

Sustainable Portfolio Assessment & Management

Future-proof Products and Services



Sustainable Portfolio Analysis and Management enables companies to deeply understand and continuously improve their product portfolio. It shows them how to make it resilient to the rapidly changing market and creates the transparency that customers and stakeholders expect, enabling them to define and communicate their contribution to the Green Deal of a climate-neutral Europe.

Capture Today's Value with Tomorrow's Vision!



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WHAT IS SPA?

Sustainable Portfolio Assessment (SPA) is a tool to evaluate how sustainable a company's products are, by analysing the environmental, social and economic dimensions, including future trends. It looks at both the input as well as the output side: from raw materials to consumer implications. It is a step towards establishing an enterprise-wide future-oriented Sustainable Portfolio Management and therefore addressing sustainability in a systematic way.



SPA OUTCOMES

Assessment

- Systematically evaluate your products according to relevant environmental, social and economic criteria
- Bring your product information together with a methodologically sound overall sustainability rating system, identifying synergies between products
- Use the consolidated information to improve your portfolio and meet demands of progressive consumers

Impact

- Systematically improve your portfolio based on market and consumption trends
- Create internal awareness of ecological and social dimensions to be considered in product development portfolio management
- Enhance understanding of social and ecological issues throughout the value chain
- Connect portfolio assessment to innovation and portfolio improvement

Communication

- Provide portfolio information that meet customer's expectations and market trends
- Communicate about your portfolio performance and improvement strategy
- Set yourself apart from the competition by managing consumption and production trends in an integrated way

“[SPA] was the foundation upon which to redefine our product portfolio”

- Lynette Chung, former Head of Corporate Sustainability Strategy & Advocacy, Clariant speaks about her experience collaborating with the CSCP.



The CSCP has helped Deutsche Telekom identify the key risks to be considered when evaluating the sustainability dimension of its products and services. The Risk and Benefit filter analysis will help Deutsche Telekom to build a stronger and more transparent sustainable product portfolio and allow it to better inform its customers of the resulting sustainability».

- Birgit Klesper (SVP Group Corporate Responsibility, Deutsche Telekom AG)

“I realign product portfolios to leverage the opportunities of our resource challenged world”

CONTACT
ME FOR MORE
INFORMATION
ON SPA



Working on product portfolios is an incredibly rewarding task because this connects sustainability assessment, innovation and portfolio continuous improvement. This process has a multiplying effect and we have the opportunity to create a wide-reaching positive impact. That's what I look for in my work – to mainstream sustainability.

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IMPACTS OF SPA

Embedded in Sustainable Portfolio Management

Sustainable Portfolio Analysis is not an exercise to be used in isolation; rather, it should be embedded in a portfolio management approach. Using the results of the analysis, we support you in laying the framework for ongoing Portfolio Management:

- Steering and prioritising product development
- Reviewing supply chain deficiencies
- Redefining product-market combinations
- Laying down a sustainability road map
- Taking stakeholders expectation into consideration

WHY CSCP?

The CSCP is uniquely positioned to support you in understanding and improving your product portfolio towards sustainability. We are not just experts in analysing the sustainability of products. We also know how to involve stakeholders in a solution-focused and impactful way to create a seamless rollout!

REFERENCES

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