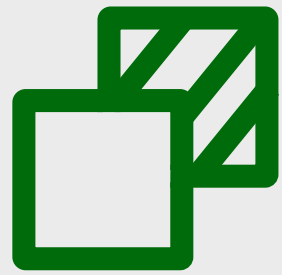


# FACT SHEET



**MADE MORE  
SUSTAINABLY**



## ALTERNATIVE MATERIALS

Alternative materials are natural raw materials that have a lower environmental impact than other materials such as man-made fibres. As these materials are naturally renewable, they contribute to the preservation of natural resources and reduce the need to use carbon intensive materials that are harmful to the environment.

With natural resources rapidly depleting and the negative environmental impacts of manufacturing increasing, products made with alternative materials provide a more sustainable option without compromising on quality.

A Better World product should contain a minimum of 50% by weight of the alternative material. Examples of alternative materials are bamboo, cork and hemp and other bio-based materials.



## CONCENTRATED OR COMPACT SOLUTION

Concentrated or Compact Solutions are products or solutions that feature either a reduction in size, weight or materials used, or a concentrated solution which is not considered the industry norm for that product type.

Using concentrated or compact solutions can contribute to a reduction in carbon emissions, achieved through a reduction in product packaging, lower fuel usage and more effective use of space within the logistics and transportation process.

Furthermore, concentrated liquid products can contribute to a reduction in water use and waste, as solutions are prepared by the user as and when required.

A Better World product should articulate the efficiencies within the product design and the reduction in carbon emissions, resources, or other environmental benefits.



## DESIGNED TO OPTIMISE SAFETY

Designed to optimise safety refers to products that are designed with the specific goal of minimising the risk of harm to people and the environment, through the use of safer materials and components.

For example, manufacturing products that are free of harmful chemical groups above and beyond those already prohibited with REACH, TSCA and PROP65 etc.

By limiting or removing the use of harmful chemicals in product design, manufacturers can help to reduce the environmental and health risks associated with these products. This helps to protect people and the environment during the entire lifecycle of the product, from sourcing of raw materials to disposal.

A Better World product should articulate the potentially harmful chemicals removed from the manufacturing processes and the benefits to the environment and users.



## LOW CARBON MANUFACTURE

Low carbon manufacture relates to products with a reduced carbon footprint compared to the existing alternative such as the industry norm or the previous version of the product from the same manufacturer.

The reduced carbon footprint could be achieved through the implementation of renewable energy production on site, streamlined manufacturing processes, alternative raw materials or by addressing other areas of the product life cycle.

A Better World product has a life cycle assessment or an equivalent product carbon footprint assessment. The assessment articulates and compares the properties of both the improved and original or industry norm products.



## RECYCLED MATERIALS

Recycled materials are materials recovered from waste which would otherwise have ended up in landfill or as feedstock for an energy recovery facility.

Products made with recycled materials help contribute to a reduction in raw materials needed in the manufacturing stage of the product lifecycle, thus helping to preserve natural resources and save energy.

A Better World product should contain a minimum of 50% by weight of the recycled material. Examples of recycled materials include:

- Wood
- Plastic
- Metal
- Cardboard
- Paper and much more



## RESPONSIBLY SOURCED MATERIALS

Responsibly sourced materials are materials that are aligned to certified schemes that address environmental and/or ethical issues linked to raw materials and manufacturing processes.

These materials ensure that natural resources are well managed and maintained. Responsibly sourced materials also ensure raw materials are sourced ethically by protecting the safety and wellbeing of workers.

A Better World product should contain a minimum of 50% by weight of the responsibly sourced material. Examples of certified schemes include:

- Forest Stewardship Council (FSC)
- EU Ecolabel
- Cotton Made in Africa (CMiA)
- Better Cotton Initiative (BCI)
- International Sustainability and Carbon Certification (ISCC)



# **SUSTAINABLE SOLUTION**



## IMPROVES AIR QUALITY

Improves air quality refers to products that remove pollutants and impurities from the air. Controlling the quality of air is often overlooked when it comes to protecting people and the environment, despite air pollution being a contributing factor to environmental issues and health risks in general.

By using products that remove harmful substances from the air within buildings or the wider environment, health associated risks and harm to the environment can be drastically reduced and controlled.

For example, by using products that utilise high efficiency particulate air filters (HEPA) and filters with a sufficient minimum efficiency reporting value (MERV) rating, the air quality for indoor spaces can be regulated to protect people from harmful particles and airborne pollutants.

A Better World product should provide clear information on how the product supports air quality.



## PROTECTS HEALTH AND SAFETY

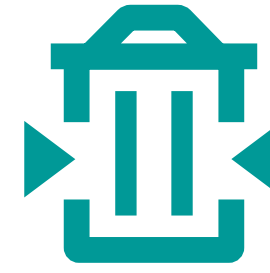
Protects health and safety refers to products that are designed with the well-being of people in mind.

This includes products that assists people to carry out tasks safely and effectively such as:

- Products that provide sufficient ventilation by allowing people to safely operate in challenging environments with poor air quality
- Products that protect people and prevent injuries when carrying out tasks
- Products that can assist with recovery if an injury has occurred

The health and safety of the workers who manufacture such products must also be considered. Therefore, it is important to engage with suppliers to ensure high standards of worker welfare within the supply chain.

A Better World product should provide clear information on how the product safeguards people and shows that appropriate assessments of the supply chain have taken place.



## REDUCES WASTE

Reduces waste refers to products which help to keep other products or solutions in use for longer or products which reduce the amount of waste from a process going to landfill.

A common issue facing many industries is excess waste being generated due to complex operations and a lack of innovative solutions.

This often leads to a variety of issues such as worn and unused materials going to landfill, excess use of packaging and materials and inefficient use of resources.

By utilising a combination of innovative products or service solutions, businesses can reduce waste within operations and ensure resources are used, maintained or recycled and reused effectively.

A Better World product should provide clear information on how waste is reduced and instructions on how to maximise the benefits through its application.



## RENEWABLE ENERGY SOLUTION

Renewable energy solution refers to products which support the generation of energy from natural resources which are being constantly replenished.

With fossil fuel resources rapidly depleting and having a negative environmental impact, industries are looking at ways to utilise renewable energy and reduce carbon emissions.

Although primarily used in industrial settings, there are a wide range of innovative renewable energy solutions available for domestic applications too.

Renewable energy solutions generate energy from natural sources and can be found in a variety of areas including:

- Solar
- Wind
- Hydro
- Geothermal
- Biomass

A Better World product should provide clear information on how it supports a renewable energy solution on how to maximise the benefits through its application.



## SAVES ENERGY

Saves energy refers to products which are more energy efficient than an alternative product or help to reduce the energy consumption of another product.

Using products that contribute to a reduction in energy consumption is one of the most efficient ways to minimise costs and manage carbon emissions.

Products that help save energy relate to the “in-use” phase of the product lifecycle and can be found in a wide range of applications, including domestic and industrial.

Energy saving products are available across a variety of product categories to suit specific applications.

A Better World product should provide clear information on how it reduces energy consumption and how it maximises the benefits through its application.



## SAVES WATER

Saves water refers to products which help to use water more effectively, either as a stand-alone product or as part of a system.

Water is an essential resource used in endless domestic and industrial applications. Although a natural resource, the extensive use of water over time has become a leading factor in environmental issues, such as droughts and flooding. As a result, this poses a threat to both human health and the planet.

Utilising products that support reduced water use or products that use less water than an industry norm, can provide various environmental, social, and economic benefits.

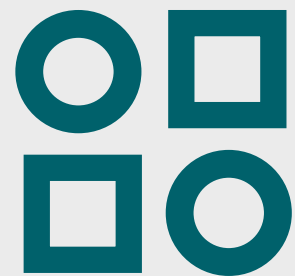
Using products that help pump and treat water more efficiently or restrict the flow of water can help reduce costs drastically by ensuring only the required amount of water is used in specific applications.

A Better World product should provide clear information on how it reduces water use and how to maximise the benefits through its application.



**SUPPORTS  
CIRCULARITY**





## DESIGNED FOR DISASSEMBLY

Designed for disassembly refers to complex products that can be easily dismantled by the end user. Each product comes with disassembly instructions, that clearly identifies the component parts and material types to ensure the product can be recycled effectively.

One of the biggest challenges for customers is how best to dispose of a product once it reaches the end of its usable life. If the product cannot be repaired or repurposed, then effective disposal may be the best course of action. Without clear disassembly instructions, a product may find its way into landfill due to the costs of separating component parts within waste management processes.

We have made a conscious effort to include products that are designed for disassembly, making it easier for customers to safely separate component parts to help the recovery of core materials and increase recycling rates.

A Better World product should be accompanied with clear disassembly instructions and have a minimum material recyclability rate of 60%.



## EXTENDED PRODUCT LIFE

Extend product life refers to products that have durability properties which increase the useable life of a product beyond accepted norms.

In order to support a more circular economy, manufacturers are looking at ways to improve the longevity of products, enabling them to be kept in use for longer.

Designing products that can be used for longer without compromising on quality provides a variety of benefits to businesses and consumers. Benefits can include reduced maintenance, replacement costs, less machine downtime and increased productivity.

To demonstrate extended product life, a supplier may provide evidence that the product exceeds the minimum performance criteria defined within the relevant international product standards or eco design directives. Alternatively, a manufacturer may choose to compare against equivalent products currently available on the market.

A Better World product should be accompanied by marketing information which articulates the extended life properties of the product.



## RECHARGEABLE INNOVATION

Rechargeable innovation refers to products which have exceeded industry norms in terms of the range of products or solutions supported by rechargeable batteries or the enhanced performance of the battery.

In order to overcome the environmental challenges associated with the use and disposal of batteries, manufacturers are taking advantage of new and emerging battery technologies, such as solid-state batteries.

Technologies like this can contribute to the extended life of rechargeable batteries by keeping them in use for longer, making them safer to use and improving the recyclability potential.

A Better World product should be accompanied by marketing information which articulates the benefits of the innovation compared to industry norms.



## REPAIRABLE BY THE END USER

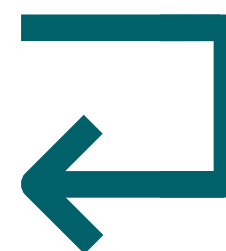
Repairable by the end user refers to complex products which can be fixed by the consumer and are easy and affordable to repair.

When purchasing products, consumers should feel confident that the product will perform as expected and be made to last. However, this is not always the case.

Many products often end up in landfill prematurely due to complex product designs and lack of readily available replacement parts preventing users from repairing the product.

By designing products that can be easily repaired by the end user with replaceable components easily available, less products can end up in landfill.

A Better World product should be accompanied with repair instructions that are easy to follow and the repair should be cost effective when compared to the replacement cost of the product.



## TAKE BACK SCHEME

Take back scheme refers to products which can be returned to the manufacturer when the product reaches the end of its useful life or the product is no longer required.

As manufacturers aim to embed more responsible practices in their operations, take back schemes are becoming increasingly popular to help close the loop on circularity.

The manufacturer should make it easy and cost effective for the user to return the product. The manufacturer can then responsibly refurbish, repurpose or recycle the product. As a result, less products end up in landfill and resources can be preserved.

A Better World product should be accompanied with instructions on how to return the product to the manufacturer. The manufacturer will provide information to explain the benefits of the take back scheme.

# WHY CHOOSE BETTER WORLD PRODUCTS?

Better World products make it easier for you to purchase products that have a sustainable improvement in at least one phase of the product lifecycle, helping you contribute towards the transition to a lower carbon economy and creating a Better World. Created in partnership with external experts and aligned to leading sustainability product standards, our Better World products framework ensures product claims are accurate, clear and are backed by transparent product information and robust evidence that you can trust.

# HOW ARE PRODUCTS ASSESSED?

Before a product can be considered for inclusion to our Better World product offer, it must meet:

- All relevant legal and compliance requirements
- All RS ESG policy documents

If a product meets all of the above, it will then be reviewed internally by our Better World products team and critiqued against a robust set of criteria.



# CRITERIA

To validate the claim, products should be supported by one or more of the following documents. Other documents may be considered and assessed where applicable.

- Life Cycle Assessments (LCAs)
- Product Environmental Profiles (PEPs)
- Environmental Product Declarations (EPDs)
- Chain of Custodies
- Test Reports
- Bill of Materials
- Third-party Certifications

Exceptions may be made for innovative improvements that exceed the industry standard.

## WANT TO KNOW MORE ABOUT BETTER WORLD PRODUCTS?

Visit our Better World product home page [here](#) to read more.

**SHAPING  
OUR FUTURE  
TOGETHER**

