



# How Branch Industry Associations can support sustainability in SME's

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## Environmental footprinting at the top of the EU agenda



**Funded by the European Union**



# Corporations are taking the lead on product sustainability



# SME's have to join forces to keep up with new developments

## SME

Limited Influence

Difficulty collecting data

Lack of expertise

Limited resources

## Branch Industry Association

Stronger bargaining power

Neutral third party

Common platform

Resource efficient



## UNETO-VNI decided to support its member companies



## UNETO-VNI commissioned an LCA study

- Functional unit: “*advertisement letter used for 5 years*”.
- System boundary: production, transport, and use, but excluding installation and end of life.

Luminosity 698 cd/m<sup>2</sup>

703 mm



409 mm

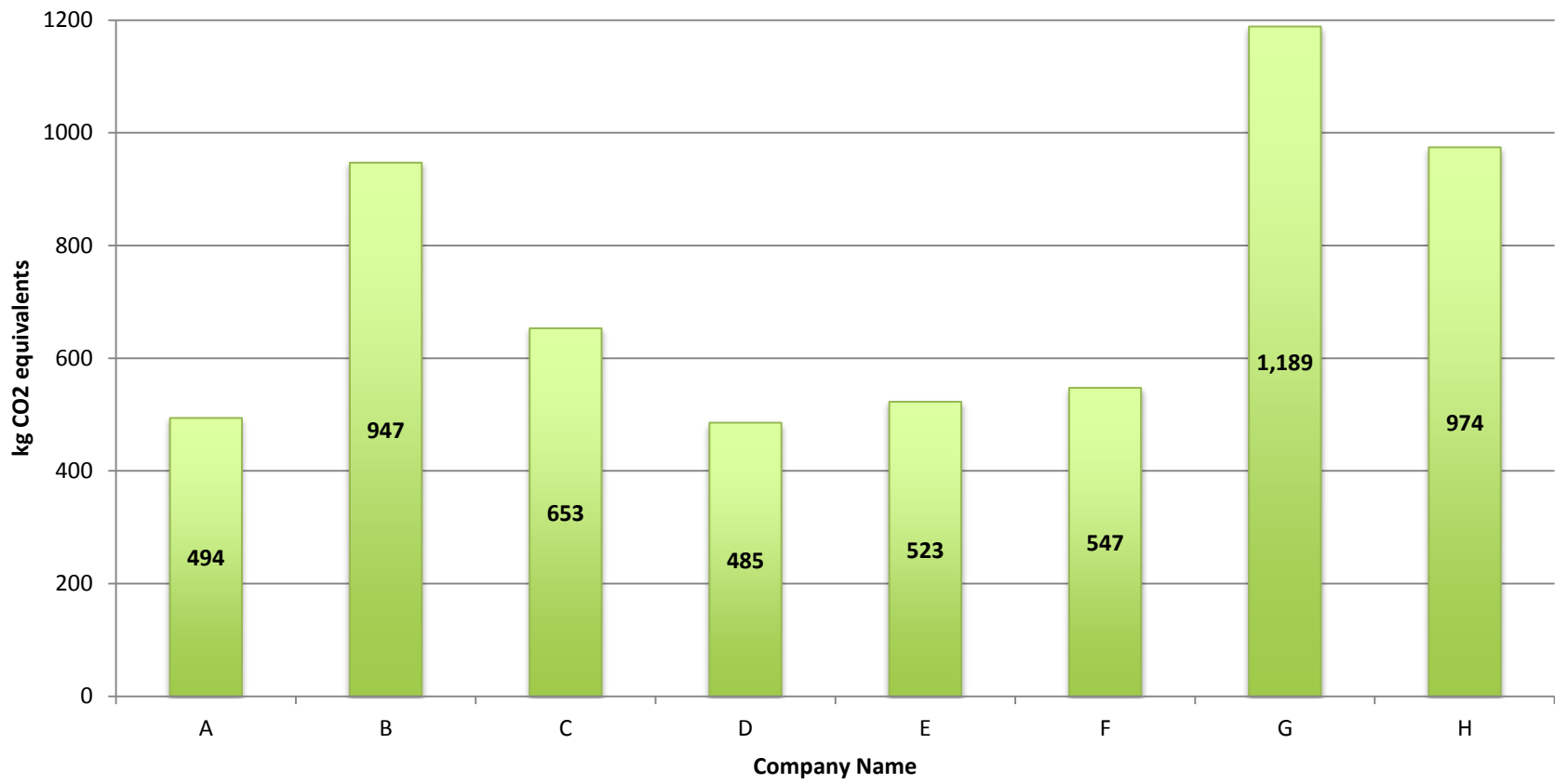


## The objective was to assess the environmental performance of LED lights

- Compare 8 different LED lights.
- Identify improvement opportunities
- Communicate the results.



# Important insights were delivered to SME's





## SME's benefitted from the study in several ways

Better insights along the product life cycle

Improved image of the sector

Limited investment



## Actions taken as a result of better insights

### Action

Monitoring energy use

Web based platform for communication

Investigate environmental impact of colour temperature

### Contribution

Benchmark for competitiveness and compliance

Show efforts in sustainability leading to improved image

Improved consumer communication & creativity trigger



# Thank You !

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