WeProduct

EVALUATE THE SUSTAINABILITY PERFORMANCE OF PRODUCTS

Sustainability as a competitive factor

Product-related sustainability is a significant success and differentiation factor in a company's product and communication policies. In both B2C and B2B areas, sustainability criteria are of growing importance when it comes to selecting suppliers. For suppliers, this means that the sustainability performance of individual products or services must be quantifiable and the necessary data must be available.

Create comparability

WeProduct provides an evaluation framework for products in order to objectivize sustainability performance. Often, industry standards or norms form the basis for this. Starting from product groups or individual products, the relevant sustainability dimensions and criteria are set first. As part of this, weighting classifications and exclusion criteria can also be defined. Starting from specific product features, the individual criteria can be determined and an assessment score can be calculated. The effects of improvement measures (e.g. material substitution) can be depicted flexibly, and their implications for overall performance can be calculated.

In addition, this analysis and data representation can also be carried out for the entire product portfolio, whereby various dimensions can be compared, e.g. financial performance vs. sustainability performance.

The results thereby obtained not only provide valuable information, such as for optimizing resource use or making energy savings, but also create the basis for efficient stakeholder communication.
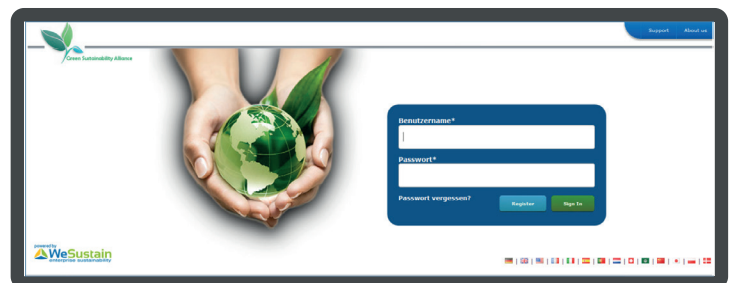

WeSustain Enterprise Sustainability Management (ESM)

WeProduct is a customized tool to evaluate, compare and enhance your products in a standardized process according to key ecological and social impacts.

>> MEASURES SUSTAINABILITY PERFORMANCE AT PRODUCT LEVEL

>> EVALUATES USING QUESTIONNAIRES AND SCORINGMODELS

>> ANALYSES AND BENCHMARKING BASED ON INDIVIDUAL
   PRODUCTS OR AN ENTIRE PRODUCT PORTFOLIO

Example of a customer application:

A large international sustainability initiative in the telecommunications sector uses WeProduct as product management solution for the sector – conceived and implemented by WeSustain and selected CSR strategy partners.

Thanks to the module, member companies are able to upload their CSR indicators to the system for analysis and benchmarking purposes. Using questionnaires and point-scoring models, data entry and telephony products have been evaluated from a CSR perspective in order to optimize their sustainability performance.

WESUSTAIN >> SOFTWARE SOLUTIONS FOR PROFESSIONAL CSR MANAGEMENT <<

See WeProduct and our other ESM software modules in action with a non-binding live demo!