

# Handprint

## Holistic Sustainability Assessment



The CSCP is leading the development of an innovative and holistic sustainability assessment tool that enables companies to become sustainability trailblazers and generate added value to their products.

### The handprint is a new perspective on sustainability



### WHAT IS THE HANDPRINT?

The handprint considers the positive and negative impacts in all three dimensions of sustainability – ecological, economic, and social-ethical. While most companies only focus on reducing their footprint, the handprint allows us to systematically increase positive impacts assessment and thereby adding value for companies.

We have translated the handprint approach into a practical assessment tool, jointly created in a project funded by the Federal Ministry of Education and Research with the Centre for Sustainability Management of the Leuphana-University Lüneburg, the University of Hohenheim, and the Center for Sustainable Leadership of the University of Witten/Herdecke.



“For example, one of our clients uses the handprint approach for its product development. By assessing positive impacts such as health benefits and ecological footprint across the value chain, the approach allows the company to add value to its products in a goal-oriented way.”

The handprint concept can be applied to more than products: services, cities, lifestyles, ...

## BENEFITS OF USING THE HANDPRINT

### Sustainability Assessment

- Measures and evaluates positive sustainability impacts of products, services and lifestyles
- Gives you a holistic picture of your products' sustainability performance
- Allows you to systematically increase positive impacts

### Business Models

- Basis for developing new business models focusing on the added value of products
- Supports innovation management relying on additional but essential criteria for decision making

### Creating and Communicating Values

- Communicate your positive sustainability impacts
- Attracts new customers and investors
- Enables employees to see the tangible benefits, increasing motivation and loyalty
- Creates value for your customers and stakeholders





The handprint tool gave us a new perspective through which we could identify what we were already doing to contribute to the Sustainable Development Goals and gave us concrete actions to further our own goals.»

- Quote of Workshop Participant

“We can help you make your Handprint grow, step-by-step, joining hands.”

CONTACT  
ME FOR MORE  
INFORMATION!



I am excited to work with the handprint methodology because it opens up so many new possibilities to act, to innovate and to scale-up positive impacts. And we are in the process of translating this tool beyond products and services – to cities, lifestyles and beyond. The opportunities are far-reaching and it's important to me to be part of something that has real impact.

**Cristina Fedato**

+49 202 459 58 - 10

[cristina.fedato@scp-centre.org](mailto:cristina.fedato@scp-centre.org)

**Collaborating Centre on Sustainable Consumption and Production**

Hagenauer Strasse 30

42107 Wuppertal | Germany

[www.scp-centre.org](http://www.scp-centre.org)

## WHY CSCP?

The CSCP has more than 10 years of experience in assessing hot spots and sweet spots, footprint and now also the handprint.

Identifying positive sustainability impacts can help you develop and implement a holistic forward-looking strategy. We help you to capitalise on your existing positive actions and look where new ones can be developed, growing your handprint and your positive impact on the world.

## REFERENCES

CLARIANT



REWE  
GROUP

