

Ensuring a sustainability policy  
matches best practice



**Our client hoped to obtain insights on the strengths and weaknesses of its current practice when compared to others, as well as the potential benefits of addressing any gaps in their knowledge and processes.**

**Technologies**

- Recycling/end of life
- Materials
- Business models

**Domain expertise**

- Sustainability





## The project story:

We analysed how a bespoke selection of competitor companies are integrating sustainability and circular economy considerations into their small devices, information informed through researching what companies say about themselves at a product and corporate level as well as views expressed by consumer organisations, NGOs, industry commentators and others.

Key product and business model metrics for the sustainability life cycle of the devices, from design to end of life, were used to score each product and critique the relative merits of how each company was claiming to address sustainability.

We further examined potential outcomes for the evolution of current practice for each of the selected companies and measured how well the sustainability profile of their products was aligned with their corporate goals.

## Results: deliverables and outcomes

Specific recommendations were made on how to learn from, and implement, best in-class practice relevant to the needs of the client's corporate positioning and product development needs.

## Contact us

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