

Eco-efficiency assessment



AkzoNobel
Tomorrow's Answers Today

Make well-informed business decisions based on Eco-efficiency assessments!

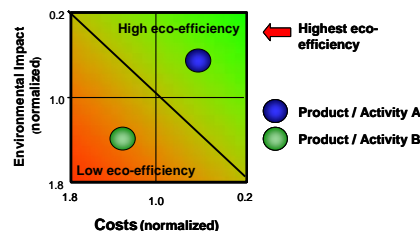
AkzoNobel is committed to reduce the impact on the planet and deliver more sustainable products and solutions to our customers. Eco-efficiency is one of many methods used to guide the business in a sustainable direction.

The Eco-Efficiency Assessment

Eco-Efficiency Assessment, EEA, is a strategic method which assists us in deciding which products and processes to target with future investments and which to maintain or phase out. The EEA compares two or more products, activities or processes in order to provide a basis for a decision or a marketing activity. EEA takes into account the environmental impacts as well as the direct and indirect economic consequences of the alternatives. This is done considering all activities along the entire value chain from extraction of raw materials to product end of life.

The EEA method used by AkzoNobel is based on the ISO standards for Life Cycle Assessment, LCA (ISO 14 040 series) and can be validated externally.

The result of an EEA is presented in an eco-efficiency diagram. The costs and the environmental impacts form the two axis of the diagram, with the most eco-efficient alternative in the top right corner.



The eco-efficiency result diagram with an inverted scale where the most eco-efficient alternative is found in the top right corner.

The method can be used as part of the basis for decisions in almost all business functions in the company. Since 2007, all appropriation requests decided upon by AkzoNobel Board of Management require an Eco-efficiency assessment in order to secure that sustainability aspects are included in the basis of all major investments.

Examples of when an EEA can be used

Strategic level

In investment decisions and policy work

Marketing

Together with customers, AkzoNobel optimizes products and process chains. To make environmental claims

Supply chain

Discussions with, and demands on, suppliers and customers

Manufacturing

Setting up new challenges and follow up

R&D

Sustainability assessments early in the development of new products

Communication

Discussion with external decision makers, NGOs and other stakeholders

Sustainable Development group

The Sustainable Development group is part of Akzo Nobel Technology and Engineering (T&E).

For more information please contact:

AkzoNobel Technology & Engineering
Sustainable Development
Gothenburg Sweden
sustainable.development@akzonobel.com
T +46 303 85 000

Or visit our website

www.akzonobel.com/sustainabledevelopment