

# GREEN R&D ASSURANCE SOLUTIONS

Enabling our clients to communicate the environmental impact of their products, while safeguarding quality, safety, and performance.



## Background & Challenges

The demand for eco-friendly products has increased significantly as consumers want to ensure that the products they are purchasing have been created with minimal impact to the environment. To address this demand, companies must ensure they are creating products that deliver on performance, safety, and quality while meeting their stakeholders' environmental needs.

Consumers are challenged in their quest to identify sustainable products that are authentically green as several green product labels and environmental claims exist on the market with inconsistent messaging and terminology. Consumers are requiring accurate and transparent information to be able to trust a company's claims.

The shift in consumers' purchasing behaviour toward sustainable goods provides companies with the opportunity to access new markets and enables them to build trust with their consumers, enhance their brand, and improve their bottom line.

Designing a product with sustainability in mind can be complex; it requires a thorough understanding of all the trade-offs being made during the design phase.

## Industry Trends

**1/3**  
**GLOBAL CONSUMERS** Willing to pay more for Sustainability or Environmentally friendly alternatives<sup>1</sup>

**5.6x**  
**TIMES** The growth rate of sustainable products versus those that were not between 2013 and 2018<sup>2</sup>

**71%**  
**INCREASE** in searches for sustainable goods in the last 5 years<sup>3</sup>

### References:

<sup>1</sup> Simon, Kucher & Partners (2021). [https://www.simon-kucher.com/sites/default/files/studies/Simon-Kucher\\_Global\\_Sustainability\\_Study\\_2021.pdf](https://www.simon-kucher.com/sites/default/files/studies/Simon-Kucher_Global_Sustainability_Study_2021.pdf).

<sup>2</sup> NYU Stern's Center for Sustainable Business (2022). <https://www.stern.nyu.edu/experience-stern/about/departments-centers-initiatives/centers-of-research/center-sustainable-business/research/csb-sustainable-market-share-index>.

<sup>3</sup> WWF (2021). <https://explore.panda.org/eco-wakening#full-report>.

## The Intertek Advantage

Intertek offers a differentiated solution that enables our clients to confidently communicate the environmental impact of their products throughout the value chain. In addition to reducing the carbon footprint, our integrated approach ensures the sustainability, quality, safety, and performance attributes of a product are

optimized from conception all the way through its lifecycle.

We are well-positioned with our global testing, auditing, and industry experience to offer a holistic approach to sustainable product development. With our Green R&D solution, you will be empowered to make more informed decisions.

Our service includes:

- **Brand integrity assurance:** Helping companies understand the quality, safety, and performance trade-offs that often come with sustainable product development to assess and mitigate risk and protect brands.
- **Safety, quality, and performance testing and analysis:** Assessing and mitigating risk, preserving and promoting human health, and protecting the environment.
- **Regulatory assessment:** Ensuring your products are compliant with global standards and enabling market access.
- **End-to-end environmental assessment:** Establishing the products environmental footprint to provide the critical data needed to improve and produce low carbon/carbon neutral and/or environmentally friendly products (incorporating carbon offsets).

**Intertek provides integrated sustainability, quality and safety insights. We consider the following during the product development phase to help companies make more informed decisions.**



**We support our clients throughout the entire lifecycle**



**Ideation/Concept**

- Support materiality (focus areas and trade offs: Carbon, Water, Performance, Waste, etc)
- Develop an assurance plan (may include testing, auditing, LCA, safety assessment, etc)



**Research/Development**

- Execute assurance tasks to provide insights
- Provide tabulated findings and interpret results for design decision making (if required)



**Production/Launch**

- Assurance of sustainability characteristics during production
- Certification and Eco-claims

**About Intertek**

As the company that brings quality, safety and sustainability to life, Intertek is uniquely positioned to help our clients navigate these challenges through science-based assurance in both local and global markets

Intertek is a leading Total Quality Assurance provider to industries worldwide. Our network of more than 1,000 laboratories and offices in more than 100 countries, delivers innovative and bespoke Assurance, Testing, Inspection and Certification solutions for our customers'

operations and supply chains. Intertek Total Quality Assurance expertise, delivered consistently with precision, pace and passion, enabling our customers to power ahead safely.

**Total Quality. Assured.**

**FOR MORE INFORMATION**

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