



**GeSI**

GLOBAL e-SUSTAINABILITY  
INITIATIVE

# Sustainability Assessment Standard Framework (SASF) for ICT Products and Services

1<sup>st</sup> Stakeholder Dialogue

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Brussels, 28 April 2015

# Content

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Luis Neves / Andreas Harker

# A GLOBAL INDUSTRY STANDARD FOR SUSTAINABLE ICT PRODUCTS AND SERVICES

# The Sustainability Assessment Standard Framework

## Our Objectives

- The overarching objective of this project is to develop a comprehensive **sustainability assessment framework for products and services for the global ICT industry.**
- The framework aims to be **gradually improved towards a sector-wide standard.**



# The Need for a Comprehensive Assessment

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Empirical findings suggest that **environmental impact of global ICT will increase** over the next few years under Business-As-Usual scenarios.

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**Increasing concern** shown by consumers, civil society actors, policy-makers and shareholders on **sustainability issues related to global ICT.**

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Proliferation of standards & benchmarks leading to **confusion & insecurity among consumers, policy-makers and civil society actors.**

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Recent **initiatives** have started **to address the need for standardization of sustainability impact assessment methodologies** (e.g. European Commission's initiative on Product Environmental Footprint).

# The SASF: What we want to achieve

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**Holistic assessment** covering social, environmental and economical aspects



**Integration of utility/functionality** into the framework to incorporate ICT specific criteria



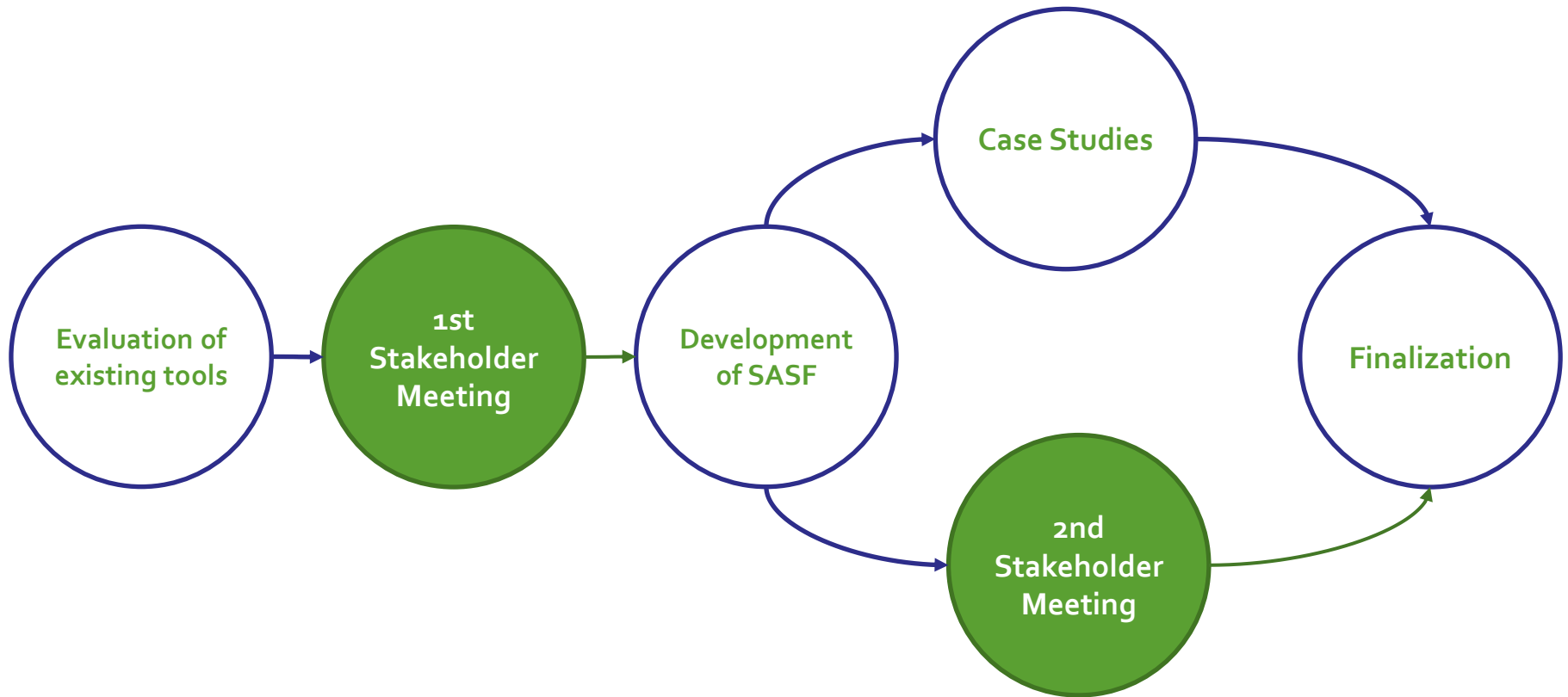
**Modular structure**, enabling the framework to be used for diverse companies, products and services



**Integration of existing tools and initiatives** or the elements thereof in the overall development of SASF

# Overview of Project's Steps

Year 2015	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec	jan 2016
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# Participating Pilot Companies



## Operating Partners



(Scientific Process)



(Engagement Process)



## Participating Pilot Companies 2015



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Christian Thorun








# WHAT DO YOU EXPECT FROM THIS MEETING?

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Siddharth Prakash

# **BENCHMARK: ANALYSIS OF CURRENTLY APPLIED SUSTAINABILITY FRAMEWORKS FOR THE ICT SECTOR**

# Overview Benchmark Seven assessments in detail

Assessments	Object	Initiator
 <b>ITU - Sustainability Toolkit</b>	Sustainable buildings, Sustainable ICT in corporate organizations, Sustainable products, end of life management, General specifications and KPIs, Assessment Framework for environmental impacts of the ICT sector	ITU Telecommunication Standardization Sector (ITU-T Initiative)
 <b>Deutsche Telekom – PMN</b>	ICT products and services	Deutsche Telekom AG
 <b>NABU - Handy-Ranking</b>	Cell phones, Charger	NABU (Naturschutzbund Deutschland e.V.) is a non-governmental organization with focus on research, political engagement, education and PR.
 <b>E-TASC</b>	Customized ICT categories (Network Equipment, Electronics, Handsets, etc.)	GeSI in cooperation with EcoVadis
 <b>Eco-Rating 2.0</b>	Mobile devices	Forum for the Future w/ Telefónica, O2 and Vodafone
 <b>Rank a Brand</b>	Audio, Video, Cameras, Camcorders, Computers, Notebooks, Game Consoles, Home Appliances, Navigation systems, (Mobile) Phones, Printers, Copiers, Television, TVs	Rank a Brand Foundation
 <b>Greenpeace – Guide to Greener Electronics</b>	Electronic devices in general	Greenpeace International

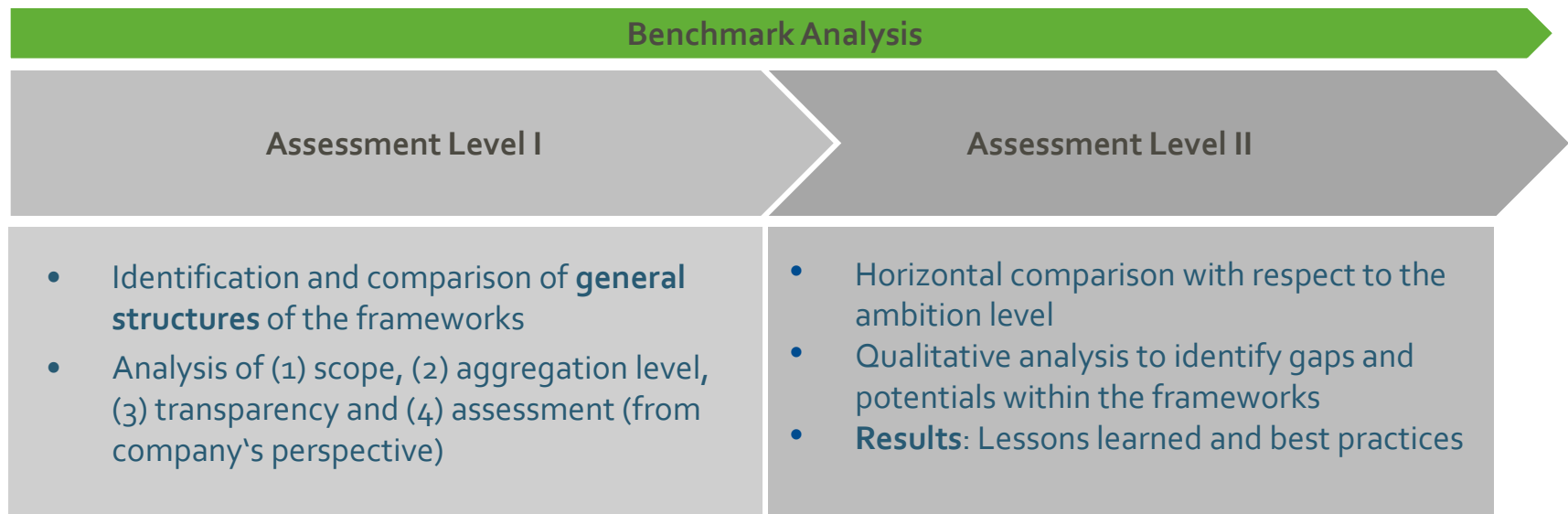


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# Overview Benchmark Overall process

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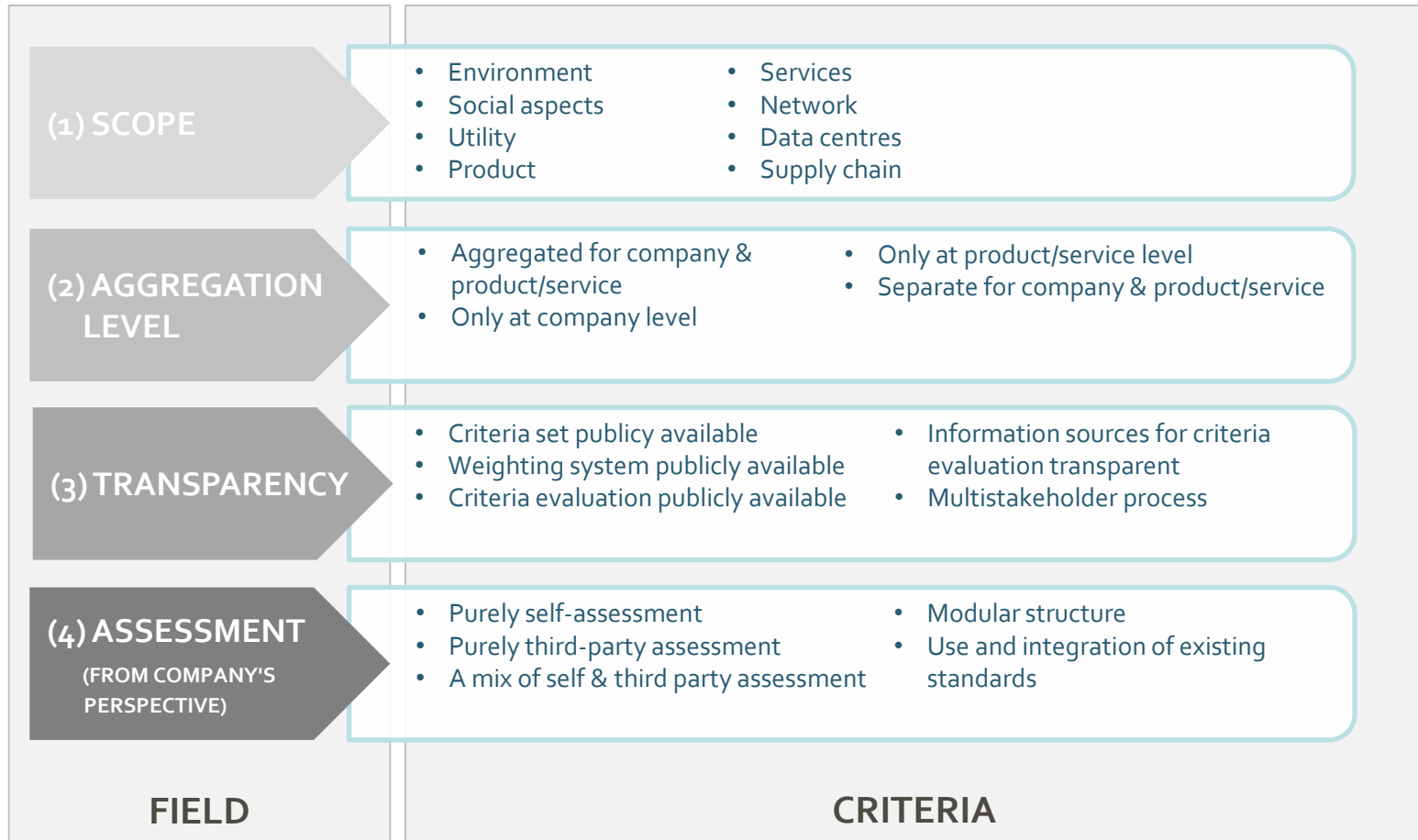
- The **first assessment level serves as a basis**, covering the evaluation systems of the examined **seven frameworks**.
- The **second level** is more detailed, looking into each criterion in terms of the criteria coverage as well as the ambition level and to identify best practices and lessons learnt for SASF.



# Assessment Level I

## Evaluation of general structure

- The first assessment level identifies and compares the general structure of the assessments in four fields



# Assessment Level I

## Key findings and learnings

### (1) SCOPE

#### KEY FINDINGS

- All frameworks cover environmental aspects, but social aspects are not covered by three frameworks.
- Two frameworks do not address the **whole supply chain**.
- **Services, networks and data centres are not addressed by most** of the frameworks.
- Assessment of **utility/ functionality** is done **only in two frameworks**, where one framework had very comprehensive requirements w.r.t the utility.
- Four frameworks **do integrate already available frameworks**, standards & initiatives, albeit in different degree of detail.
- Most of the frameworks do not follow a **system approach**, but are based on classical product or company assessment.

#### LEARNINGS

- Necessity to address and integrate well-established processes of the global ICT in order to avoid duplication of efforts.
- As the utility analysis is used to analyze practical, symbolic and societal utility of the product, its integration in the overall tool should help companies in designing products which are in end also purchased by consumers and accepted by the market.
- Apart from utility analysis, **social criteria** needs to be integrated.

# Assessment Level I

Key findings and learnings

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## (2) AGGREGATION LEVEL

### KEY FINDINGS

- Most of the frameworks assess either a company or a product, while only three address both company and product in the assessment.

### LEARNINGS

- Most of the frameworks are not flexible enough to be adjusted according to the requirements of individual companies.
- The modular approach of the SASF will be helpful in assessing only those areas which are relevant for company's operations.

# Assessment Level I Key findings and learnings

## (3) TRANSPARENCY

### KEY FINDINGS

- While **five frameworks are transparent** in terms of the assessment criteria used, the level of transparency varies when it comes to the evaluation of criteria, weighting system applied and information sources used for the evaluation.

### LEARNINGS

- High level of transparency is key for the acceptance by the civil society and pressure groups.

## (4) ASSESSMENT

(FROM COMPANY'S  
PERSPECTIVE)

### KEY FINDINGS

- Majority of frameworks (5 out of 7) rely on third-party assessments.

### LEARNINGS

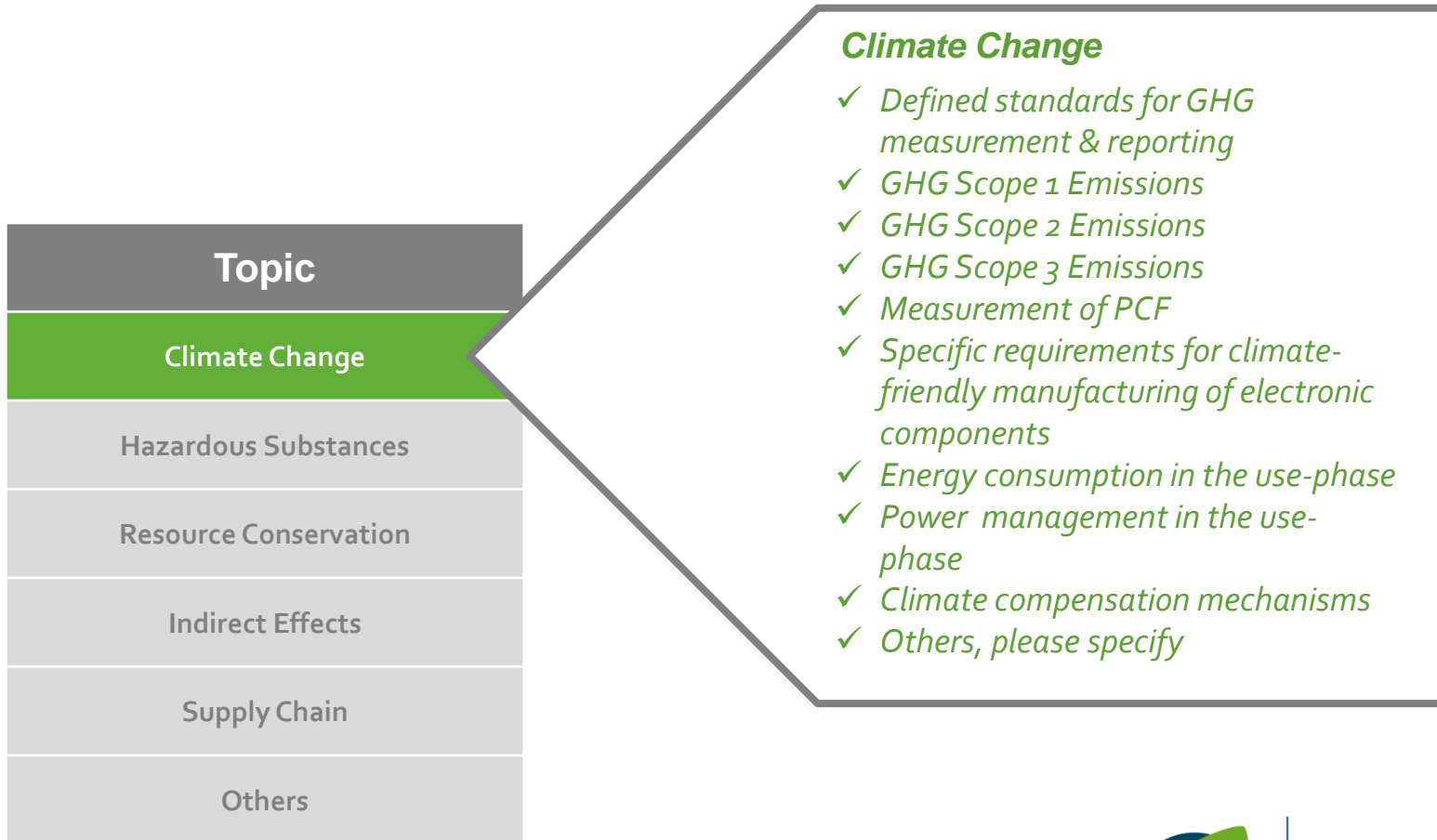
- Third-party assessments are observed to be most accepted by the civil society and pressure groups.



# Assessment Level II

Evaluation of criteria coverage

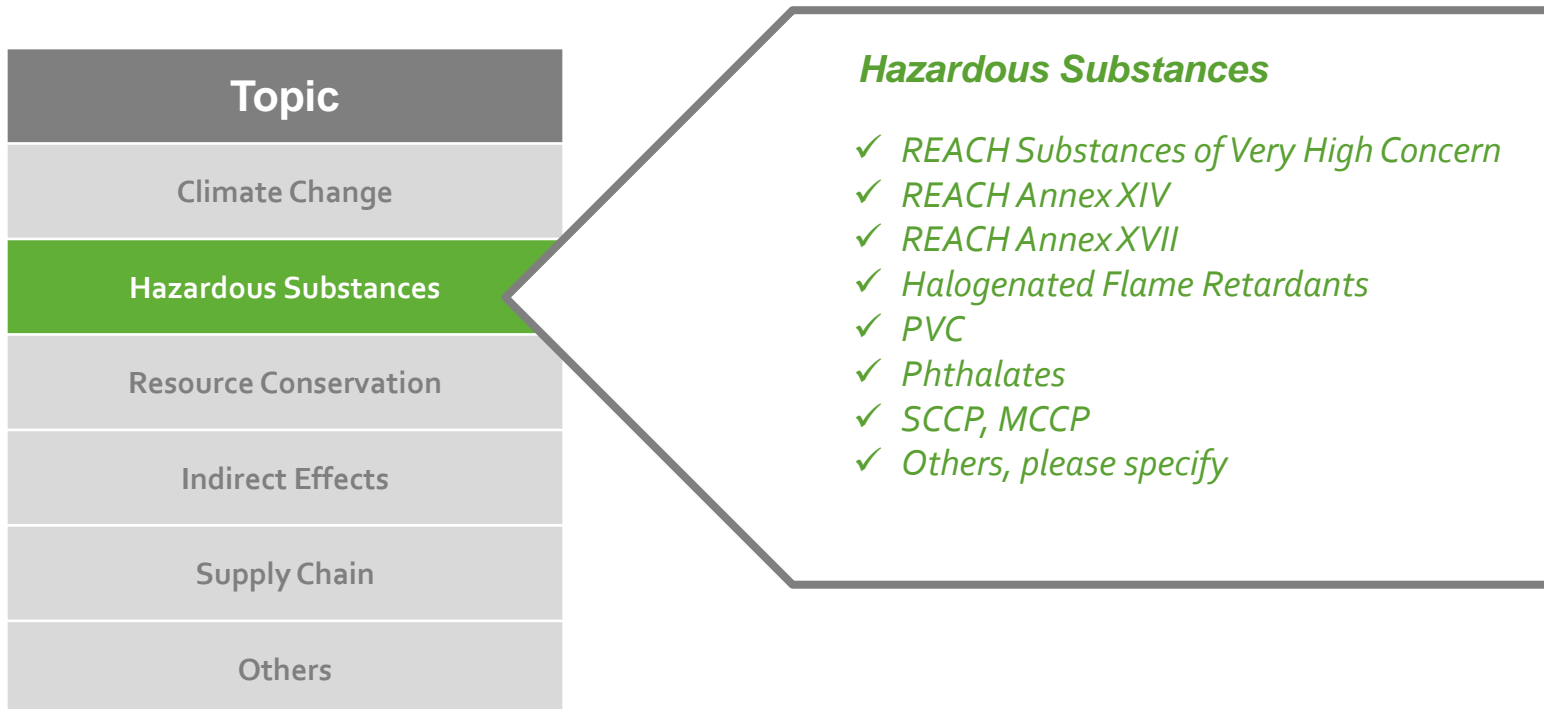
- Going into detail by a horizontal comparison with respect to the criteria coverage



# Assessment Level II

Evaluation of criteria coverage

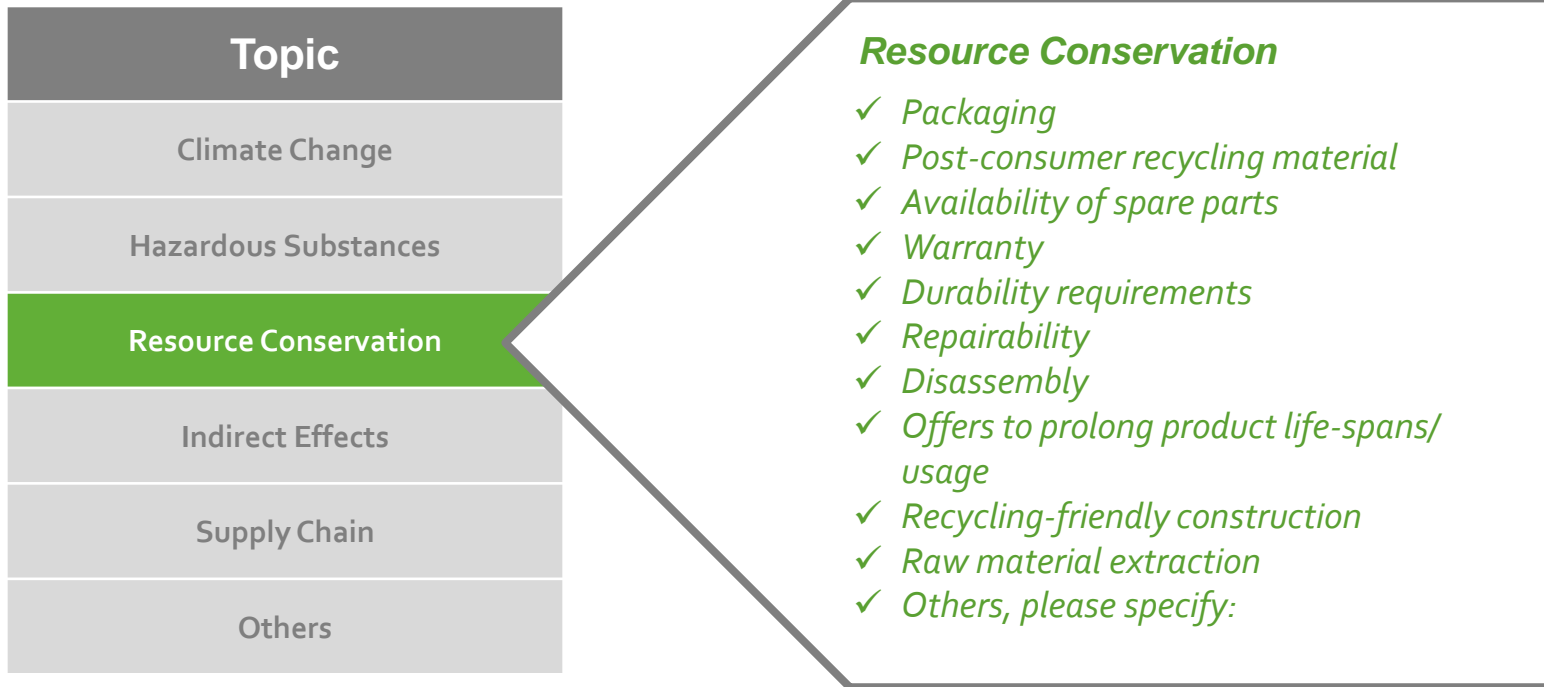
- Going into detail by a horizontal comparison with respect to the criteria coverage



# Assessment Level II

Evaluation of criteria coverage

- Going into detail by a horizontal comparison with respect to the criteria coverage



# Assessment Level II

Evaluation of criteria coverage

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- Going into detail by a horizontal comparison with respect to the criteria coverage

Topic
Climate Change
Hazardous Substances
Resource Conservation
<b>Indirect Effects</b>
Supply Chain
Others

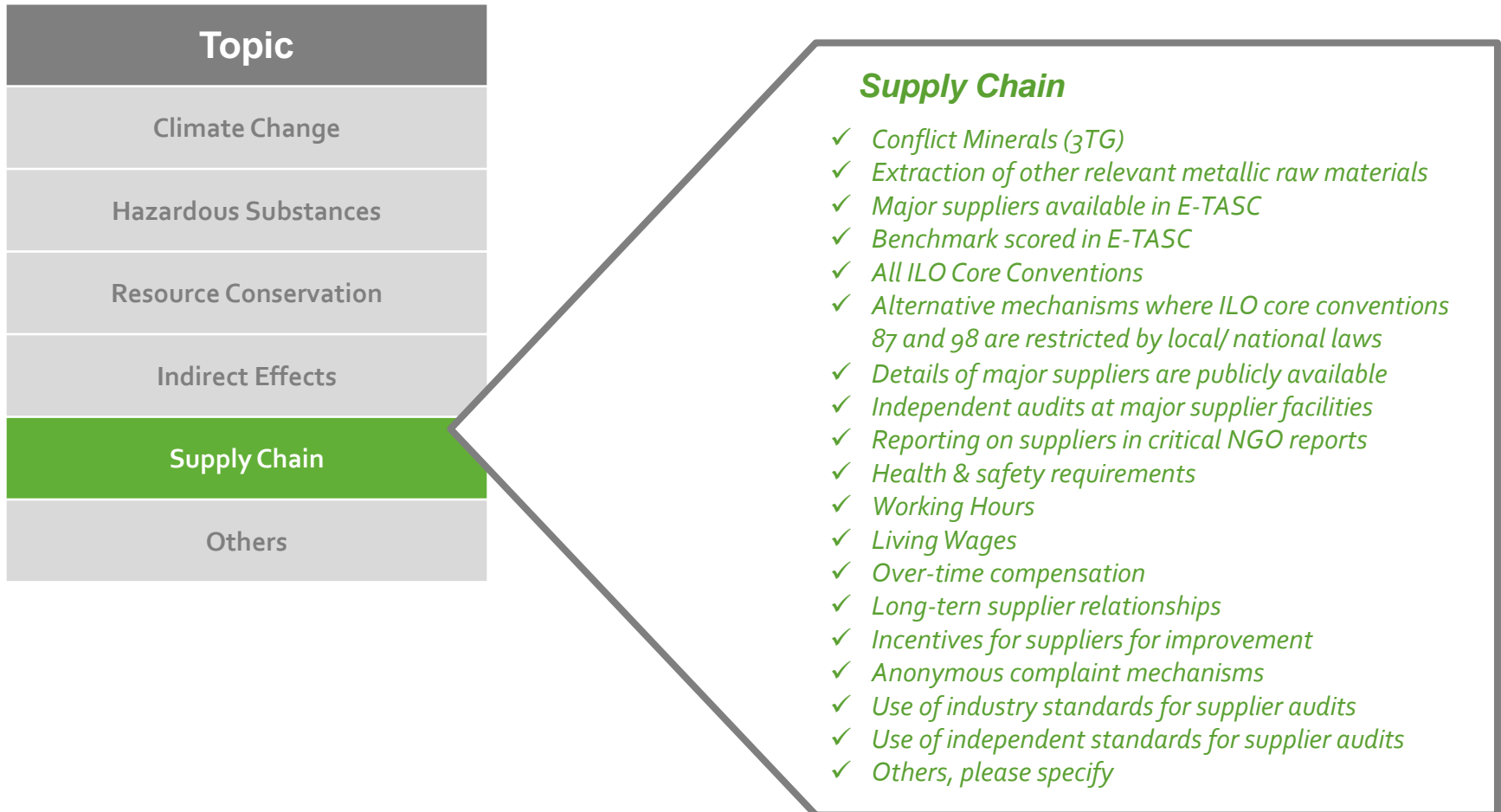
***Indirect effects***

- ✓ *Reduction of travel & transport*
- ✓ *Reduction of products & materials*
- ✓ *Others, please specify*

# Assessment Level II

Evaluation of criteria coverage

- Going into detail by a horizontal comparison with respect to the criteria coverage



# Assessment Level II

Evaluation of criteria coverage

- Going into detail by a horizontal comparison with respect to the criteria coverage

Topic
Climate Change
Hazardous Substances
Resource Conservation
Indirect Effects
Supply Chain
Others

**Others**

- ✓ Radiation
- ✓ Others, please specify

# Assessment Level II Evaluation of criteria coverage

- Individual topics are extensively evaluated – Example below: Resource Conservation

		Deutsche Telekom - PMN	ITU-Sustainability Toolkit	NABU-Handy Ranking	E-TASC	Eco-Rating 2.0	Rank a Brand	Greenpeace
Resource Conservation	Packaging	Yes	Yes	Yes	No	Yes	Yes	Unclear
	Post-consumer recycling material	Yes	Yes	Yes	No	Yes	Yes	Yes
	Availability of spare parts	Yes	Yes	No	No	Yes	Yes	No
	Warranty	No	No	Yes	No	Yes	Yes	Yes
	Durability requirements	No	Yes	Yes	No	Yes	No	No
	Repairability	Yes	Yes	No	No	Yes	Yes	No
	Disassembly	Yes	Yes	No	No	Yes	No	No
	Offers to prolong product life-spans/usage	Yes	Yes	Yes	No	No	Yes	Yes
	Recycling-friendly construction	Yes	Yes	Yes	No	Yes	No	No
	Raw material extraction	No	No	No	No	Yes	Yes	No
Others, please specify				optionally without charger, no paper manual		easy data wiping, protection from damage, reuseable parts, universal charger	universal charger, take back program, replaceable batteries, water/land footprint, FSC-paper, recycling symbols	deforestation, FSC-paper, take back system

# Assessment Level II Evaluation of criteria coverage

- Individual topics are extensively evaluated – Example below: Supply Chain

	Deutsche Telekom - PMN	ITU-Sustainability Toolkit	NABU-Handy Ranking	E-TASC	Eco-Rating 2.0	Rank a Brand	Greenpeace
<b>Supply Chain Criteria Coverage</b>	High	Low	Medium	High	Low	High	Medium
<b>Explanation</b>	The Deutsche Telekom PMN integrates own criteria regarding conflict minerals and labour issues in the supply chain and also integrates the E-Tasc supplier assessment system. As the criteria of the E-Tasc system are not publicly available and have not yet been provided to the project team, this evaluation might have to be further specified at a later stage of the project.	The ITU-Sustainability Toolkit is a guide referring to mature and standardised approaches, mostly in the field of LCA and environmental impacts. Apart from reporting requirements according to the GRI, CSR is exclusively limited to environmental impacts. Human rights issues are currently not integrated.	Regarding human rights and labour issues in supply chains, the NABU-Umwelt-Tarif exclusively focuses on conflict minerals. Other issues such as labour right in the manufacturing supplier base are not addressed.	E-TASC covers a wide range of criteria for the supply chain management, both at the corporate as well as facility level. However, criteria related to conflict minerals and raw material extraction in general is not covered.	There are no criteria related to human rights and supply chain issues.	Several demanding criteria related to human rights and supply chains. These criteria focus on both, the (conflict) mineral issue, as well as the issues around manufacturing.	Regarding human rights and labour issues in supply chains, the Greenpeace scheme exclusively focuses on conflict minerals. Other issues such as labour right in the manufacturing supplier base are not addressed.
<b>Summary &amp; lessons learnt</b>	<ul style="list-style-type: none"> <li>- Formerly, supply chain related initiatives mainly focused on labour standards in (contract) manufacturing. Since around 2010, also the conflict mineral issues is addressed. Lately, some industry players also integrated the issue of tin sourcing from Bangka Island, Indonesia</li> <li>- In the future, supply chain related issues will be more generally be viewed under the topic of human rights due diligence. This is a direct consequence of the UN Guiding Principles on Business and Human Rights.</li> <li>- Taking a human rights due diligence approach for the telecommunication sector, a general risk screening is likely to yield the following areas of risk: <ul style="list-style-type: none"> <li>o Potential human rights risks in the raw materials extraction phase (also beyond conflict financing)</li> <li>o Potential human rights risks in the (contract) manufacturing (labour rights...)</li> <li>o Potential human rights risks related to data security and privacy</li> <li>o (possibly also risks related to unsound disposal and recycling in non-OECD-countries)</li> </ul> </li> <li>- It is noteworthy that human rights abuses can also occur as a consequence of severe pollution and environmental degradation. This might be the case in some raw material supply chains also beyond the 3TG debate (impacts on human health, loss of livelihoods...)</li> <li>- A due diligence approach should go beyond risk identification. Generally, measures should be design according to the 3 pillars respect, protect, remedy.</li> <li>- This means that companies should endorse a human rights policy and implement a human rights.</li> <li>- But it should also focus on effective remedy measures.</li> <li>- For raw materials, it will not be expected that the industry takes remedy action for sourcing of &gt;30 materials. On the other side, it will be expected that industry takes proactive measures to remedy human rights impacts for materials, where this is relevant (high human rights risks) and where the industry has high influence (also due to its high market share).</li> </ul>						



# Assessment Level II Key findings and learnings – Climate Change

## Climate Change

### KEY FINDINGS

- Criterion related to the **measurement and reporting of GHG emissions of a company** seems to be well represented in most, if not all, of the frameworks.
- However, it is unclear if the frameworks specify or refer to existing methodologies for measuring & reporting GHG emissions and guarantee that GHG measurement and reporting was conform with the methodological rules. Especially, severe differences can be expected for the measurement & reporting of **GHG scope 3 emissions**.
- Some frameworks contain requirements for measuring the **Product Carbon Footprint**.
- Only two frameworks have specific requirements for the **climate-friendly manufacturing of electronic components**.
- Only one framework includes criteria on **climate compensation mechanisms**, while only two frameworks refer to the **use of renewable energies**.
- Almost all frameworks incorporate criteria on the energy consumption in the use-phase of products.

### LEARNINGS

- In general the criteria that are based solely either on product or company assessment have little impact on overall GHG emissions. Thus, the criteria should **cover both company as well as supply chain/ product-level**. Especially, measurement and reporting on **GHG Scope 3 emissions** need to be made more specific and precise.
- Specific criteria for climate-friendly manufacturing of electronic components needs to be formulated. Same is true for climate compensation mechanisms and use of renewable energies (with additional environmental benefit).

# Assessment Level II

## Key findings and learnings – Hazardous Substances

### Hazardous Substances

#### KEY FINDINGS

- Regulation of **halogenated flame retardants, PVC and phthalates** seem to be covered in most, if not all, of the frameworks.
- Severe differences occur in the way criteria related to **REACH** candidate list (Substances of Very High Concern), Annex XIV (Authorization) and Annex VII (Restrictions) are handled.
- Considering that substances listed under Annex XIV can still be available in imported articles from non-EU countries (e.g. DEHP, DBP, BBP, DIBP) and restrictions under Annex XVII (e.g. DINP, DIDP, DNOP) do not apply currently to EEE articles, regulation of these substances in current frameworks have not been addressed adequately.
- Verification of **supplier conformity** with requirements pertaining to the declaration of hazardous substances in the supply chain is still not well developed.

#### LEARNINGS

- None of the criteria sets ask for a **full material declaration**. Only specific chemicals are named and asked to be banned without a risk assessment for substitute materials.
- There is no systematic approach to reduce hazardous substances in production process and in products. Thus, an approach for **appropriate management of hazardous substances** would be the identification of hazardous substances in the **whole supply chain**, their substitution process, including risk assessments for the substitutions, followed by solid evidence from the suppliers that hazardous substance requirements are met.

# Assessment Level II

## Key findings and learnings – Resource Conservation

### Resource Conservation

#### KEY FINDINGS

- Coverage of criteria related to resource conservation varies between various frameworks.
- While requirements for the use of **post-consumer recycling material** are available in all the frameworks, criteria related to the **extension of product life-span and usage times, remanufacturing, repair, disassembly, recycling of products and warranties** are either not present in all the frameworks or are formulated in different degree of detail.
- Also, criteria related to **standardization of components** as well as **reliable data wiping** are rather rarely present in the frameworks.
- One framework included a criterion on **water/ land footprint of products**.

#### LEARNINGS

- Resource conservation can mainly be achieved **by longer usage of products**. There are several factors that help in prolonging the product life-span or usage time. Product design is only one of these.
- Other important influences are the **policy of the service provider** (e.g. contract design, updateable products avoiding early replacements, leasing business models, after-care services, take back system) that can be assessed only at the company level.
- **Product durability standards** need to be included in the criteria set.
- Furthermore, it is important to have product designs that enable easy remanufacturing, repair and recycling.

# Assessment Level II

## Key findings and learnings – Indirect Effects

Indirect  
effects  
&  
miscell-  
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### KEY FINDINGS

- All but one framework do not possess any criteria on **indirect benefits** of using ICT products & services.
- Only two frameworks include criteria on radiation (SAR)
- Aspects related to **data security and protection** have not been adequately addressed in most of the standards.

### LEARNINGS

- **Indirect positive benefits of ICT** (refer to SMART 2020 & SMARTer2020) can't be ignored completely and have to be included in the criteria set.
- **Data security and protection** has gained an enormous importance in the public debate. These aspects need to be addressed in the criteria set.

# Assessment Level II Key findings and learnings - Supply Chain (1)

## Supply Chain (1)

### KEY FINDINGS

- Many frameworks have included criteria on **conflict minerals (3TG)**.
- However, all frameworks **lack criteria on extraction of other relevant (not necessarily conflict-related) minerals**.
- Only few frameworks include criteria on **human rights and labour** issues in the manufacturing phase. In general, it can be said that **most of the frameworks do not cover or do not adequately cover criteria related to human rights and labour issues in the supply chain**.

### LEARNINGS (1)

- Formerly, supply chain related initiatives mainly focused on labour standards in (contract) manufacturing. Since around 2010, also the conflict mineral issues is addressed.
- In the future, supply chain related issues will be more generally be viewed under the topic of **human rights due diligence** (as a direct consequence of the UN Guiding Principles on Business and Human Rights)
- Taking a human rights due diligence approach for the telecommunication sector, a general risk screening is likely to yield the following areas of risk: (1) Potential human rights risks in the **raw materials extraction phase (also beyond conflict financing)**, (2) Potential human rights risks in the **(contract) manufacturing**, (3) Potential human rights risks related to **data security and privacy**, (4) (possibly also risks related to **unsound disposal and recycling in non-OECD-countries**)

# Assessment Level II

## Key findings and learnings - Supply Chain (2)

### Supply Chain (2)

#### KEY FINDINGS

- Many frameworks have included criteria on **conflict minerals (3TG)**.
- However, all frameworks **lack criteria on extraction of other relevant (not necessarily conflict-related) minerals**.
- Only few frameworks include criteria on **human rights and labour** issues in the manufacturing phase. In general, it can be said that **most of the frameworks do not cover or do not adequately cover criteria related to human rights and labour issues in the supply chain**.

#### LEARNINGS (2)

- It is noteworthy that human rights abuses can also occur as a **consequence of severe pollution and environmental degradation**. This might be the case in some raw material supply chains also beyond the 3TG debate (impacts on human health, loss of livelihoods...)
- **A due diligence approach should go beyond risk identification**. Generally, measures should be design according to the 3 pillars - *respect, protect, remedy*.
- This means that companies should endorse a human rights policy and implement a human rights protection approach. But it should also focus on effective remedy measures.
- For raw materials, it will not be expected that the industry takes remedy action for sourcing of , for instance >30 materials. On the other side, it will be expected that industry takes proactive measures to remedy human rights impacts for materials, where this is relevant (high human rights risks) and where the industry has high influence (also due to its high market share).

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Siddharth Prakash

# THE SCIENTIFIC BASIS OF THE SASF PROJECT

# Background

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## Social standards

- Poisoning the poor, Electronic waste in Ghana, by Greenpeace, 2008
- iSlave behind the iPhone Foxconn Workers in Central China, by SACOM, 2011
- Freedom of association in the electronics sector, by SOMO, MakeITFair, 2012
- Workers' rights in the global electronics sector, by GoodElectronics, MakeITFair, 2012
- Who takes responsibility in the mobile jungle, by Fair Trade Centre Sweden, MakeITFair, 2012
- Capacitating electronics – The corrosive effects of platinum and palladium mining on labour rights and communities, by SOMO, MakeITFair, 2007
- There is more than 3TG - The need for the inclusion of all minerals in EU regulation for conflict due diligence
- Social impacts of artisanal cobalt mining in Katanga, Democratic Republic of Congo, by Öko-Institut, 2012



# Background

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- Timely replacement of a notebook under consideration of environmental aspects, by Öko-Institut, 2012
- Study for the Review of the List of Restricted Substances under RoHS 2 - Analysis of Impacts from a Possible Restriction of Several New Substances under RoHS 2, by Öko-Institut, 2014
- Recycling critical raw materials from waste electronic equipment, by Öko-Institut, 2012
- Toxic Transformers- a review of the hazards of brominated & chlorinated substances in electrical and electronic equipment, by Greenpeace, 2010
- Study on the practical application of the new framework methodology for measuring the environmental impact of ICT – cost/benefit analysis, by Öko-Institut, 2014

Environment  
&  
Health

# Background

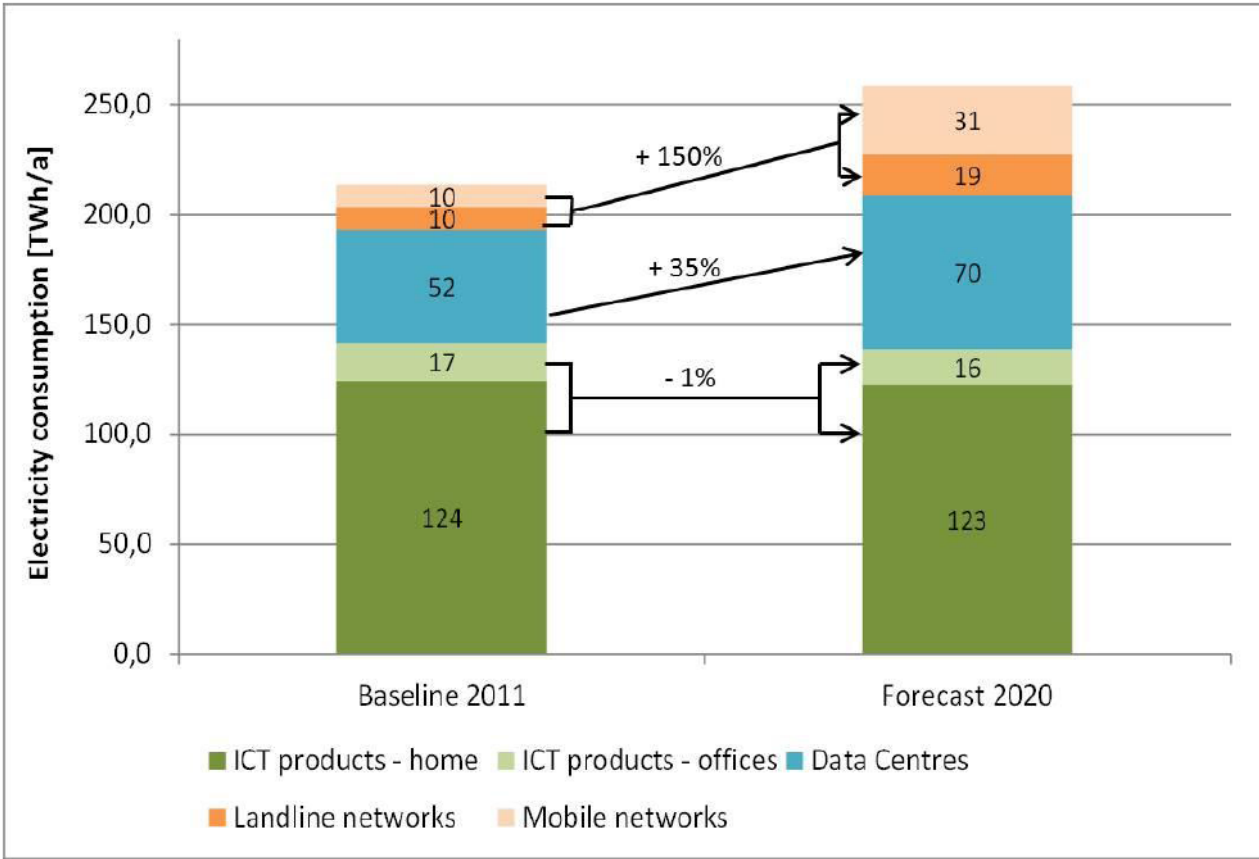
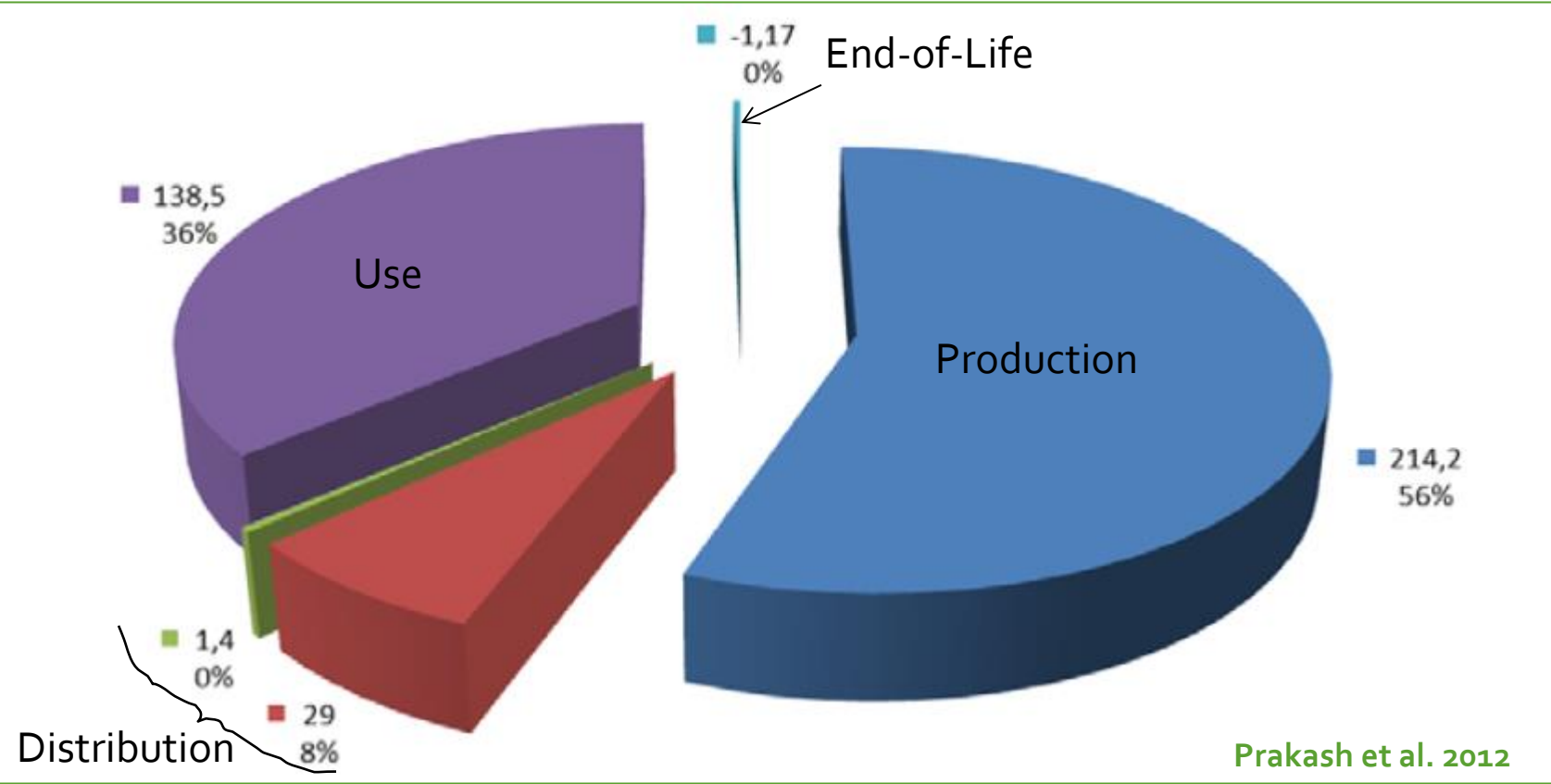


Figure 1 Comparison of the ICT-related electricity consumption in EU-27 in 2011 & 2020 (excluding ICT manufacturing)

Prakash et al. 2014

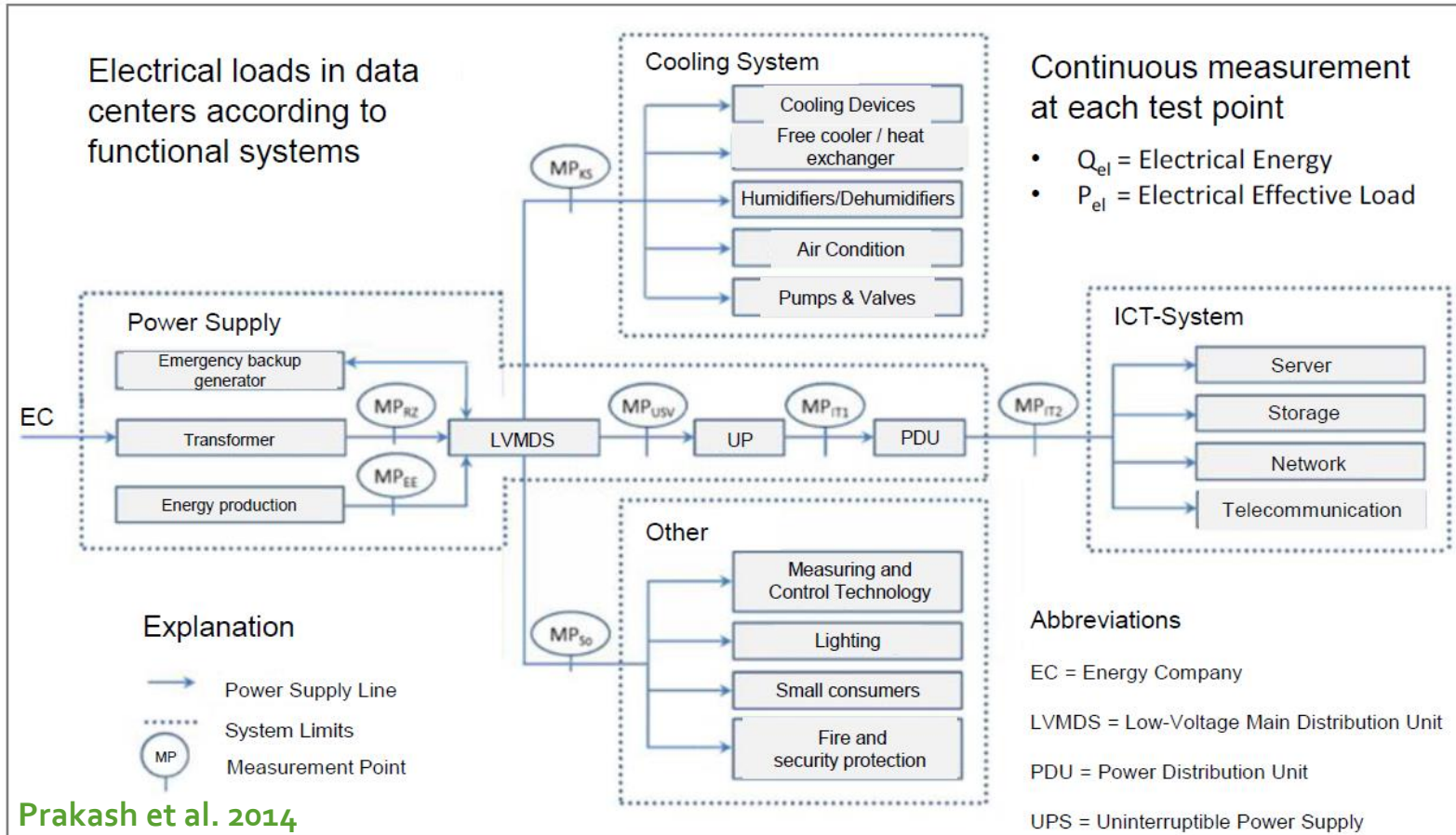
# Background

Greenhouse gas emissions of the life-cycle of a notebook (life-span 5 years)



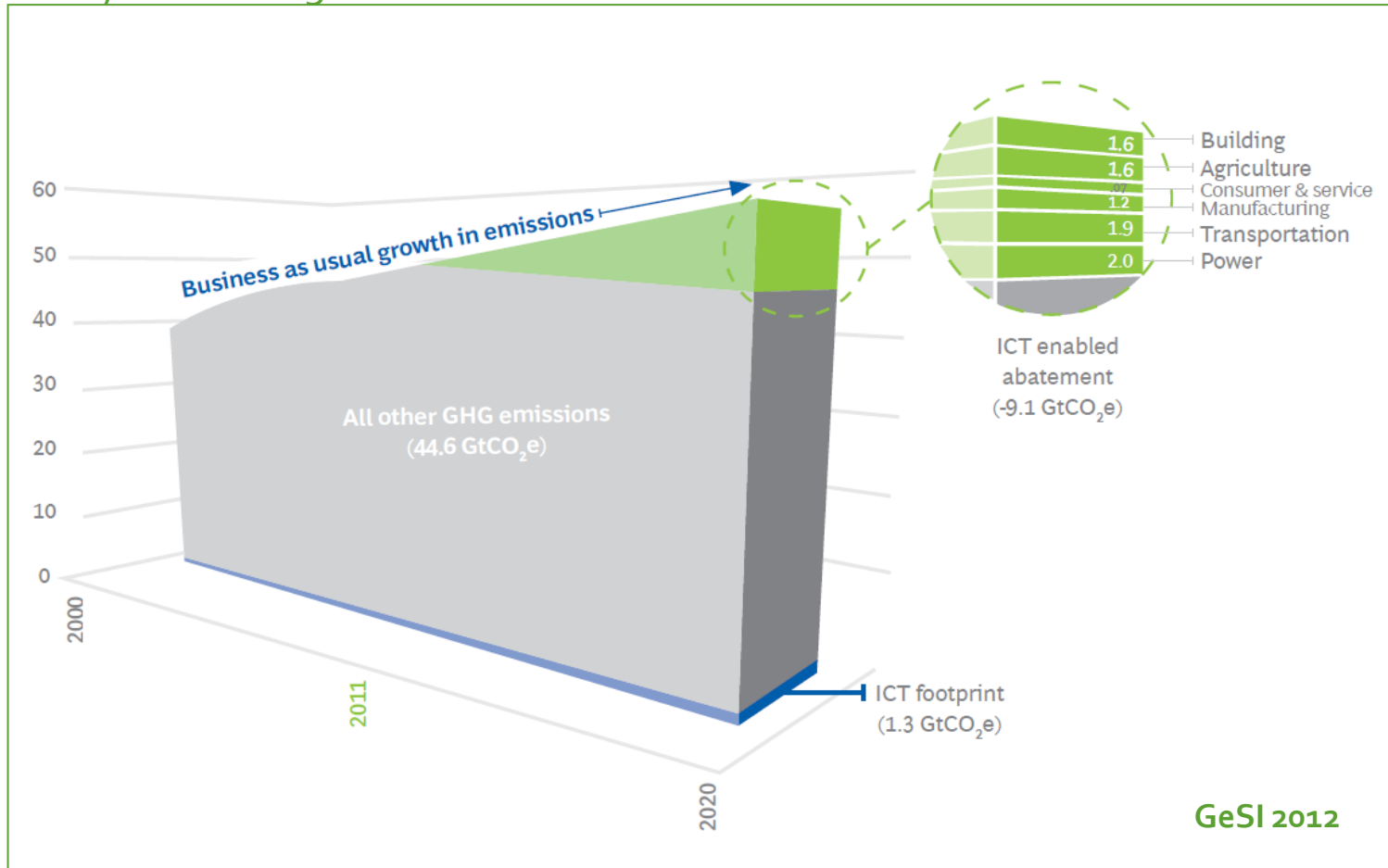
# Background

## Schematic diagram of a data centre



# Background

Abatement potential in 2020 plotted with the direct emissions from the ICT industry and total global GHG emissions



# Objectives and Key Questions

## Our Objectives

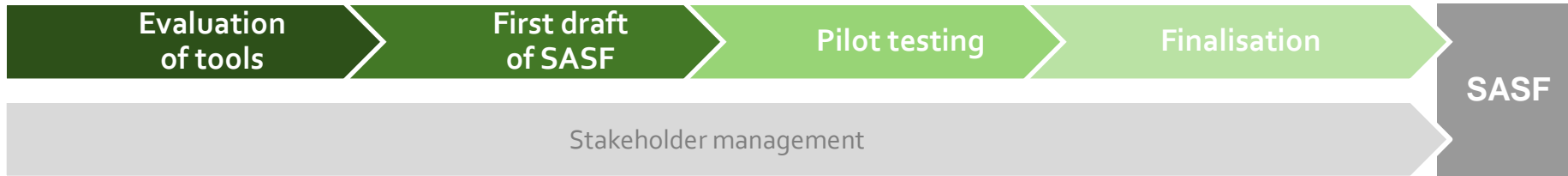
- The overarching objective of this project is to develop a comprehensive **sustainability assessment framework for products and services for the global ICT industry.**
- The framework aims to be **gradually improved towards a sector-wide standard..**

## The following key questions will be addressed during the course of the project:

- Which environmental and social/societal effects, both negative and positive, are generated by the present products and services of the global ICT throughout the value chain?
- How can a standard tool be configured for continuous assessment of the sustainability of several hundred products and product developments if it is to be used in all enterprises within GeSI and its application is to occur within acceptable financial and HR expenditure?
- What are the points of leverage for optimization towards sustainability, and which costs or savings do these incur or deliver?

# Overall Process

Methodological approach and development



## *Comprehensive evaluation of most widely used sustainability assessment tools, labels and instruments for the global ICT sector*

**Step 1:** Development of a Criteria and Indicator set for evaluating 7 most important sustainability assessment tools, labels and instruments for the global ICT sector

**Step 2:** Selection of 7 sustainability assessment tools and instruments to be evaluated in the thematic areas of Environment, Supply Chain and Society

**Step 3:** Judging the ambition level and diversity of criteria for each assessment tool and instrument

## *Development of the first draft of the SASF*

- Integration of well-established processes (e.g. E-TASC, Sustainability reports etc.)
- Evaluation of relevance (e.g. hardware, service, software, company etc.)

## *Pilot testing of the first draft of the SASF*

2 Case studies: Hardware (e.g. media receiver, router, smartphone) and service (e.g. Video-on-Demand, Triple-play, app)








Requirement: 5 companies participate for each case study and conduct the pilot tests for their products and services

Oeko-Institute will prepare a review guideline which will serve the participating companies enter their detailed feedback on the execution of the case studies

## *Adaptation and finalisation of the SASF*

- Written feedback from participating companies
- Five telephone interviews with selected companies

# Overview Benchmark Seven assessments in detail

Assessments	Object	Initiator
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 <p>Deutsche Telekom – PMN</p>	ICT products and services	Deutsche Telekom AG
 <p>NABU - Handy-Ranking</p>	Cell phones, Charger	NABU (Naturschutzbund Deutschland e.V.) is a non-governmental organization with focus on research, political engagement, education and PR.
 <p>E-TASC</p>	Customized ICT categories (Network Equipment, Electronics, Handsets, etc.)	GeSI
 <p>Eco-Rating 2.0</p>	Mobile devices	Forum for the Future w/ Telefónica, O2 and Vodafone
 <p>Rank a Brand</p>	Audio, Video, Cameras, Camcorders, Computers, Notebooks, Game Consoles, Home Appliances, Navigation systems, (Mobile) Phones, Printers, Copiers, Television, TVs	Rank a Brand Foundation
 <p>Greenpeace – Guide to Greener Electronics</p>	Electronic devices in general	Greenpeace International



# Development of SASF

## Methodological approach and development Exemplary approach (1)

Environment	C 1: Resource conservation (example)
	I 1.1: Design for recycling
	I 1.2: .....
	I 1.3: .....
	I 1.4: .....
Supply Chain	C 1: .....
	I 1.1: .....
	I 1.2: .....
	I 1.3: .....
	I 1.4: .....
Society/ Utilities	C 1: .....
	I 1.1: .....
	I 1.2: .....
	I 1.3: .....
	I 1.4: .....

What percentage of the total mass of plastic and metal parts in external frame and chassis are recyclable?

Are batteries of mobile telephones and smartphones manually Removable without using any tools?

.....?

> 20% = 100 Pt.

10-20% = 50 Pt.

< 10% = 0 Pt.

Yes = 100 Pt.

No = 0 Pt.

Integration of well-established processes  
(e.g. E-TASC, Eco-Rating 2.0 etc.)

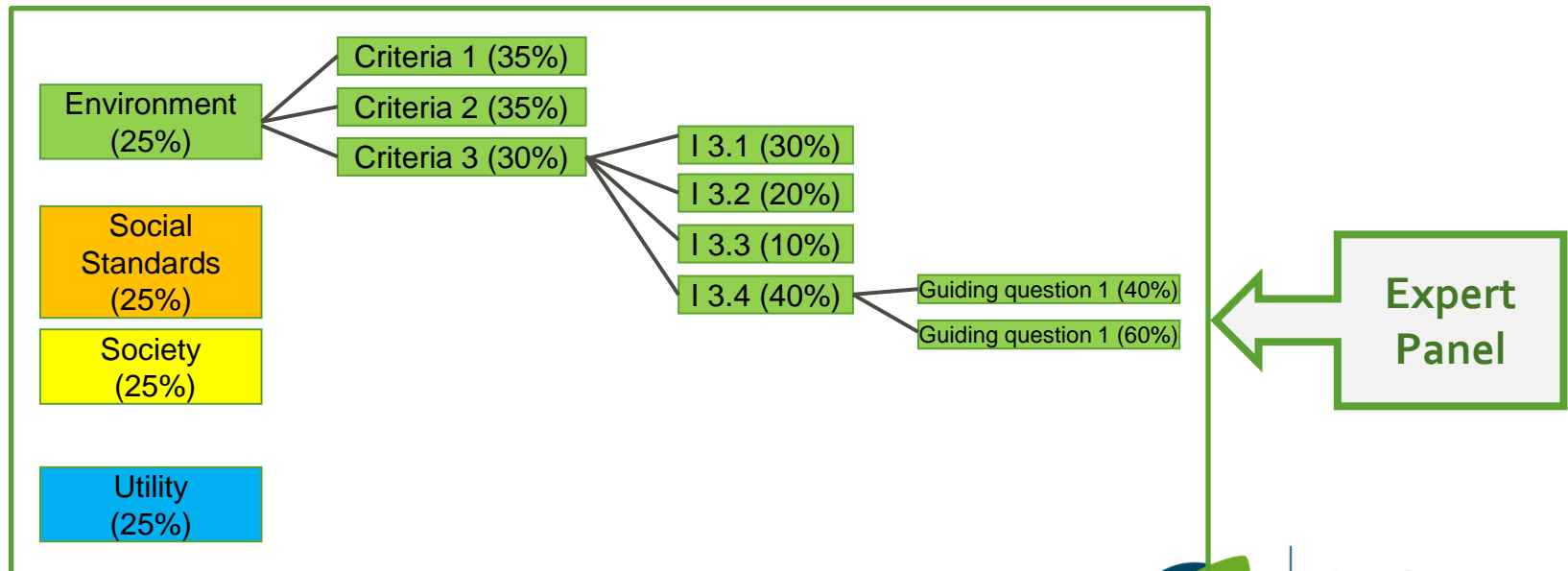
Evaluation of relevance (e.g. hardware,  
service, software, company etc.)

# Development of SASF

## Methodological approach and development Exemplary approach (2)

Expert panel weights between:

- the sub-indicators within an indicator
- the indicators within a criterion
- the criteria within a thematic area
- the three thematic areas



# Added value of SASF compared to other tools

**Integration of existing tools and initiatives** or the elements thereof in the overall development of SASF

It is deemed necessary that the SASF addresses and integrates well-established processes of the global ICT in order to avoid duplication of efforts. An example to illustrate this approach would be the integration of already existing sustainability reports of the companies in the overall evaluation.

**Integration of utility analysis as the fourth sustainability pillar** to increase the diffusion of greener products

As the utility analysis is used to analyse – depending on the issue and with the help of consumer research – practical, symbolic and societal utility of the product, its integration in the overall tool will help companies in designing products which are in end also purchased by consumers and accepted by the market.

**Development of a methodology for the integrated evaluation of network-based services** (e.g. video-on-demand)

The framework will go beyond classical product and company assessment approaches and seeks to develop a methodology for integrating evaluation of network-based services and software solutions in the framework. This is supposed to e a new arena for sustainability assessment tools as evaluation of complex services requires a system-wide approach covering diverse product systems and actors.

**Modular structure**, enabling it to be used for diverse companies, products and services

The framework will be flexible enough to be adjusted according to the requirements of individual companies without much effort. Thus, the modular approach will be helpful in assessing only those areas which are relevant for company's operations.

# Overall Process

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DISCUSSION

# THE SCIENTIFIC BASIS OF THE SASF PROJECT



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TABLE SUMMITS

**LAYING THE GROUND FOR INDICATOR  
DEVELOPMENT. FOCUSED DISCUSSION OF  
ISSUES AND IMPORTANT ASPECTS.**

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Rasmus Prieß / Danilo Riva

# REFLECTION: LESSONS LEARNED FROM THE TABLE SUMMITS.

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Christian Thorun

# OPEN FLOOR: RECOMMENDATIONS FOR THE SASF DEVELOPMENT AND IMPLEMENTATION.



# Expectations from this morning

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- Projects scope and objectives
- Need for harmonization
- Building efforts together
- Focus on social and utility issues
- Capture broad range of issues in one framework
- Create a common ground

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Christian Thorun

# OPEN FLOOR: RECOMMENDATIONS FOR THE SASF DEVELOPMENT AND IMPLEMENTATION.

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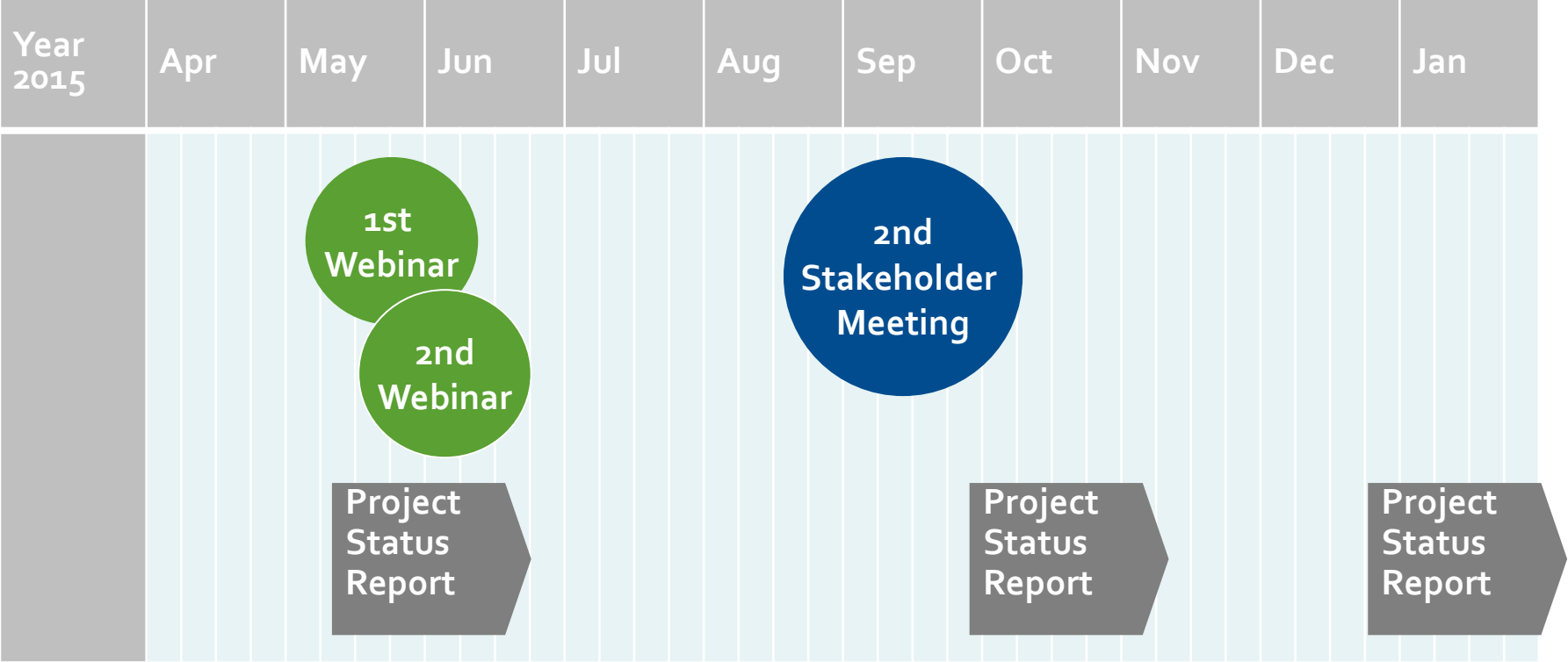
Danilo Riva

# THE NEXT STAKEHOLDER MEETING – OUR IDEAS AND YOUR FEEDBACK.



**GeSI**  
GLOBAL e-SUSTAINABILITY  
INITIATIVE

# Dialogue & Communication



- All shared information will be available on <http://gesi.org/>

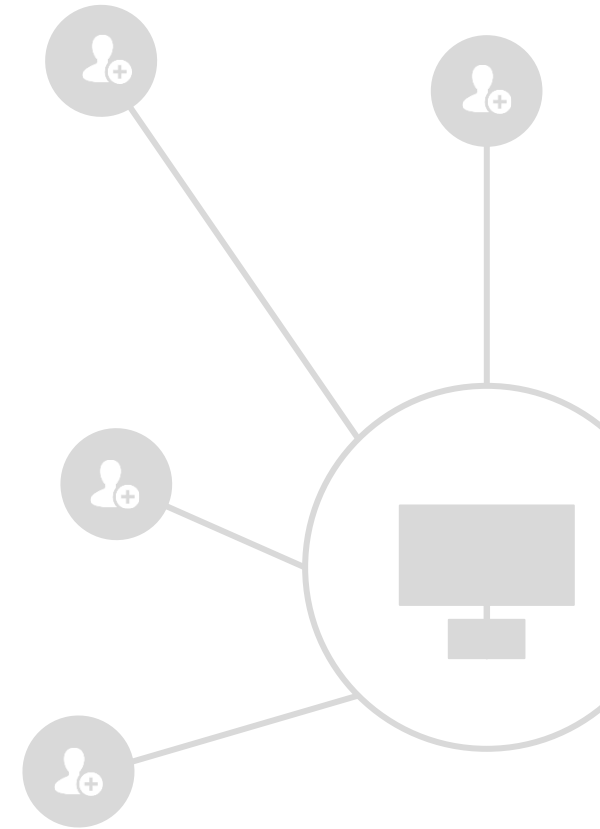
# Dialogue & Communication

## Webinars

- Cross-check with the results from today's table summits
- Special focus on Asia, Australia and North America
- 2 webinars for social and environmental topics

## Project Status Report

- The first Project Status Report (in May) will include the consolidation of today's results
- In general the reports give detailed information about the current project status and next steps



# Next Stakeholder Meeting

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2nd  
Stakeholder  
Meeting

**AIM:** Finalization of the developed framework

**AGENDA:**

- Presentation of the developed sustainability assessment standard framework (SASF)
- Discover and debate the SASF criteria and indicators in detail

**WHERE:** Brussels, GeSI Office

**WHEN:** September 2015

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**THANK YOU FOR YOUR  
ATTENDANCE AND  
PARTICIPATION**