

Quantification of Ecological Sustainability

Easy to facilitate
Easy to communicate

Specs for a green rating label

Requirements from a EU commission view



Required by



- Transparency for all stakeholders, especially consumers
- No green washing
- Objective data, comparable, verifiable
- „One“ system that covers all

Solution by

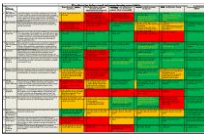


Comprehensive
conception

Decorated by 
sustainability council of
german government



Prooven &
future safe

- 13 criteria for future safe 
- Implemented since 2015



Cover
Stakeholder
expectations

- Science and NGOs
- Political target setting
- Political entities
- Industries, Consumers

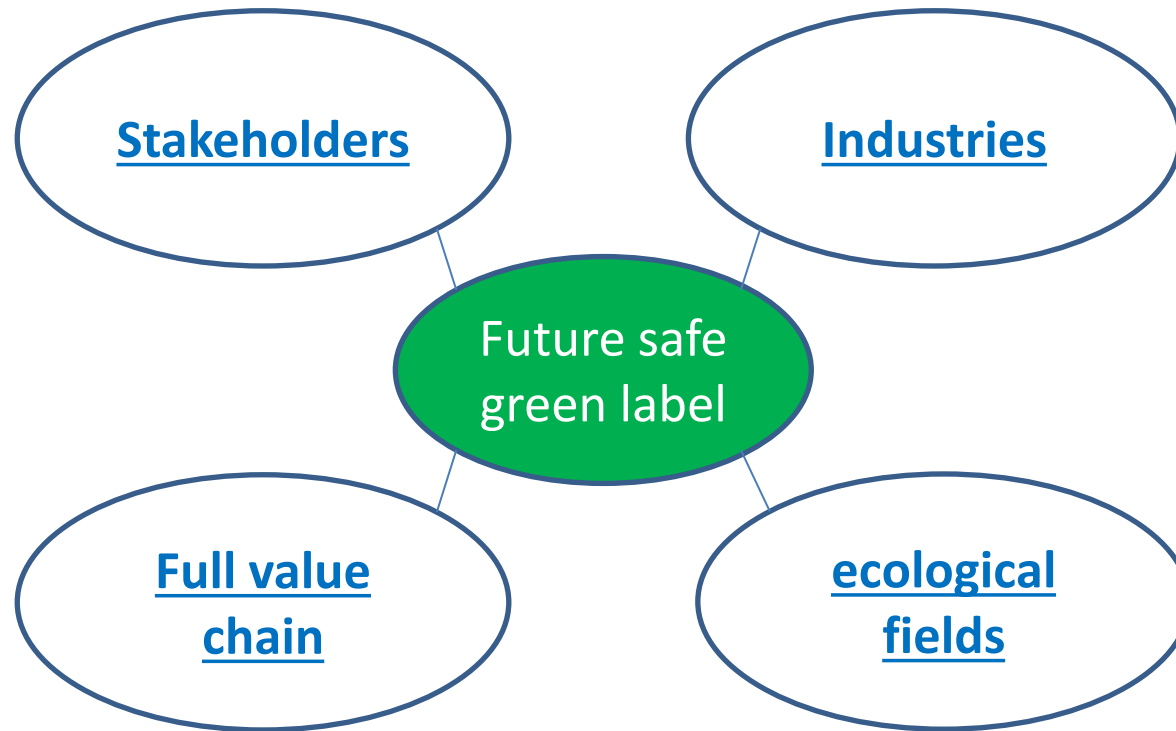
What else a green label needs

A green label needs to reduce complexity



* Can also be a production method, company, personal basket, country,

A green label shall provide broad guidance to all



* Can also be a production method, company, personal basket, country,

How sustainpoint reduces complexity

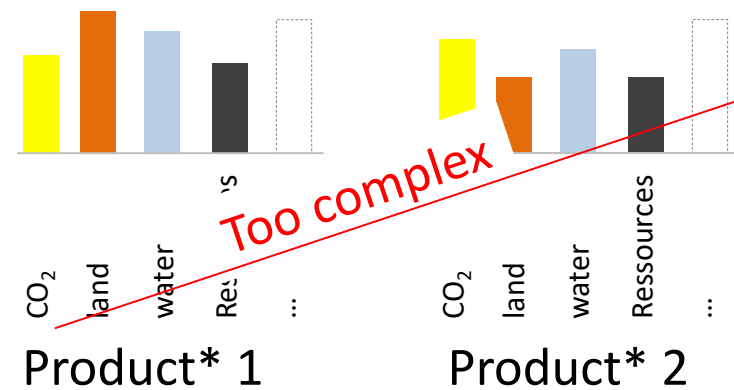
„sustainpoint“ is simple



One figure:  „sustainpoints“



Today:
LCA and sustainability data



* Can also be a production method, company, personal basket, country,

The sustainpoint algorithm aggregates it all

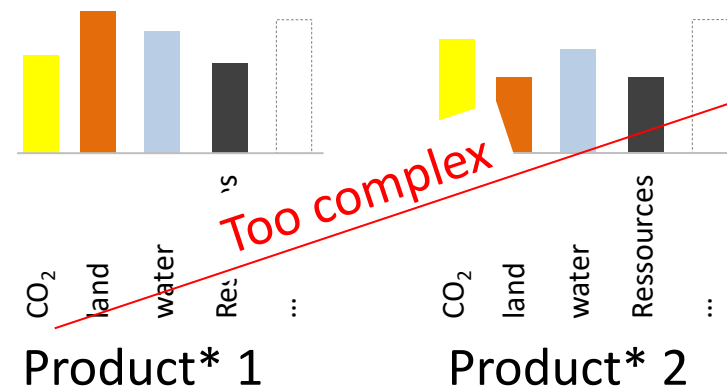
One figure:  „sustainpoints“



Sustainpoint - Algorithm

- Scarcity
- Toxity
- Relevance

Today:
LCA and sustainability data



* Can also be a production method, company, personal basket, country,

What makes sustainpoint a future proof label

Other green labels and steering concepts

[illegible]

11

13 criteria* for a future safe green label (1/2)

13 Criteria a green label needs to fulfill		reason
1.	Steer towards a measurable ecological target status	Labels without target or only qualitative content may drive to the right direction, but without securing right gradient (speed) to achieve „final success“: balance of nature`s recreation power and mankind's use of nature. Such ecological target setting is bases for all stakeholder's planning of their ecological investments, required to fulfill and contribute to the ecological route.
2.	Align all stakeholder	Only when governments, industry and consumers use the same metrix, the label becomes a strong steering tool and all stakeholder pull into the same direction.
3.	Covering all relevant ecological fields	Only when all ecological fields are included, no additional parallel, in the worst case contradictory labels/ methods are required. So a label covering all ecological fields simplyfies the stakeholder's ecological decision and activity steering. And only when a label covers all ecological fields the prioritization of ecological challenges against each other can be done in one method with out „logical“ mixup with other labels.
4.	Cross-industry and cross-product category	Only comparability of ecological impact over industries and products in one label secures a comprehensive decision bases for stakeholders. Otherwise different, perhaps contradictory labels (per industry/ product group) would leave stakeholders with uncertainty how to judge industry/ producte alternatives.
5.	Quantitative	Only quantitative measurement indicates the relevance of ecological impact of the various products and decision alternatives of the stakeholders. This helps stakeholders to prioritize their decisions – no eco-myths, no dogmas, but objective measurements along the value chain.
6.	Showing the degree of ecolocial severness	Some substances are extremely toxic, some ecological fields are extremely vulnerable/ not recreatable - this needs to be reflected in a quantified measurement to show. No eco-myths, but objective data.
7.	Initiating ecological competition in the industries	Consumer acceptance of the label rises, when it accepts and measures the ecological impact of their individual life style– no eco-dictatorship, only indicating the limits, so consumers can adjust themselves accordingly.

* by sustainpoint

13 Criteria* for a future safe green label (2/2)

13 Criteria a green label needs to fullfill		reason
8.	Initiating competition in ecological innovation	Only by releasing the powers of competition the powers of innovation for ecological solutions will be maximized. That means the label must support the companies to exploit their ecological improvements: at least by competitive communication or even better by valuable gratification for achievements.
9.	Democratic participation	Earth is ours – society needs to be involved in prioritizing ecological fields. Also as there is no overall scientific rating for all ecological fields, people need to be asked and vote. Same principle like political elections – no scientific approach can finally tell which is the best route, so we vote.
10.	Handling complexity	High complexity of various interdependencies of ecological fields needs to be answered by the label to avoid missteering/ wrong decisions.
11.	Adjustable implementation - fitting to different levels of maturity	According to maturity of companies and countries the label needs to be introducable in adjusted steps.
12.	Split amount vs. monetary value of ecological impact	Measuring ecological impact in monetary units might interfere in a misleading way with a clear objective ecological measurement. The split into an “ecological currency” and "monetary value" gives transparency on what is ecological vs. what is economically. This allows trading of ecological values and specific communication of ecological and economical achievements.
13.	Tradebility of ecolocigal sustainability measures	Companies need the chance to (i) compensate, in case physical measures cannot be implemented; (ii) sell their ecological achievements, if they overfullfilled.

* by sustainpoint

Examples for using sustainpoints



Shopping

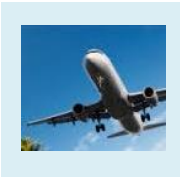
My green

Green business

Green finance

Green politics

When I go shopping

The tool behind			
	Monetary Price [US\$]	Ecological Impact product [sp]	market average* [sp] Ø
T-Shirts 	11,99	14	18
Watches 	119,99	121	125
Washing-machines 	729,00	301	320
Flights 	999,00	1.200	950

* Average **sustainpoints** of comparable products

What's in for me

- Learning the ecological relevance of product fields
- Having a comparison with market average

Source: Illustrative use cases based on sustainpoint/ QES9 Standard by Frank Jirjis



When I want
to participate

When I want to
optimize my
ecological footprint

My ecological
knowledge

The tool behind

Ecodemocratic Home | **Eco-Wahl** | Hintergründe | Infos | Impressum | Datenschutz | Feedback

Wählen und priorisieren

Von 15 sind noch 2 zu vergeben.

Welche Themen sind Ihnen am wichtigsten? Je mehr Stimmen, umso wichtiger. Sie können insgesamt 15 Stimmen vergeben. Pro Thema maximal 5. Weitere Infos = "Tooltip" auf dem Bild. Zur Stimmvergabe bitte in die Abstimmboxen klicken.

ecodemocratic
push up your future

Ressourcenverbrauch - Öl, Gas, Kohle, Uran - Mineralien, Erze, Erden	Lärmbelästigung - Verkehr (Auto, Flugzeug, Zug) - Baustellen - Industrie (Kühlanlagen etc.)	Klimawandel - Treibhauseffekt/ Methanfreisetzung - Polschmelze/ Meeresspiegelanstieg - Wetterextreme
Chemische Stoffe - Schwermetalle, organische Schadstoffe - Radioaktivität - Giftstoffe und Pharmaka	Flächennutzung - Erosion/ Abholzung (Regenwald) - Versiegelung (z.B. Straßen) - Tagebau (Uran/ Braunkohle)	Biologische Vielfalt - Artenschutz (z.B. Fischfang) - Genveränderte Produkte/ Lebensmittel - Artenmigration in neue Räume
Wasserverbrauch - Grundwasser - See/ Fluss - Sonstige	Luftqualität - Schwefeldioxid (saurer Regen) - Ozon (Ozonloch) - Emissionen, Feinstaub etc.	Wasserqualität - Grundwasser - See/ Fluss - Meer

Von 15 sind noch 2 zu vergeben.

What's in for me

- democratically contribute to the prioritization in the method climate, resources, biodiversity
- ... or in my favorite brands **ei** calculation!

Source: Illustrative use cases based on sustainpoint/ QES9 Standard by Frank Jirjis



The tool behind

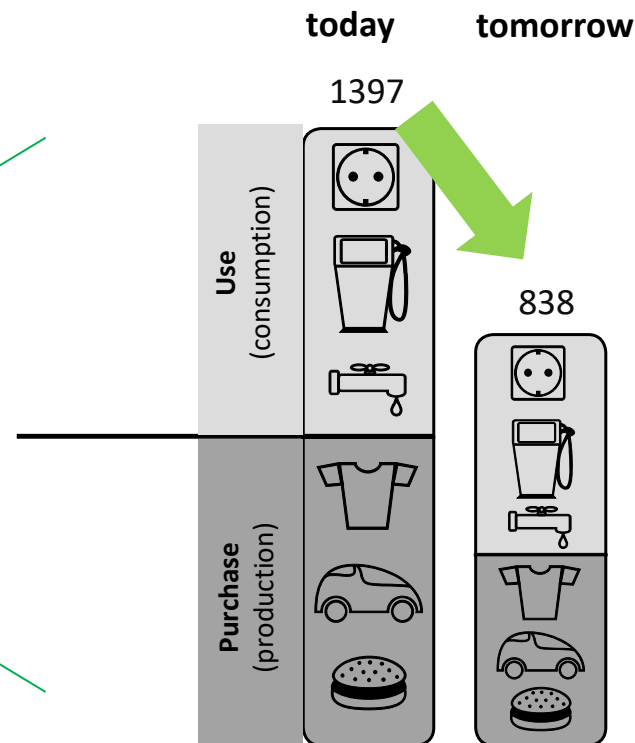
What's in for me

Measuring my basket | **sp***]

When I want
to participate

When I want to
optimize my
ecological
footprint

When I want to
understand better



* **sustainpoints** = ecological impact)

- I easily get transparency on the real drivers of my ecological footprint
- and where I can improve

Source: Illustrative use cases based on sustainpoint/ QES9 Standard by Frank Jirjis

The tool behind

What's in for me

When I want to participate

When I want to optimize my ecological footprint

When I want to understand better

relevance

- Clear background info on which product connects with which type of **ei** (ecological impact)
- and in with which relevance
- => No more myths

Source: Illustrative use cases based on sustainpoint/ QES9 Standard by Frank Jirjis



Benefit fields

Ecological company strategy

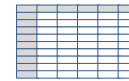
Strategic ecological
company steering
(KPI based)



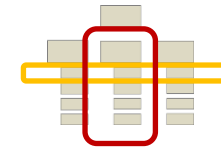
Monetary ⇔
ecological
calculations



Decision on
business models,
products & more



Functional
or divisional
KPI targets



Quantified
marketing of
ecological
achievements



Easy to
implement

Win ecological
competition



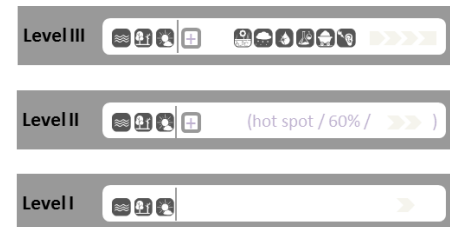
Ecological
company
strategy

Easy to
implement

Win ecological
competition

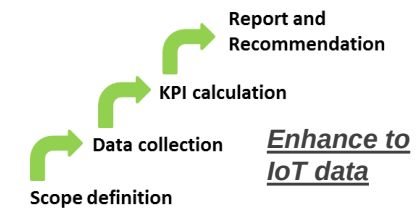
individual

ei calculation adjusted to
companies data maturity



efficient

Prooven approach



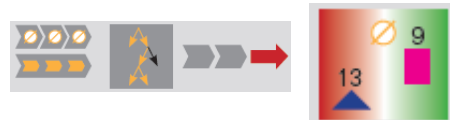
Ecological
company
strategy

Easy to
implement

**Win ecological
competition**

Objective

Impartially, because
quantitatively measured



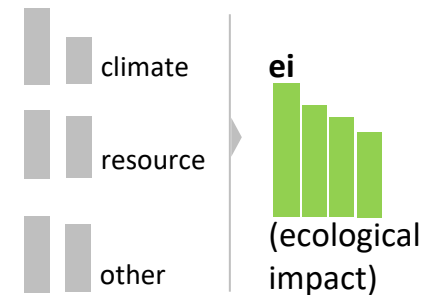
marketing

Easy to communicate
(online, offline on products)



communication

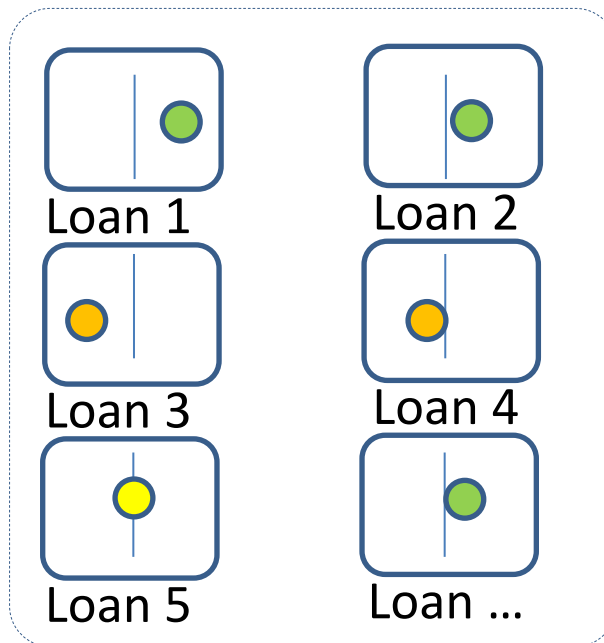
Strong sustainability report





Green financing

(Evaluate the business
a bank gives a loan for)



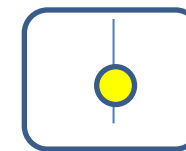
Evaluation of
single loans

Evaluating of banks/ financing institutions

(evaluate the banks based on the loans they gave)



bank 1



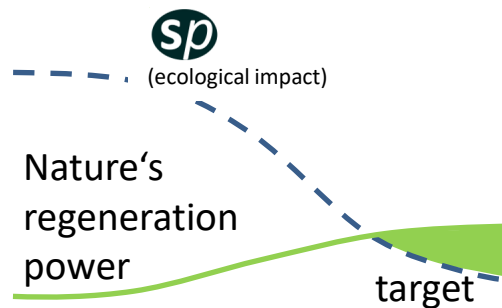
bank 2

Evaluation of
banks entire loans

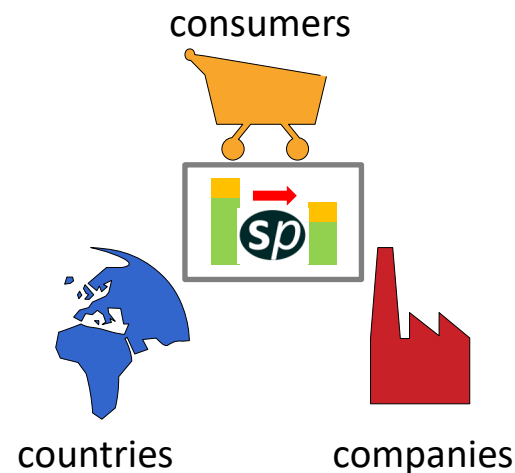


sp as new ecological currency (like climate certificates, cryptocurrency)

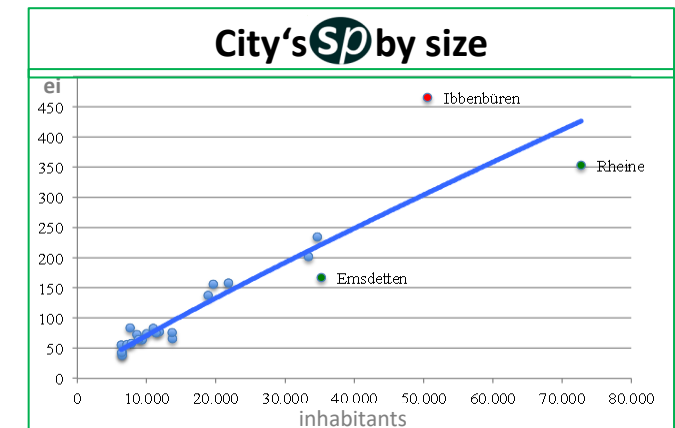
Political target setting



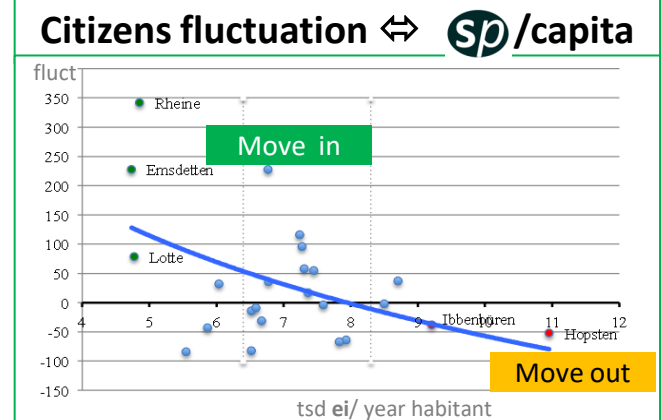
Trading ecological impact (within the limits)



Steering cities ecologically (cities ecological competition)



There seems to be a correlation ei/ seize



Citizens seem to prefer green cities

Source: Bachelor theses @ FH Münster (Examiners: Prof. Dr.-Ing. Christoph Wetter; Prof. Dr. rer. nat. Hans-Detlef Römermann)

Status of sustainpoint

What we achieved

- **Developped** in exchange with
 - Universities
 - Science circles
 - NGOs
- **Tested** at
 - Universities
 - Small, mid and mayor business entities
 - Cities
- **Running** business with mid size companies

We are economically and politically independent

The theory behind: QES9*

*Quantification of ecological sustainability in 9 fields

QES 9 is powerfull in all relevant aspects

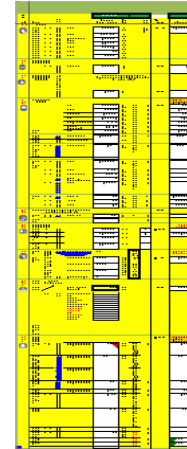
Width: 9 fields

QES9 measures
climate, resources,
water consumption,
water pollution,
ground use, chemical pollution
(ground and air), biodiversity,
noise



Depths

Aprox. 60 Sub-
categories cover
various
industrial
questions



Relevance/ Sharpness

Input: Official
statistical data,
ecodemocratic
vote

Output: KPI
showing ecologic
stati

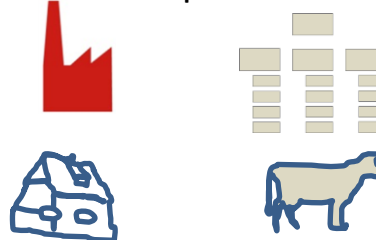


Compatibility with other Regulations:

- Can use most of the data collected for any other form of ecological measurement
- In line with CDP/ GRI
- Uses fall back estimations and standard data bases to close data gaps

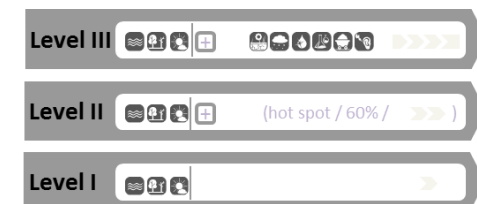
Spectrum of usage

- All size entities
- Family driven companies
- All industries and value chain steps

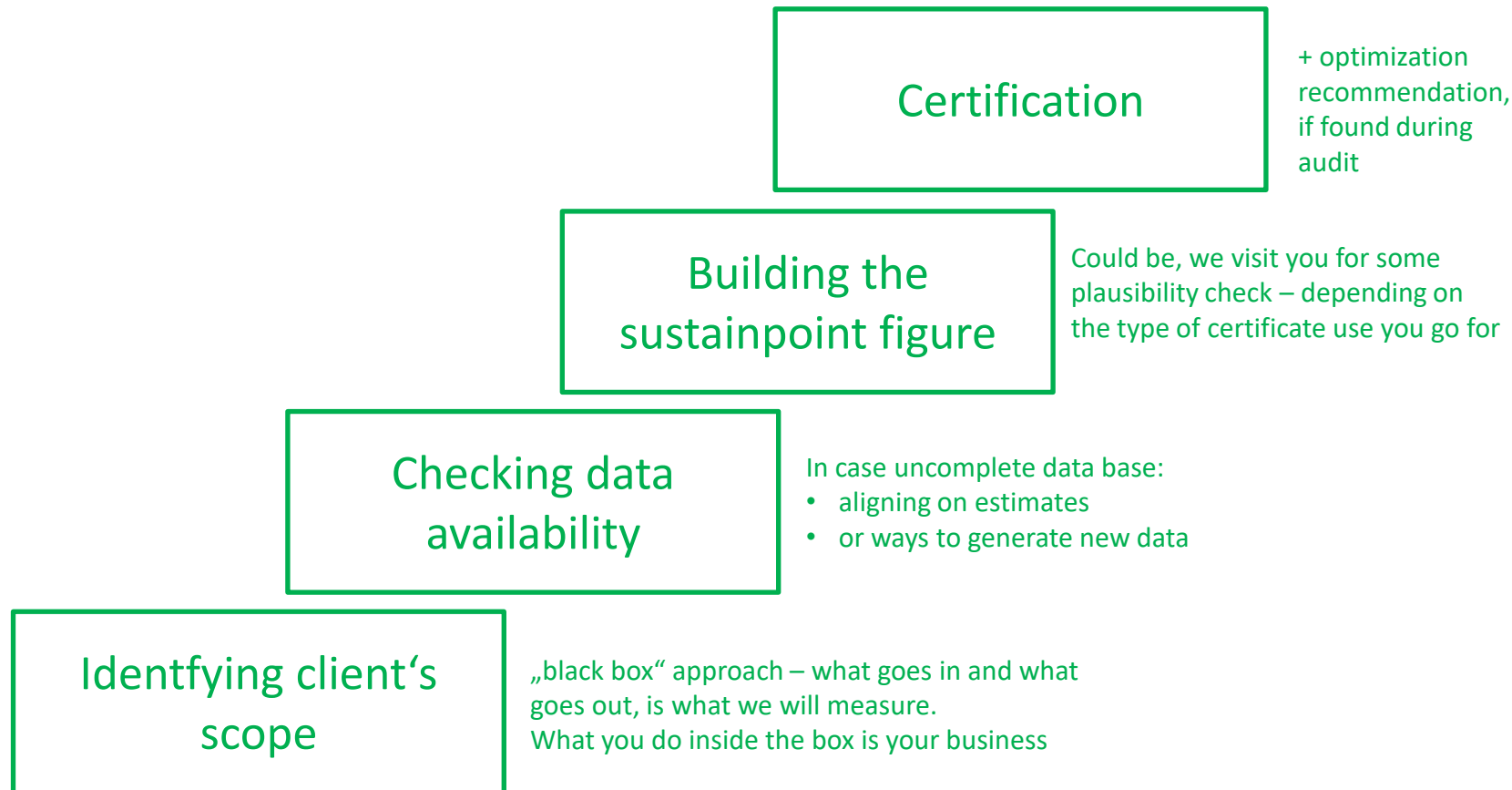


Integration into company data

- Adjustable to existing data
- Balancable level of detail



Quite simple project approach





Contact

Contact



Sustainpoint

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