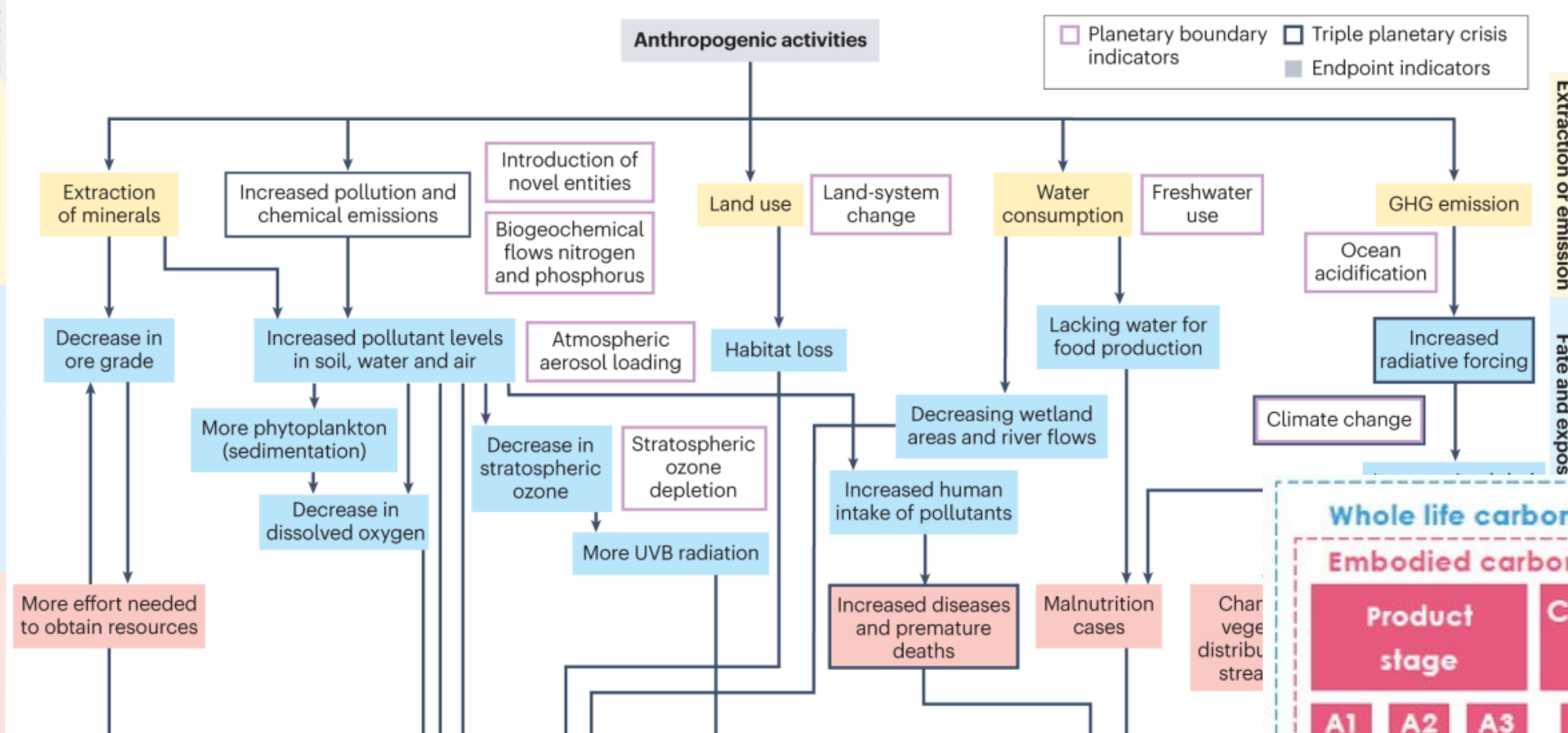


Sustainability at glance

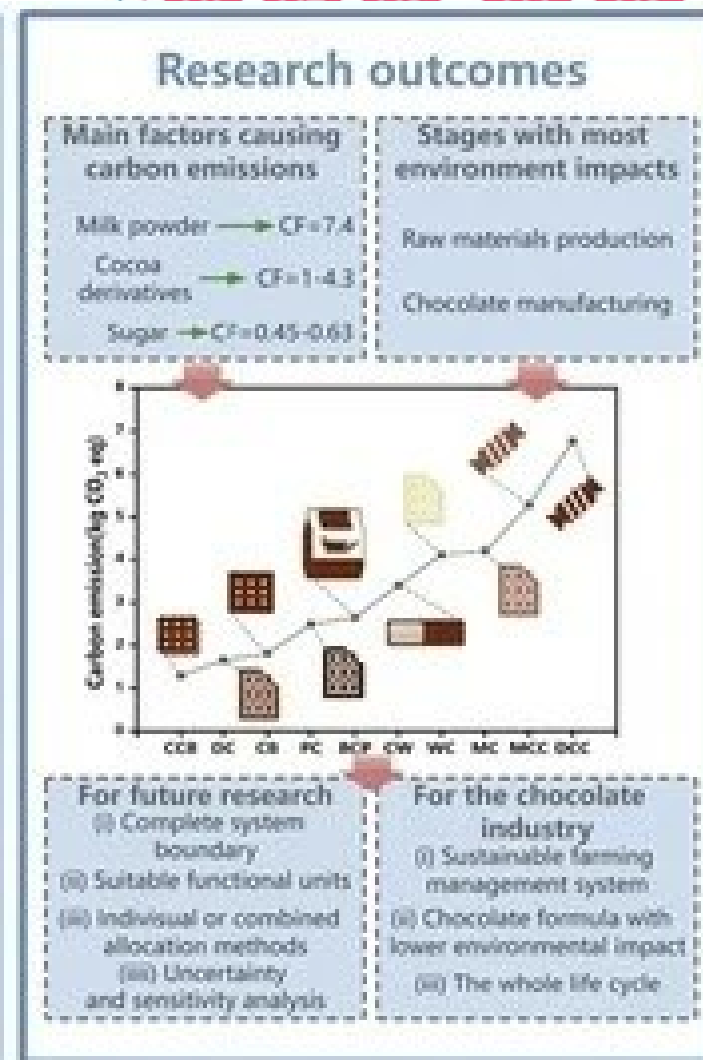
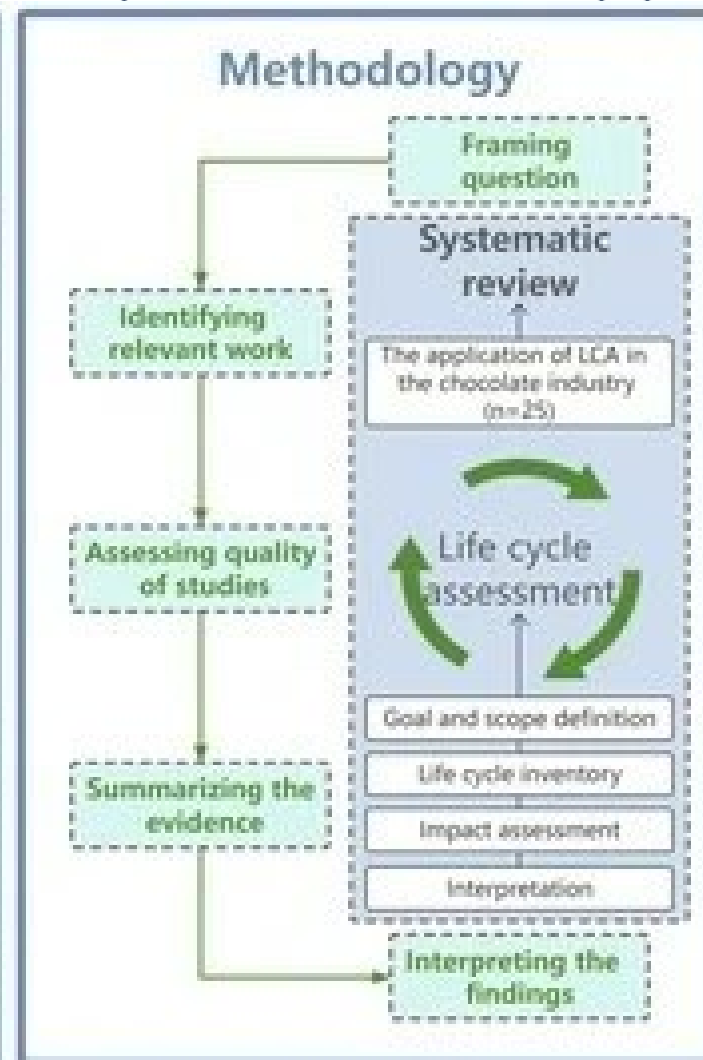
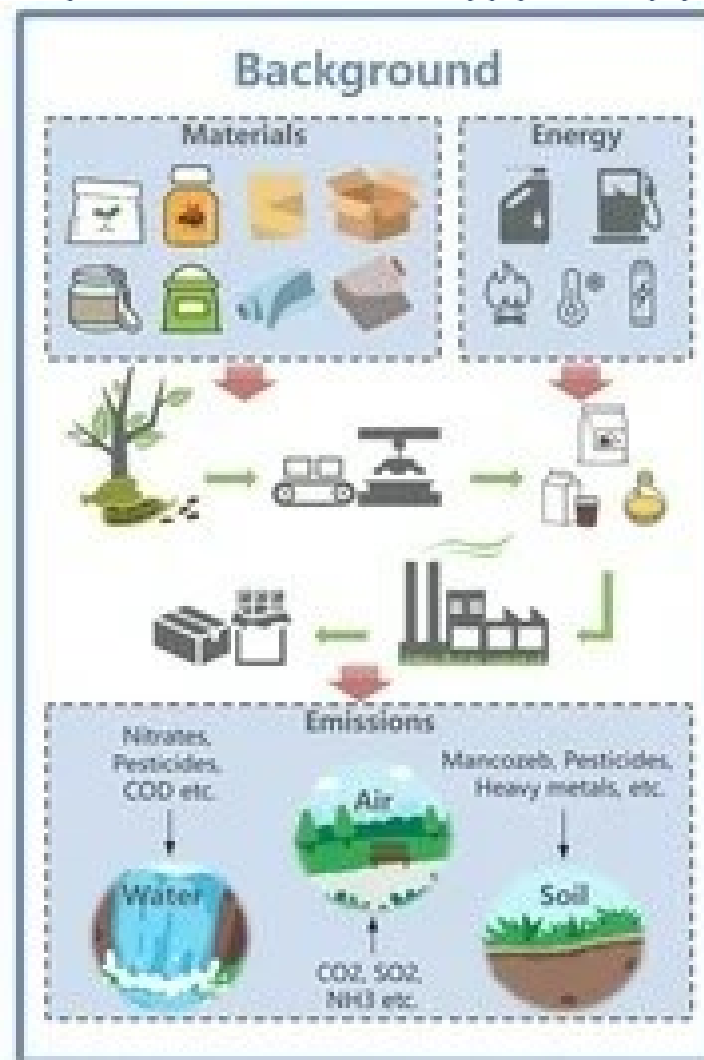
3 parameters
Sustainability Evaluation

Andrea Giuliano - Catharsis Open Pitch Competition 17/04/2025



Sustainability Report

Addressing the emerging challenges of tomorrow



Whole life carbon

Embodied carbon

Product stage					Construction stage					In-use stage					End of life stage			
A1	A2	A3	A4	A5	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4
										Use	Maintenance	Repair	Refurbishment	Replacement	Deconstruction & demolition	Transport	Waste processing	Disposal

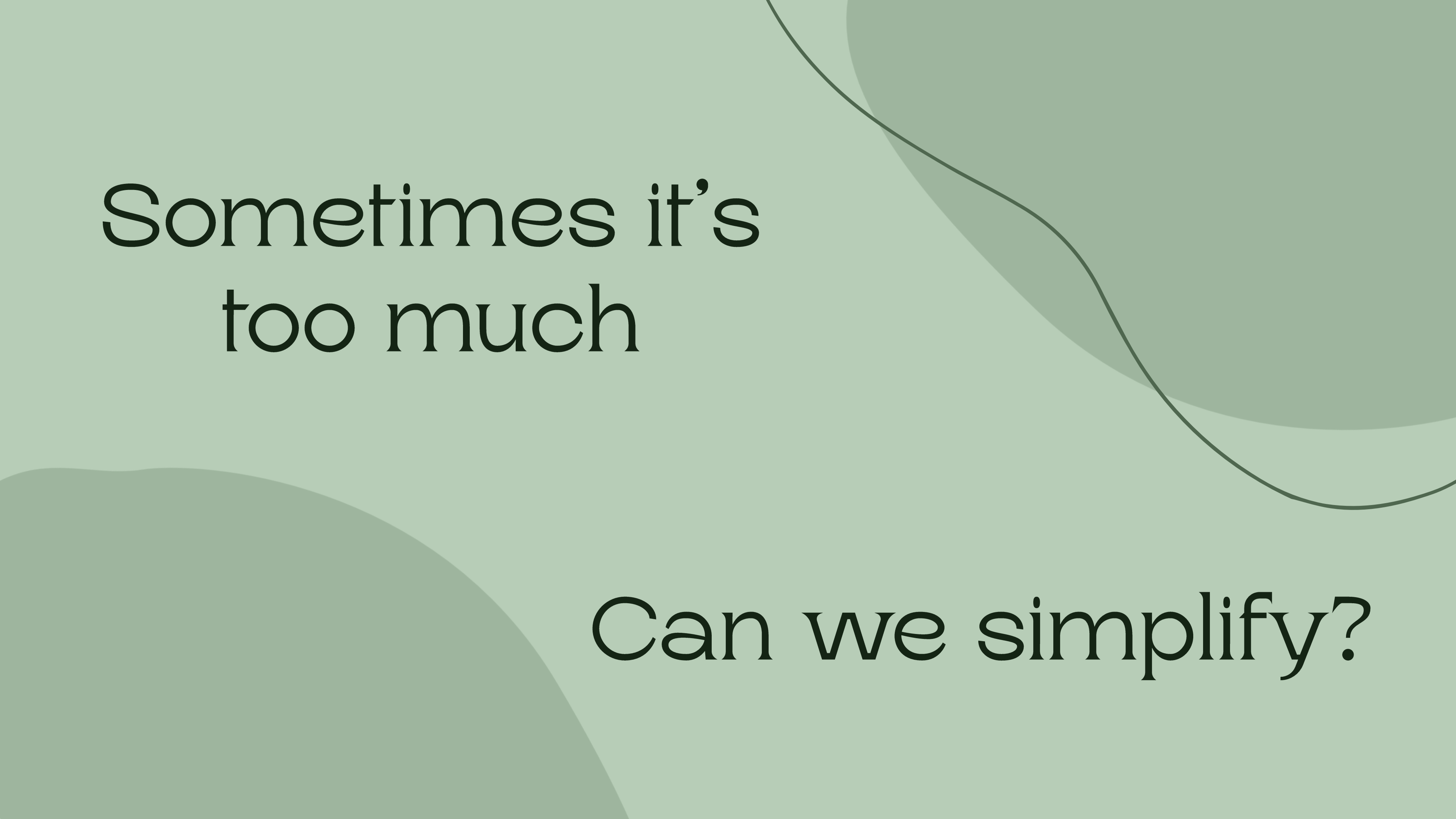
Operational carbon	
B6	Operational energy
B7	Operational water

Circular economy

Beyond building life cycle
D
Benefits & Loads
Reuse Recovery Recycling

Cradle to grave

Cradle to cradle



Sometimes it's
too much

Can we simplify?

3 parameters.

Source

- How is it made?
- Where?
- From which materials?

Time

- Durability
- Recyclability
- Disposability

Intensity

- Energy consumption
- Other consumptions
- Other productions

From 0 to 3.

Sum them.

Impact Rating

0 null
1 low
2 mid
3 high



Impact Level

0-2 LOW
3-5 MID
6-8 HIGH
9 MAX

**The higher level,
the higher impact**

Example: Smartphone

Source: 3

Made in China
Made of many different
materials (plastic, metals)

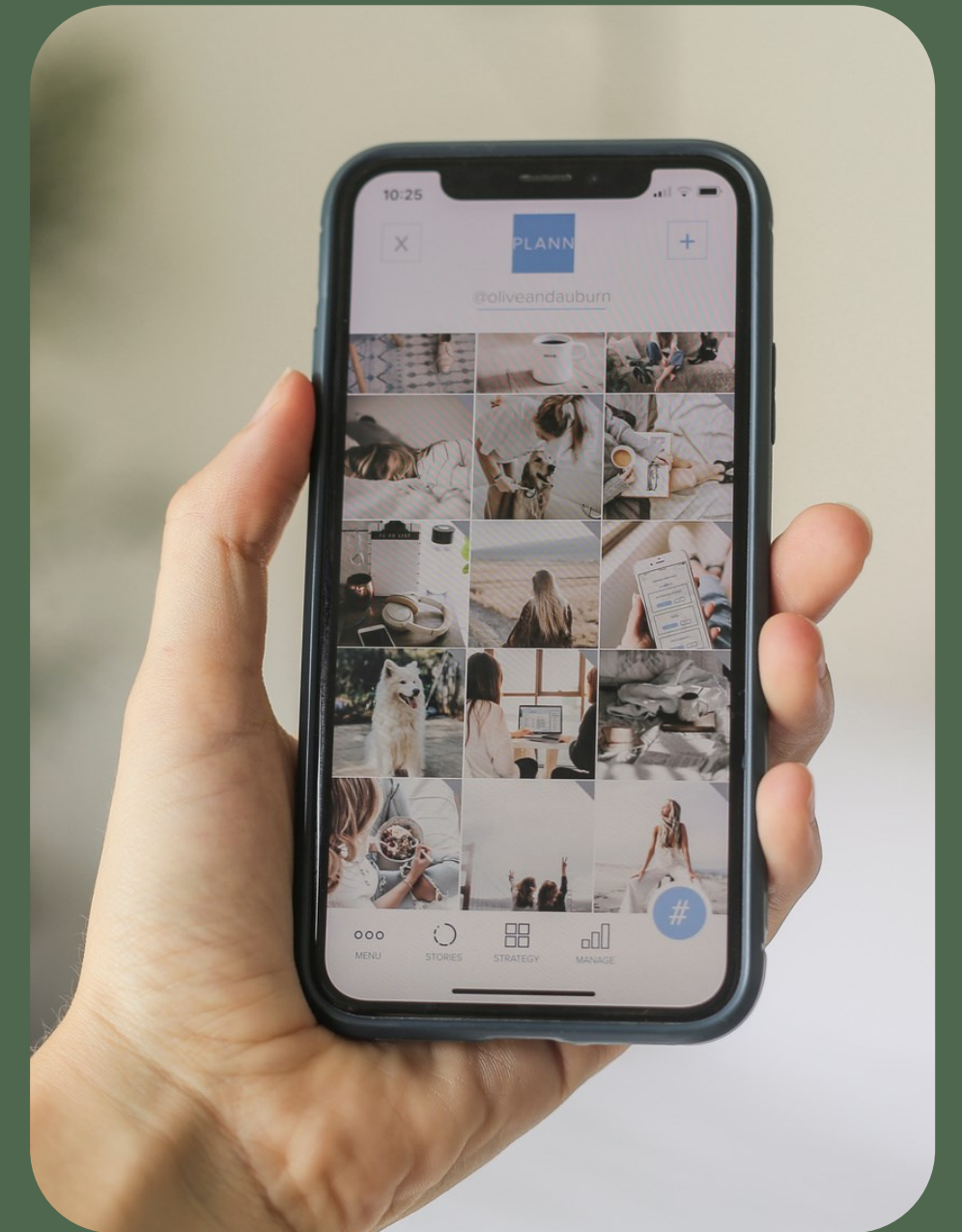
Time: 3

Average life: 2,5 years
Hard to recycle
Obsolescence

Intensity: 1

7Wh to recharge its battery
a day
Intense average daily use

Impact Level: 7 (HIGH)



How can this be improved?

Example: Leather Wallet

Source: 1

Made in Italy*
Made from food industry
waste (cow hide)

Time: 1

Lifelong duration
Recyclable, Up-cyclable

Intensity: 0

Doesn't require energy
intense daily use

Impact Level: 2 (LOW)



Can't be better than this.



Sustainability at glance.

What's your Impact Level?

Thank you for the attention