

ASSET™ AT A GLANCE

The Alcan Sustainability Stewardship Evaluation Tool (ASSET™) was designed and developed by Alcan Packaging. It is a fact-based sustainability life cycle tool, including a strong life cycle assessment (LCA) component. It is used to assess the sustainability of a package by considering the economic, social and environmental impacts and benefits at each stage of the product life cycle.



IT IS BASED ON:

Quantitative criteria:

- Environmental life cycle assessment (ISO 14040)

Qualitative criteria:

- Social aspects
- Long-term economic issues

Multiple outputs

- Carbon, water, waste, etc.
- Social and economic information

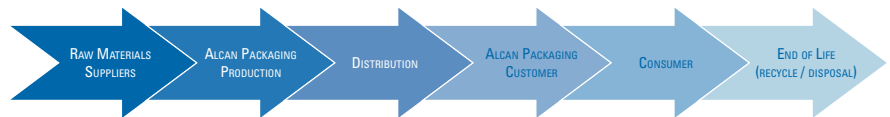
LOOKING BEYOND THE PACKAGE

ASSET™ compares packaging solutions for a given function (e.g. containing the same amount of same product) and against a selected « baseline ». It can also be used to assess the interaction of packaging and packaged product and to produce a picture of the overall sustainability of the complete system (e.g. by quantifying the benefits of improved shelf life).

In the Life Cycle Assessment component, ASSET™ takes into consideration raw materials, suppliers, Alcan Packaging production, distribution, use by Alcan Packaging's customer, final use (consumer), and end of life (recycling and disposal).

ASSET™ KEY FEATURES:

- User friendly
- Intranet web based
- Flexible and open to evolution and adaptation (e.g. for quantification of the social aspects)
- Supported by recognized international sustainability experts and environmental life cycle data bases
- Provides objective sustainability assessment



WORKING WITH CUSTOMERS

ASSET™ allows sustainability-related product development in a three step process:

Step 1: EVALUATE - We evaluate that current product and measure it against a baseline product in order to identify the areas of opportunity for creating the biggest impact or benefit.

Step 2: EXPLORE - We look at opportunities to reduce materials, optimize product use, recover materials, utilize recycled materials or replace with alternative materials, all with the goal of reducing impacts along the value chain. This also includes a qualitative check of potential social and economic implications.

Step 3: EVOLVE - We choose the most cost-effective and high impact opportunities to evolve our customers' products into a more sustainable packaging format, which holds meaningful benefits for their customers.

