



# Building Green Growth



The case for sustainability is made. The wellbeing of the planet and of future generations requires us to reduce radically the environmental impact of what we do. High value companies recognise that for high quality products sustainability is no optional extra, but core to maintaining and increasing advantage in an ever more competitive market.

Putting this into practice is much more difficult. It may seem to be the right thing to do, but how to make your company more sustainable can be too complex, too costly and too uncertain.

This is where *Sustainable Endeavour* comes in. *Sustainable Endeavour* will work with you to implement a tried and tested approach to embed sustainability within your business, reducing risk, improving functionality and maximising sustainable profit for enduring market advantage and green growth.

$$\frac{\text{Eco-cost €}^1}{\text{Value €}} = \text{Sustainability Index}$$

**The lower the index,  
the more sustainable your products**

## Green Growth

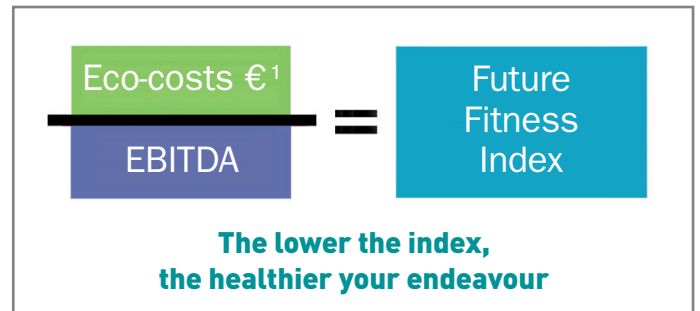
The objective of Sustainable Endeavour is build green growth and realize sustainable profit. This means reducing the environmental burden of your products and services while at the same time increasing their value. It depends on your business situation, products and context whether the green growth can best be achieved through climate change

mitigation measures, bio based materials, circular economy or using a cradle to cradle approach.

<sup>1</sup> The Eco-costs are a single indicator which expresses the environmental burden of a product or business in terms of money. In practice other indicators such as damage costs, shadow costs, carbon footprint, cumulative energy demand and recipe points may also be applied. Eco-costs are however the most comprehensive and most relevant business indicator (See for more details at the back of this brochure).

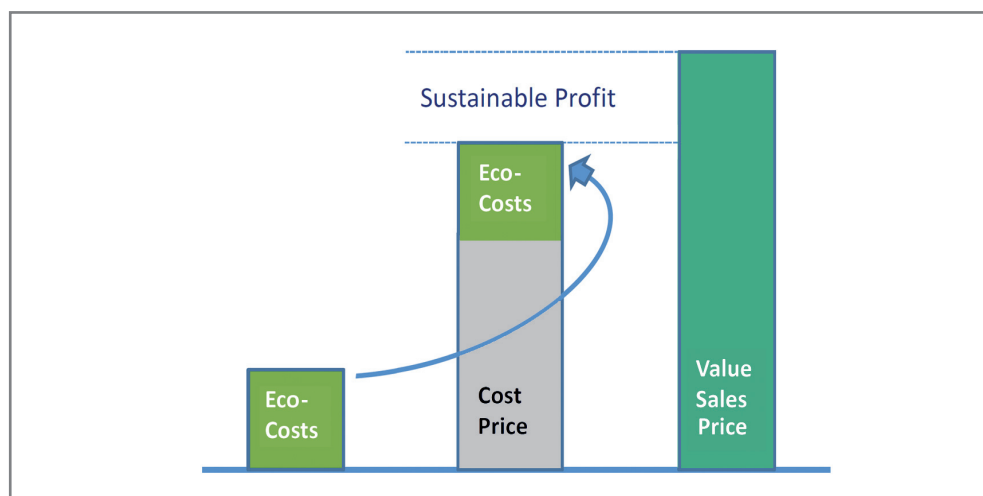


While investing into more sustainable products, businesses need to remain healthy and fit. A critical indicator for fitness is the extend by which the company is able to cover the costs of its environmental burden from its operating profits (EBITDA).



At present the profits of many companies come at the price of environmental damage which they routinely ignore. Sustainable profit is achieved once the costs to prevent that damage are factored in.

Of course, in some sectors the Eco-costs are very high, in other sectors relatively low. The more critical issue is the benchmark within each sector. This benchmark will clearly distinguish the future-fit businesses from others and will soon become the basis on which competitiveness is judged.



### Achieving Sustainable Profit

There are numerous ways to achieve Green Growth and Sustainable Profit. Being known for investing in sustainability will increase the value of your products, services and company as a whole. Green Growth is achieved through an appropriate combination of:

- smarter design,
- improved functionality,
- use green energy,
- increased fuel efficiency,
- more efficient work processes,
- applying alternative materials,
- waste reduction,
- eco branding,
- higher valued product and
- lower cost price.



Sustainable Endeavour has developed a unique approach for mainstream enterprises to embed sustainability throughout business practice. This graph shows the main functions for which policy implementing tools are available.

Realization of Green Growth means thinking in a creative and connected way through the whole product cycle and across the different parts of your business. Monitoring achievements, stakeholder reporting, learning and communicating consistently throughout the company will be important contributors to this. The result will be to

move sustainability from the margins to the centre of your operations, enabling Eco-costs to be reduced, sustainable profit generated, and competitive advantage secured through enhanced demand for high value products and services.

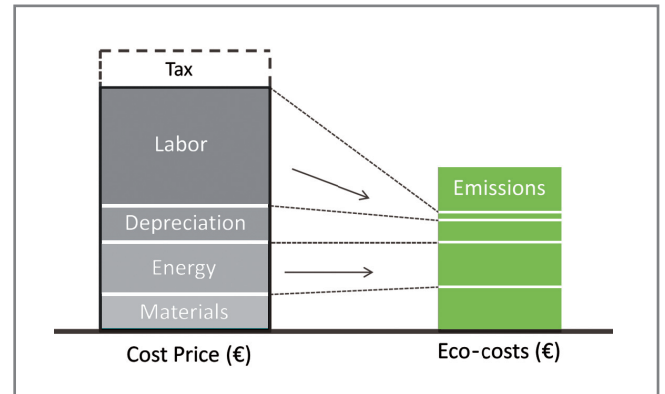
## What does Sustainable Endeavour offer

- ▶ Understanding and monitoring green growth and sustainable profit generation
- ▶ Embed sustainability throughout business practice
- ▶ ISO 14001 and ISO 9001 implementation
- ▶ Fast Track LCA calculation of products and services
- ▶ Environmental costing; Eco-costs, Shadow costs, Damage costs
- ▶ Sustainability product portfolio analyses
- ▶ Align innovation with sustainability
- ▶ Assist marketing & sales department on sustainable solutions to clients
- ▶ Environmental criteria in (EU) procurement processes
- ▶ Renewable technologies



## What are Eco-costs?

The costs to prevent the environmental burden is known as Eco-costs. It represents the cost that have to be incurred to reduce the environmental impact to the no-effect-level.



## How are Eco-costs calculated?

Eco-costs are the environmental burden prevention costs calculated on the basis of a material, energy and emissions inventory generally known as Life Cycle Analysis, or LCA. This calculation takes into account carbon and toxic emissions, land use and raw materials scarcity throughout the supply chain. The Eco-costs calculation is transparent and much more straightforward than damage based indicators which involve extremely complex calculations incorporating subjective weighting systems. Eco-costs are derived from regularly updated, scientifically generated data bases allowing them to be readily applied in the business environment.

### References to websites:

[www.Sustainable-Endeavour.com](http://www.Sustainable-Endeavour.com)

Eco-costs <https://en.wikipedia.org/wiki/Eco-costs>  
[www.Ecocostsvalue.com](http://www.Ecocostsvalue.com)

Construction sector [www.ecoquaestor.nl](http://www.ecoquaestor.nl)

Sustainable Endeavour provided services to:



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