THE BETTER EFFECT
Sustainability
WHAT IS THE BETTER EFFECT INDEX?
The first comprehensive tool for sustainability. Based on interviews with architects, interior designers and buyers.
We assess and grade our products in order to provide an overall picture of the products' sustainability.
In distinction from other eco-labels, we have also included reuse, social responsibility and ergonomics.
Why The Better Effect Index?
When the subject of sustainability arises, everything becomes very complicated.

We want to make it simple!
The **Better Effect Index**
is a tool to help you and your customers achieve a better effect in sustainability work.
The Better Effect Index

- Raw Materials and Resources: 2.7
- Climate: 1.2
- Pure Materials: 2.7
- Social Responsibility: 2.3
- Reuse: 2.0
- Ergonomics: 2.7

Total: 2.26
THE BETTER EFFECT

3.0
RAW MATERIALS AND RESOURCES
· Knowledge of the origin of the raw materials
· Knowledge of conditions in the production chain
· Resource optimisation
JACKIE / NC NORDIC CARE

RAW MATERIALS & RESOURCES

The Better Effect Index Sustainability grade

- RAW MATERIALS & RESOURCES: 2.67
- CLIMATE: 2.20
- PURE MATERIALS: 2.33
- SOCIAL RESPONSIBILITY: 2.33
- REUSE: 1.33
- ERGONOMICS: 2.00

Strengths:

- Pure materials
- Social responsibility
- Reuse

Room for improvement:

- Climate
- Ergonomics
CLIMATE
- Transportation
- Production/process
- Material
The Better Effect Index
Sustainability grade

2.10
PURE MATERIALS
- Chemicals in the production process
- Emissions
- Good material choice
The Better Effect Index Sustainability grade

- RAW MATERIALS & RESOURCES: 2.3
- CLIMATE: 1.4
- PURE MATERIALS: 2.7
- SOCIAL RESPONSIBILITY: 2.3
- REUSE: 1.7
- ERGONOMICS: 2.3

OBERON / KINNARPS
SOCIAL RESPONSIBILITY
· Code of conduct
· Risk assessment
· Follow up in high-risk countries
Viper / Materia

Sustainability grade

- Raw Materials & Resources: 2.0
- Climate: 1.8
- Pure Materials: 2.0
- Social Responsibility: 2.7
- Reuse: 1.7
- Ergonomics: 1.0

The Better Effect Index Sustainability grade: 1.86
REUSE
- Possible to repair/renovate
- Possible to recycle materials
- Made of recycled material
The Better Effect Index
Sustainability grade

2.31
ERGONOMICS
- Ergonomics
- Acoustic environment
DECIBEL / SKANDIFORM

The Better Effect Index
Sustainability grade

RAW MATERIALS & RESOURCES: 2.7
CLIMATE: 1.8
PURE MATERIALS: 2.7
SOCIAL RESPONSIBILITY: 3.0
REUSE: 2.0
ERGONOMICS: 1.7

2.30
The Better Effect Index
Sustainability grade for Jackie

2.14

RAW MATERIALS & RESOURCES: 2.7
CLIMATE: 2.2
PURE MATERIALS: 2.3

POTENTIALS
- Ecosystem-services
- Circularity
- Well-being
- Efficiency
- Alternative business model

SOCIAL RESPONSIBILITY: 2.3
REUSE: 1.3
ERGONOMICS: 2.0
The Better Effect Index
Sustainability grade for Jackie

RAW MATERIALS & RESOURCES 2.67

Knowledge of the origin of the raw materials 2
Knowledge of conditions in the production chain 3
Resource optimisation 3

CLIMATE 2.2

Inward transportation (proportion of renewable fuel) 1
Outward transportation (proportion of renewable fuel) 2
Suppliers (fossil-free energy in manufacturing) 2
Producers (fossil-free energy in manufacturing) 3
Proportion of material with low climate impact 3

PURE MATERIALS 2.33

Fulfilled required levels of chemical content 2
Fulfilled required levels of emissions 2
Good material choice 3

SOCIAL RESPONSIBILITY 2.33

Code of Conduct - suppliers 3
Suppliers which have been risk-assessed 3
Inspected suppliers from risk countries 1

REUSE 1.33

Possible to repair/renovate 2
Possible to recycle materials 1
Made of recycled material 1

ERGONOMICS 2

Enables customisation 2
Enables movement 2
Improve the acoustic environment 2

Efficiency

Ecosystem-services

Circularity

Well-being

Alternative business model

Knowledge of the origin of the raw materials
Knowledge of conditions in the production chain
Resource optimisation

Inward transportation (proportion of renewable fuel)
Outward transportation (proportion of renewable fuel)
Suppliers (fossil-free energy in manufacturing)
Producers (fossil-free energy in manufacturing)
Proportion of material with low climate impact

Fulfilled required levels of chemical content
Fulfilled required levels of emissions
Good material choice

Code of Conduct - suppliers
Suppliers which have been risk-assessed
Inspected suppliers from risk countries

Possible to repair/renovate
Possible to recycle materials
Made of recycled material

Enables customisation
Enables movement
Improve the acoustic environment

The Better Effect Index
NOW WE MAKE IT EASY TO MAKE SUSTAINABLE CHOICES

THE BETTER EFFECT INDEX GIVES A SIMPLE ANSWER TO A COMPLICATED QUESTION: HOW SUSTAINABLE IS A PRODUCT? WE ARE INTRODUCING THE FIRST COMPREHENSIVE SUSTAINABILITY TOOL ON THE MARKET.

kinnarps.com/thebettereffectindex
THANK YOU