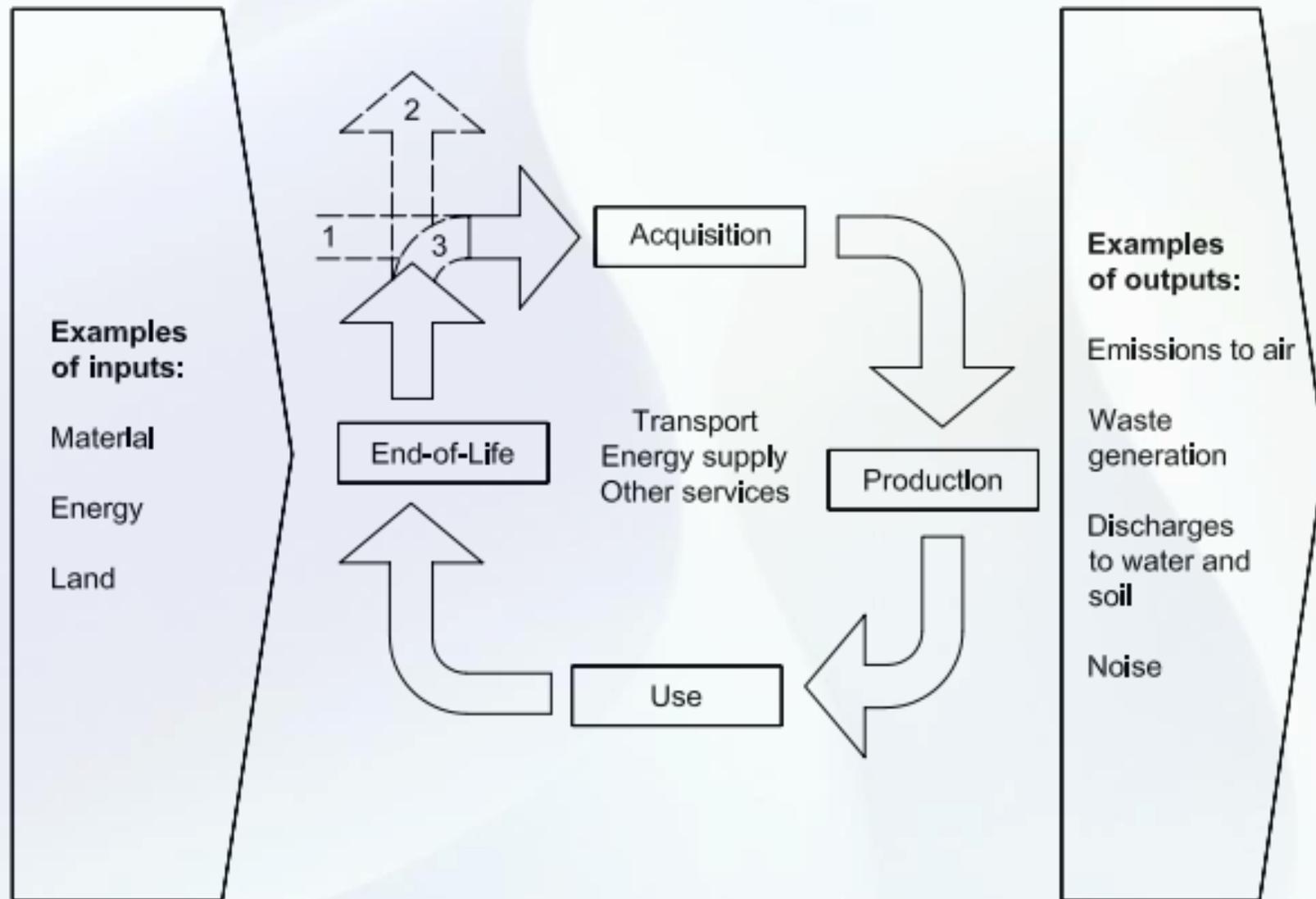
Product

Lifecycle Thinking

Environmental Product Declaration (EPD)

Cradle to Cradle

life-cycle thinking



Standard on additives specification for polymers

Consider

- Increasing the lifespan or performance of polymers.
 - resource efficiency
 - energy efficiency
 - waste reduction.
- Additives can complicate the recyclability of polymers, or can change the rate at which polymers can degrade in the environment.
- Additives could have hazards associated with them, under certain conditions (production, end of life, migration from polymer), to
 - Human health
 - Environment
- Eg Phthalates, Cadmium in polymers,

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Product

Lifecycle Thinking

Environmental Product Declaration (EPD)

Cradle to Cradle

Environmental Product Declaration (EPD)

- Environmental Product Declarations (EPD) are a standardised way of providing data about the environmental impacts of a product through the product life cycle.
- In Europe, they must conform to the European Standard, EN 15804, which ensures that EPD for construction products use a common
 - methodology,
 - set of environmental indicators
 - reporting format

Environmental Product Declaration (EPD)



Environmental Product Declaration (EPD)

- These modules and stages are standardised across products and building level environmental assessment (using EN 15978, another of the CEN/TC 350 suite of standards for sustainable construction), so that EPD data can be easily used at building level to assess the life cycle impacts.
- [EPD Search - Irish Green Building Council \(igbc.ie\)](https://www.igbc.ie/epd-search)

Product name	Manufacturer	Plastic products	Publisher
EPD compliance		EPD Language	
<input type="checkbox"/> ECO Platform EPD	<input type="checkbox"/> EN 15804 +A1	<input checked="" type="radio"/> All	<input type="radio"/> English
<input type="checkbox"/> EN 15804 +A2	<input type="checkbox"/> ISO 14025	<input type="radio"/> Other	<input type="button" value="Reset Form"/>
VARIO KM DUPLEX UV Membrane	ISOVER Ireland	Building products > Membranes, including liquid applied and kits	International EPD
VARIO XTRA Membrane	ISOVER Ireland	Building products > Membranes, including liquid applied and kits	International EPD
Passiv PVC Triple Glazed window	Munster Joinery	Building products > Flat glass, profiled glass and other glass products	EPD Ireland

Environmental Product Declaration (EPD)

Case Study

Passiv PVC Triple Glazed window

The Passiv PVC window products are Munster Joinery's high thermal performance windows. This performance has enabled Munster Joinery to be the first Irish manufacturer to have their products certified as PassiveHouse suitable by the Passiv House Institute in Germany
<https://database.passivehouse.com/en/components/details/window/448>

EPD Type:
Product specific EPD

Registration date:
17 May 2018

Valid until:
17 June 2023

EPD Publisher:
EPD Ireland

EPD Verifier:
Dr Niels Jonkers



Additional Files

Responsible Procurement



Healthy Materials

No files included

[EPD Search - Irish Green Building Council \(igbc.ie\)](https://www.igbc.ie/epd-search)

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Product

Lifecycle Thinking

Environmental Product Declaration (EPD)

Cradle to Cradle



Cradle to Cradle

- How we design and make products today shapes the world we will inhabit tomorrow.
- Cradle to Cradle Certified® is the global standard for products that are safe, circular and responsibly made.
- Cradle to Cradle Certified assesses sustainability performance
 - safety,
 - circularity
 - responsibility of materials and products





cradle to cradle

PRODUCTS PROGRAM

Case Study

Blueland

Working with MBDC since the inception of the company, Blueland has achieved Platinum Material Health Certificates for nearly all of their products and packaging. MBDC has assessed Blueland's dissolvable tablets, bottles and more to verify that each was safer and healthier in keeping with their mission to eliminate the need for single-use plastic in consumer packaged goods.



"The Cradle to Cradle Design framework has been core to Blueland's DNA since the company was just an idea. We've taken a strong stance to align every aspect of our business with the C2C principles and are on a mission to be the definitive case study that proves once and for all that businesses and supply chains can be built to work with the environment—not against it—without compromising (and in many ways improving) customers' experiences."

— John Mascari, Blueland Co-founder and Chief Operating Officer



Material Health

MATERIAL HEALTH

All of Blueland's dissolvable tablets reached Platinum material health specifications, communicating to consumers that they are nutrients for safer, continuous cycles.



Herman Miller

Herman Miller's dedication to doing more good extends beyond their adoption of Cradle to Cradle Certified™ to their "Greenhouse" Factory and Offices in Holland, Michigan designed by William McDonough + Partners. The first product designed from the beginning to end under the Cradle to Cradle Design™ protocol was the Mirra chair. This innovation resulted in Herman Miller's commitment to designing Cradle to Cradle Certified™ products and securing brand recognition as a firm deeply involved in sustainability.



"Bill McDonough had the drive, vision, and connections to make this protocol a standard across all industries. Also, McDonough was willing to put together resources for the implementation of his vision, therefore ensuring that C2C would be more than just a nice idea on paper. Finally, the 'virtuous closed loops' concept that is behind C2C enabled businesses to move beyond the traditional 'be less bad' to the 'consumption is good' paradigm. C2C is a godsend to business!"

— Mark Schurman, Senior Vice President of Supply Chain Management (former), Herman Miller

Case Study



Material Health

MATERIAL HEALTH

The Aeron chair's fabric reaches Gold Material Health requirements, and all ingredients are healthier for human and ecological health.



Case Study

Intertape Polymer Group (IPG)

As the first certified recyclable carton sealing tape, water-activated tape (WAT) is Kraft paper tape that is re-pulpable with the corrugate it is applied to. Reinforced WAT is Cradle to Cradle Certified™ Bronze. Non-reinforced WAT is certified recyclable by Western Michigan University OCC Equivalency (WMU OCC-E) testing protocol.



“To underscore our approach toward sustainability, we have evolved our corporate strategy to include sustainability as one of our four primary pillars. Our sustainable product choices include innovation with recyclable material and products that allow for resource efficiency through reduced waste. As examples, achieving the first Cradle to Cradle Certification™ for WAT and the Western Michigan University OCC Equivalency certification for our non-reinforced WAT, in each case provide our e-commerce customers evidence that these products are made for a circular economy.”

— Greg Yull, President and CEO of IPG



MATERIAL HEALTH

IPG committed to using the Cradle to Cradle Certified™ Material Health protocol to assess their products and to eliminate chemicals of concern that may cause harm to human health or the environment



MATERIAL REUTILIZATION (CIRCULAR ECONOMY)

C2C Certified™ requires WAT to contribute to the Circular Economy, and the product is able to be recycled and/or use recycled materials in its production



RENEWABLE ENERGY

IPG's Energy Policy commits the Company to operate its facilities in an efficient, environmentally responsible, and safe manner; to reduce energy intensity by 2.5% per year and CO2 emissions by 3% per year, and to achieve this goal by implementing continuous improvement programs and employee training initiatives across the entire organization



WATER STEWARDSHIP

IPG's Manufacturing department was audited to ensure that its water usage has minimal impact on the environment



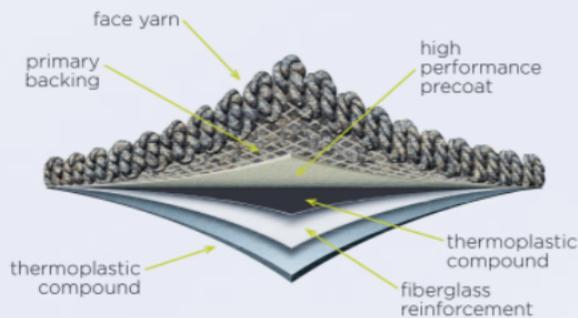
SOCIAL FAIRNESS

IPG is accountable to all stakeholders within the company and the communities everywhere they conduct business



Shaw Contract Group

Shaw Contract Group, a Berkshire Hathaway Company, made the groundbreaking decision in 2002 to apply Cradle to Cradle Design™ principles and introduce PVC-free commercial carpet tiles designed to be separated into component materials for carpet-to-carpet recycling. Each tile is labeled with a toll-free number that customers can call to have used tiles picked up for recycling. Shaw worked with McDonough and MBDC to assess the human and environmental health attributes of all ingredients and identify preferred substitutes, as needed.



Case Study

We believe that everyone should have access to sustainable products for their homes and workspaces. We're proud that almost 90 percent of the products we manufacture are Cradle to Cradle Certified™. This multi-attribute design philosophy and certification program provides a guiding vision for our multifaceted, interconnected approach and third-party verification of our efforts.

— Shaw 2019 Sustainability Report



MATERIAL HEALTH

EcoWorx® tile is the industry's first 100% PVC-free carpet tile backing, demonstrating Shaw's commitment to designing products which are safe first, then circular.



MATERIAL REUTILIZATION (CIRCULAR ECONOMY)

Shaw's "We Want It Back" program results in a 10% savings from storing raw materials on customers' floor for reclamation (perpetual assets).



RENEWABLE ENERGY

Shaw produces clean, renewable energy at their own manufacturing facilities while incentivizing renewable energy development and usage through the purchase of renewable energy credits.



WATER STEWARDSHIP

In 2019, Shaw used 39% less water than if they were operating as they did in 2010 and have plans for continuous improvement.



SOCIAL FAIRNESS

With help from their retail partners, Shaw has donated more than \$4 million to St. Jude Children's Research Hospital since creating a program in 2013.

Agenda



STANDARDS



WHY?



COMPANY



BUILDING



PRODUCT



Q&A



Final Reflections / Feedback

- What worked well?

-

- Even better if?

-

- Anything else you would have preferred?

Sustainability Framework

Q&A

Thank you
Go Raibh Maith Agaibh
Please Get in Contact

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BREEAM Related Construction Schemes

- [BREEAM](#)
- [Environmental Profiles](#) the impacts of a construction material, product or building system throughout its life – not only during its manufacture, but also its use in a building over a typical building lifetime. This includes its extraction, processing, use and maintenance and its eventual disposal.
 - [Cross Listing](#)
 - [Search Environmental Profiles](#)
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