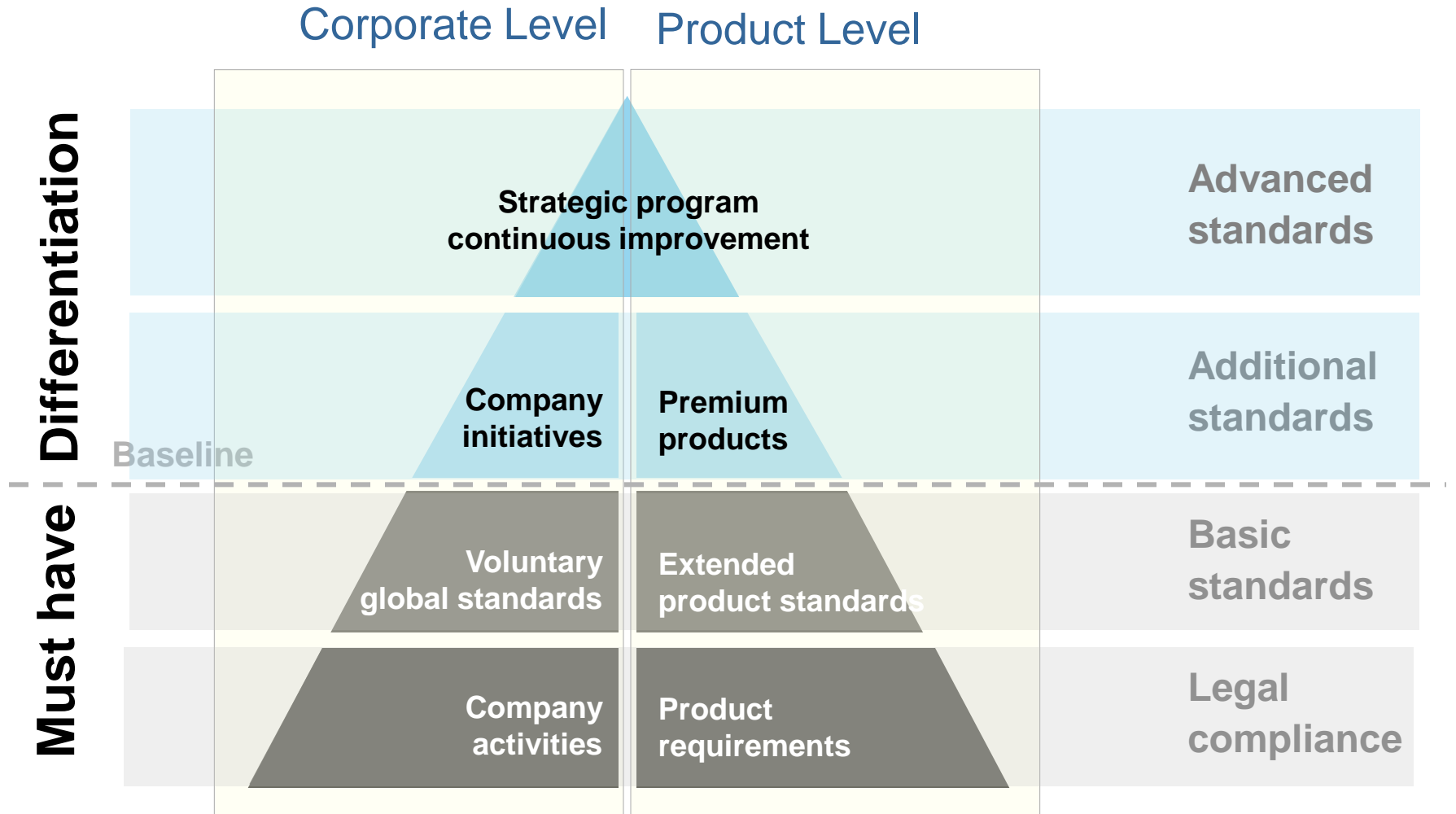


S.E.T. Initiative and ProSustain



Sustainability Pyramid



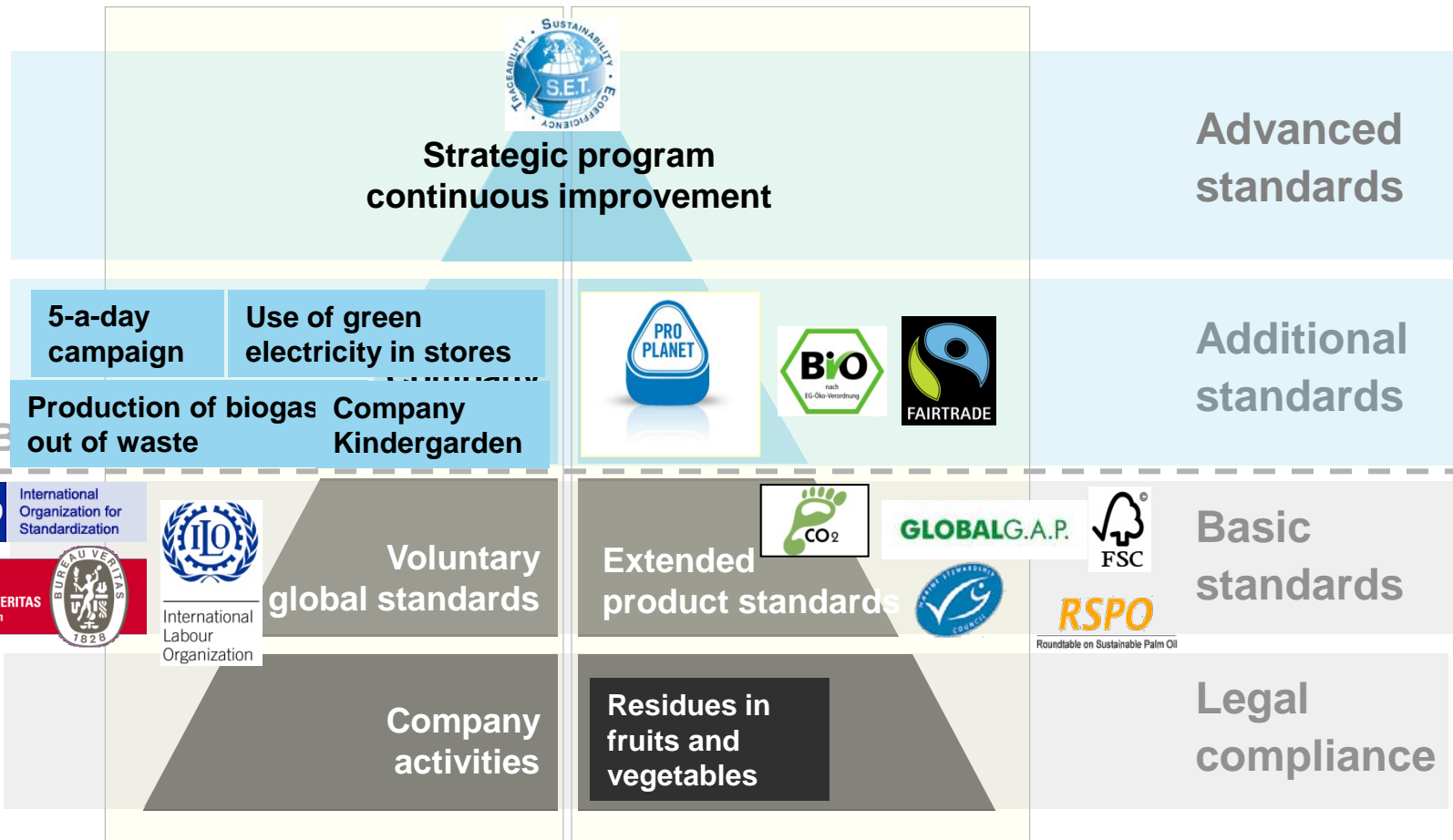
Sustainability Pyramid

SET Position

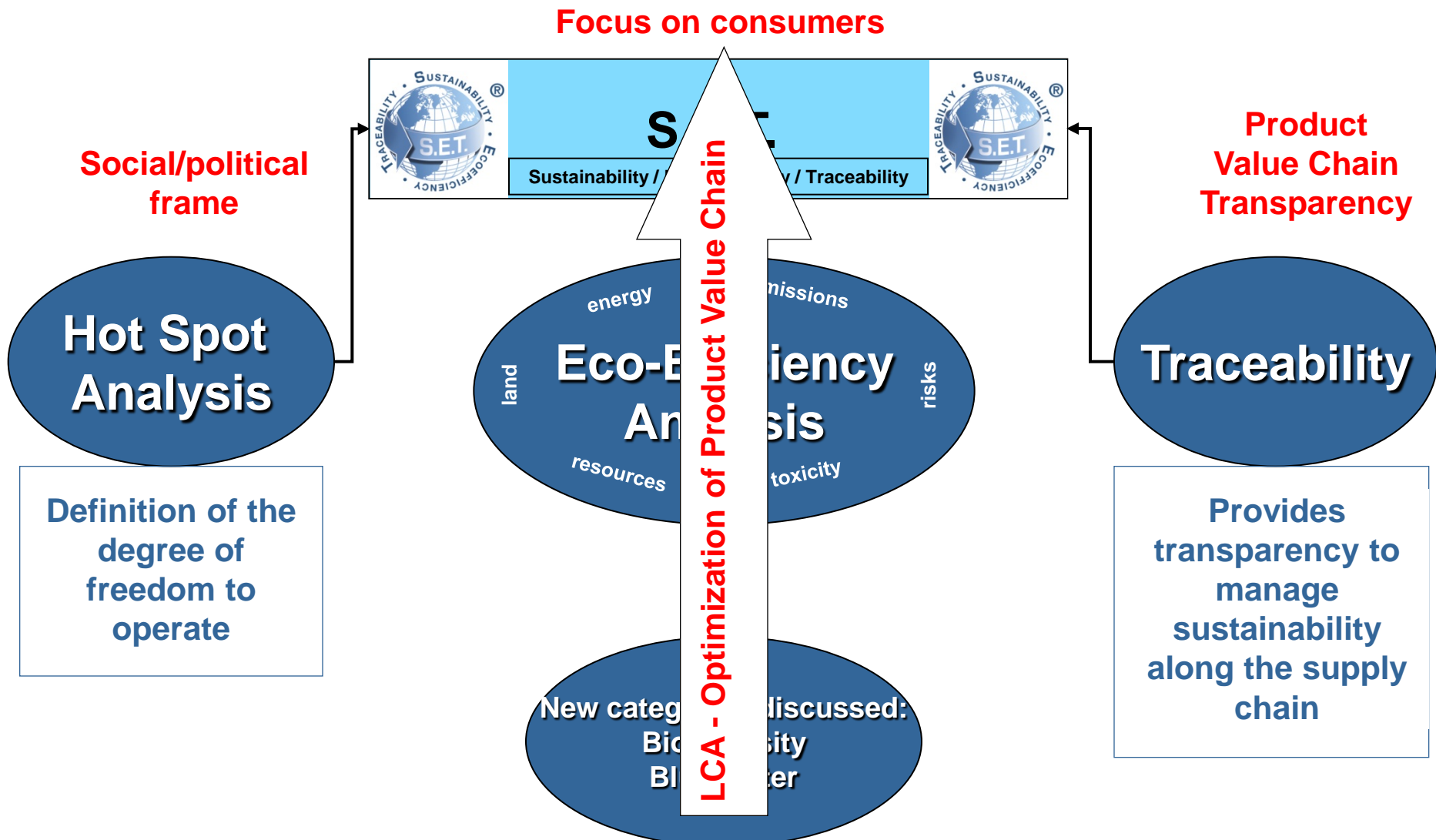
Corporate Level Product Level

Differentiation

Must have



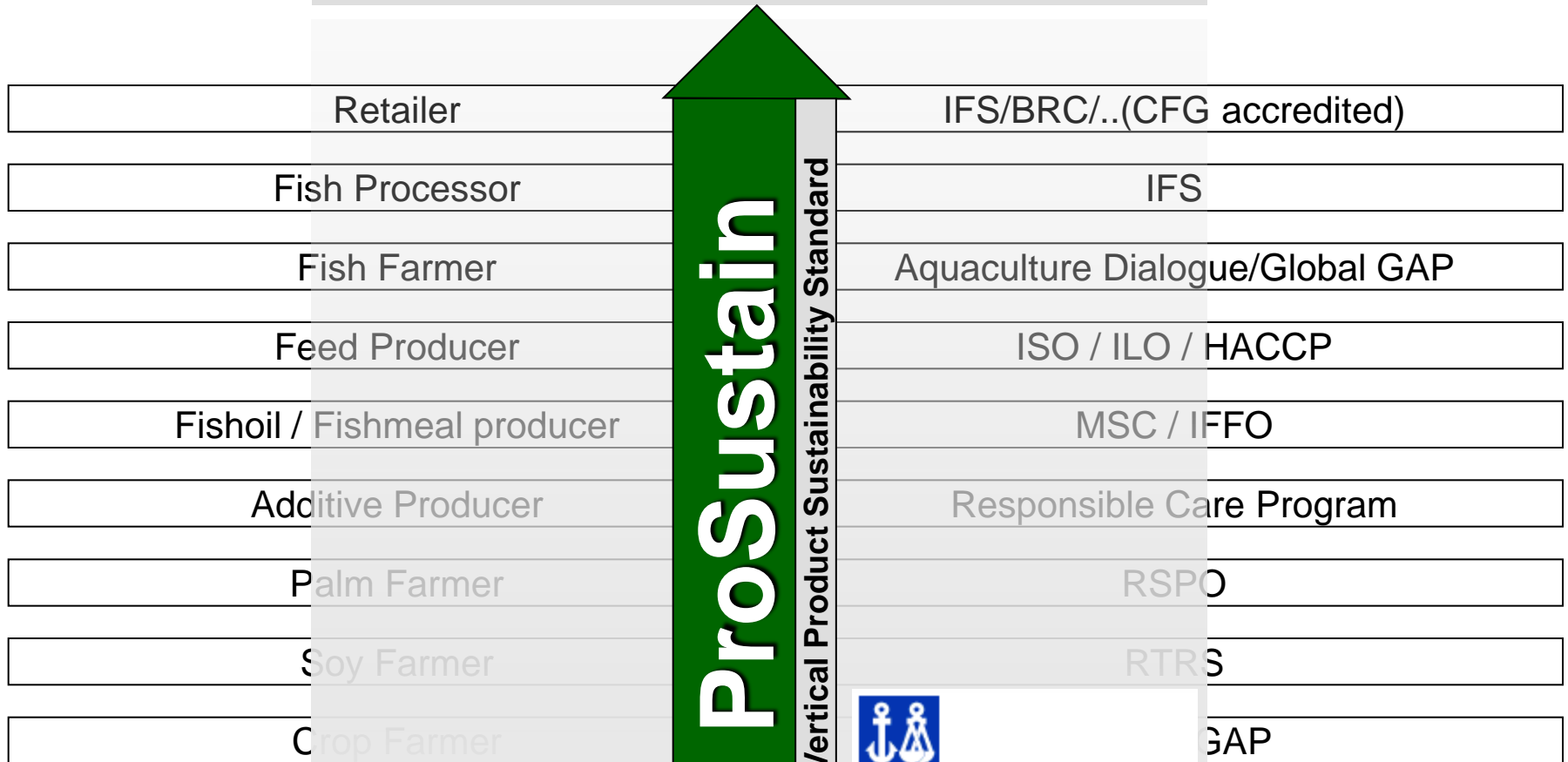
S.E.T.: Tools for More Sustainable Consumer Goods



ProSustain:

Connects and Complements Horizontal Standards

Sustainable Food



ProSustain

Vertical Product Sustainability Standard



DNV

MANAGING RISK



The Chemical Company

■ Certification of Product Sustainability



ProSustain: Product Sustainability Standard

 **BASF**
The Chemical Company



ProSustain™
Product Sustainability Standard

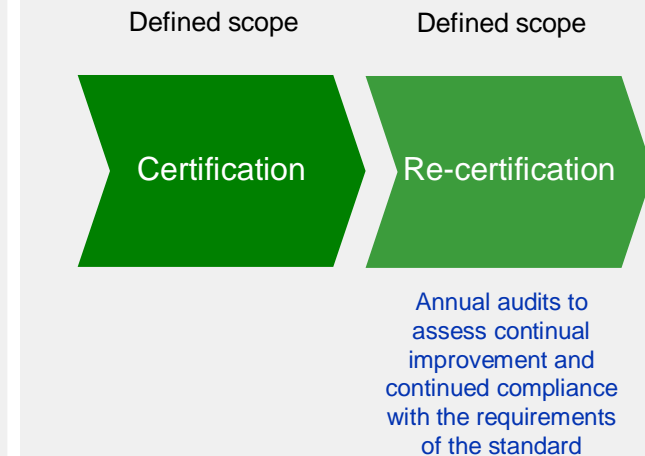
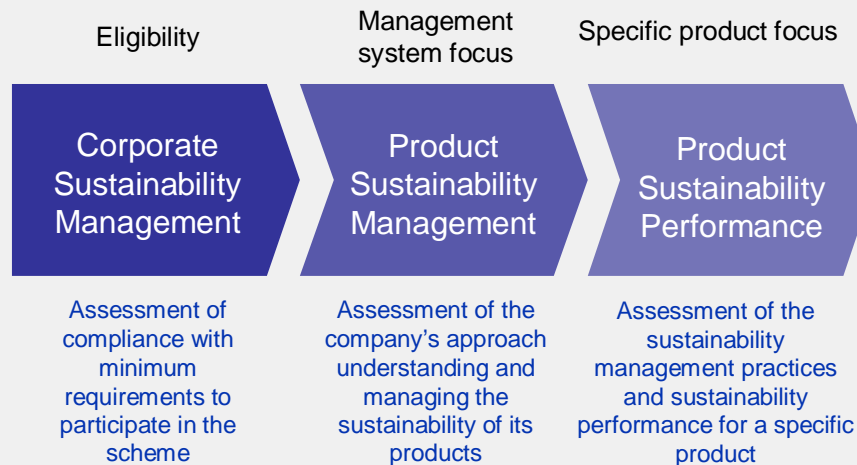
Helping better products grow in the marketplace
Public version

MANAGING RISK 
DNV

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

