



Goal

- Quantification of Go Green Marketing campaign
- Offering of green solutions using hard facts
- Go Green Initiative to establish differentiation arguments

Solution

- Development of method for single score including LCA, social aspects and Total Cost of Ownership
- Automation of Life Cycle Assessment with GaBi Envision
- Certified according to ISO 14040 and 44 by DEKRA

Benefit

- Support in sales process of green HV cable solutions using hard facts
- Easy and time saving in calculation of benefits of green cable solution



Source: NKT