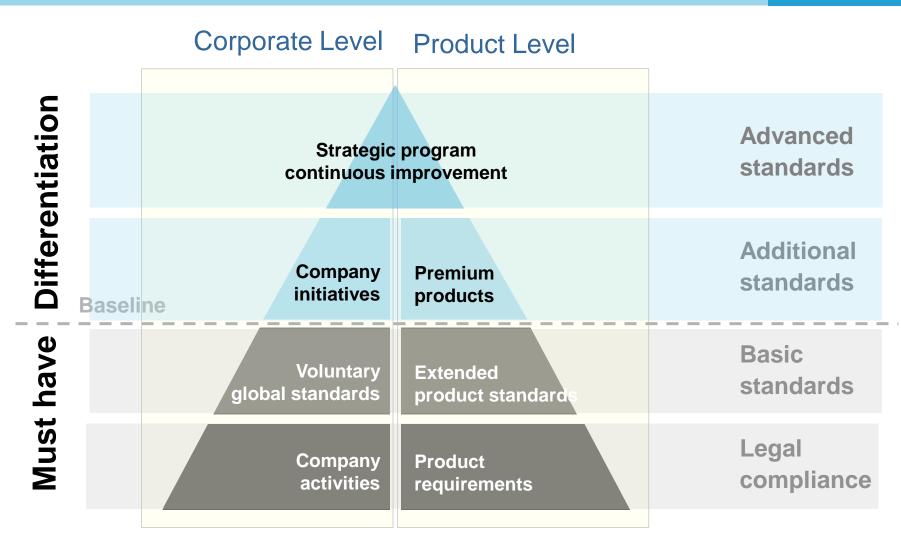




## **Sustainability Pyramid**





# **Sustainability Pyramid SET Position**



### Corporate Level Product Level



# S.E.T.: Tools for More Sustainable Consumer Goods

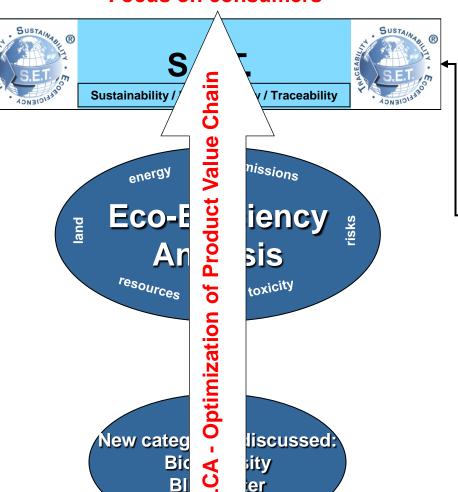


#### Focus on consumers

Social/political frame

**Hot Spot Analysis** 

Definition of the degree of freedom to operate



Product Value Chain Transparency

Traceability

Provides
transparency to
manage
sustainability
along the supply
chain

### **ProSustain:**

## **Connects and Complements Horizontal Standards**



### **Sustainable Food** Retailer IFS/BRC/..(CFG accredited) Vertical Product Sustainability Standard Fish Processor **IFS** Fish Farmer Aquaculture Dialogue/Global GAP ISO / ILO / HACCP Feed Producer Fishoil / Fishmeal producer MSC / IFFO Additive Producer Responsible Care Program Palm Farmer RSPO Soy Farmer SAP

MANAGING RISK



The Chemical Company



**■ Certification of Product Sustainability** 



# **ProSustain: Product Sustainability Standard**





### ProSustain™

Product Sustainability Standard

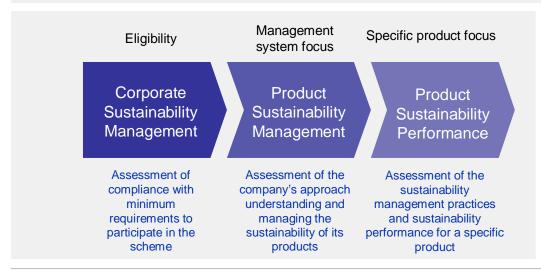
Helping better products grow in the marketplace Public version

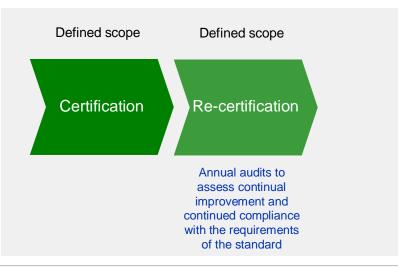


### Overview of ProSustain

#### **Main considerations**

- DNV standard which can be used for any customer or product
- DNV believes ProSustain is the most robust standard for assessment and assurance of products
- The application of the standard is tailored to specific product groups (e.g. chemicals or food and beverage)
- The standard covers specific requirements and the quality of the organisation's sustainability management processes
- The standard enables the measurement of performance from two perspectives: organisation and product (including supply chain)
- The standard enables measurement and communication of continual improvement
- On-site verification of compliance with practices (suppliers) is optional
- Outcome of the assessment is expressed in terms of 'maturity rating' and specific product performance:
  - organisation internal report and certificate
  - product internal report, product label and certificate (product performance details are reported on DNV website)







### S.E.T. meets ProSustain



- S.E.T. and its tools help to fulfill the needs of the ProSustain Standard:
  - Hot Spot Analysis is base for Eligibility
  - EEA helps to define Product Sustainability issues
  - Traceability helps to Manage Product Sustainability in the supply chain

### S.E.T. meets ProSustain



### **ProSustain Assurance**

Supply
Chain
Retailer
Processor
Slaughter
Farmer
Feed producer

Legal Requirements Good
Practices
Standards
like:
•IFS
•BRC
•MSC
•RSPO

•Global GAP

Sustainability Improvement With S.E.T.

**Transparency with S.E.T.** 

