



Measure and demonstrate product sustainability

The ProSustain™ standard

Sustainable development is on every responsible company's agenda. DNV's ProSustain standard helps organisations assess, improve and communicate their commitment to product sustainability. It enables tangible and cost-effective improvement of a product's sustainability performance.

Consumers increasingly expect organisations to demonstrate their commitment to continually improving the sustainability performance of their products and deliver tangible results. To succeed, organisations must be able to understand and manage their products' environmental, social and economic performance. ProSustain promotes the adoption of responsible and cost-effective measures for incorporating sustainability into product design, development, production and supply chain management.

WHAT IS PROSUSTAIN?

The ProSustain standard is based on a robust, yet practical, approach to measure and improve a product's sustainability. The standard is aligned with the objectives and principles of internationally recognised standards relating to environmental, social and economic aspects of products, traceability and sustainability communications.

ProSustain enables organisations to measure, improve and demonstrate the sustainability performance of their products in an integrated and cost-effective manner. Certification to this standard provides recognition for both the sustainability management efforts of companies and the performance of their products.

ProSustain is a DNV standard. It was developed in partnership with leading industry organisations to establish a credible, objective and transparent approach to assessing and communicating the sustainability performance of products. It takes into consideration a wide range of environmental, social and economic impacts arising in the course of a product's lifecycle.

HOW CAN PROSUSTAIN BENEFIT YOUR PRODUCTS?

ProSustain helps organisations ensure the success of their products by:

- Continually improving the sustainability performance of the products
- Managing environmental, social and economic risks of the products
- Adopting cost-effective product design, development, production and supply chain strategies
- Measuring and quantifying sustainability performance
- Differentiating their products from those of competitors
- Demonstrating commitment to sustainability
- Building trust in products and demonstrating transparency
- Enhancing brand and reputation

To improve the sustainability performance of products, organisations have to rely on collaboration with their supply chain partners. ProSustain will enable organisations to:

- Better understand supply chain risks and opportunities
- Increase visibility and transparency in supply chains
- Have greater influence and control over suppliers
- Ensure the traceability of materials and products
- Increase the quality and reliability of products
- More effective response in the event of supply chain incidents

The methodologies and tools which provide the basis for ProSustain have been tested on several products, as well as being verified and endorsed by independent parties, non-governmental organisations and academic institutions.

ABOUT DNV

DNV is one of the world's leading certification bodies and provider of services for managing risk, combining in-depth technical expertise and industry knowledge to help organisations along supply chains enhance their performance responsibly. Through its 300 offices in 100 countries, DNV provides certification, assessment and training services worldwide.

As an independent foundation with the objective of safeguarding life, property and the environment, we are committed to promoting tangible and cost-effective improvement in the sustainability performance of our customer organisations and their products.

WANT TO GET INVOLVED?

If you would like to benefit from early participation in the scheme and start assuring your customers of the sustainability performance of your products, please contact us at:

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