SERENITY

A ROADMAP FOR A SUSTAINABLE PRODUCT

REFERENCE/CONTEXT AND REQUIREMENTS

Serenity, a market leader in Italy for absorbent incontinence products, initiated its exploration into sustainable practices from the viewpoint of improving competitiveness. Convinced of the value in this new business approach, the company continued to develop its environmental sustainability skills, moving on to the identification and development of efficient and flexible tools to respond to market demand.

BRIEF OVERVIEW

Our collaboration with Serenity began with the organization of an environmental sustainability training course, which in 2012 led the company to becoming the first one in its sector to develop LCAs and Environmental Product Declarations (EPDs) for 24 products. The collaboration has been strenghtened with the development of an internal certified system for environmental data management for EPDs (EPD Process). Supported by a Tool, the EPD Process currently covers Serenity's complete product range (over 100 items).

PROJECT MILESTONES

- Training course on tools/methods and actions for environmental sustainability
- Definition of communication strategy for product environmental performance
- Development of LCA studies and EDPs
- Implementation of Serenity EPD Process, an internally certified system for environmental declaration
- Realization of IT tool for data management
- Support in external communication
- Support during ministerial roundtables for the definition of Minimum Environmental Criteria (MEC) for absorbent incontinence products

RESULTS

- Product LCA studies
- Over 100 EPDs
- Third party certification of Serenity EPD Process
- Internal customized Tool for data management and environmental communication

BENEFITS OF CLIENT

- Advanced knowledge of their organization's processes and identification of potential areas for improvement
- Improved corporate and product/service image
- Enhanced market position
- Identification of new sources of marketing leverage
- Increased competitiveness in public procurement process