

Profiles of indicators used in the Benefit Analysis

1. Introduction

The main objective of the benefit analysis is to provide a scientifically sound basis for the systematic integration of different aspects of benefit (user benefit, societal benefit and symbolic benefit) into the sustainability assessment of products and services, so that benefits can be adequately considered in political and consumer-related considerations and evaluations.

Based on existing method descriptions and checklists in PROSA – Product Sustainability Assessment (2007)¹ for the design and performance of benefit analyses the methodological approach has been further elaborated within the BMBF-funded research project "SDG assessment - further development of a sustainability assessment method based on the Sustainable Development Goals of the United Nations (Agenda 2030)". By establishing direct reference to Agenda 2030, which contains a wide range of societal objectives in terms of societal needs, the analysis of societal benefits can be considerably better justified and substantiated. Benefit indicators can be directly derived from the 17 Sustainable Development (SDGs), the 169 sub-goals and the corresponding GIF-SDG indicators. The method development is supported by four case studies from the food, cosmetics & hygiene, IT products and mobility industries and leads to the conception of a software tool for different sectors and areas of need.

This refinement of the benefit analysis significantly contributes to the overall objective the research project aiming to (further) develop a method for integrated product sustainability analysis and product sustainability assessment. The project was carried out jointly by ZNU – Centre for Sustainable Leadership at the University Witten/Herdecke (project management) and the Öko-Institut e.V. (Institute for Applied Ecology).

The method is described in depth in the brochure **####PROSAPlus####**, available at **####Link####**. The document at hand gives the background information on the indicators developed for the assessment of societal benefits.

2. Criteria for indicator development

For the identification of SDG sub-goals that are relevant for the social benefit assessment, the following criteria need to be fulfilled²:

- the SDG sub-target can be influenced at product or service level;
- direct influence of product / service on the SDG sub-target must be given (i.e. indirect effects must not be considered);
- the benefit unfolds beyond the system boundaries of the product / service (i.e. beyond the core benefit of the product / service; relevant material and energy flows as well as economic and social aspects are taken into account).

¹ Cf. Griebhammer, R., Buchert, M., Gensch, C.-O., Hochfeld, C., Manhart, A., Reisch, L., Rüdener, I. (2007); PROSA – Product Sustainability Assessment, Guideline, online available at: https://www.prosa.org/fileadmin/user_upload/pdf/leitfaden_eng_final_310507.pdf


² Please note the AND connection of the criteria, i.e. all criteria must be fulfilled.


3. Indicator profiles


In the following sections the profiles of the 30 indicators for the assessment of societal benefits are presented. The profiles always follow the same structure, and give information on:

- the related Sustainable Development Goals (SDGs) of the United Nation’s 2030 Agenda;
- the logic behind the indicator setting (description);
- a sample product / service representing an application that can be considered to create the described societal benefit;
- relevant proof / verification that needs to be provided in order to claim the described societal benefit for the product / service under consideration.


3.1. SDG 2 (Zero Hunger)


#B1: Reduction of hunger and malnutrition / Verringerung von Hunger und Unterernährung		
Related SDG(s)	<p>2.1 “By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round”</p> <p>2.2 “By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons”</p>	
Description	<p>The scope of the indicator is on the reduction of hunger and malnutrition by access to safe, nutritious and sufficient food by addressing the nutrition needs of the poor and people in vulnerable situations. As described in SDG 2.1 and SDG 2.2, this refers particularly to infants, adolescent girls, pregnant and lactating women, children and older persons.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 2 (Zero Hunger)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	<p>Carrots (containing beta-carotene as a precursor to vitamin A, tackling malnutrition among children)</p>	
Proof / verification	<p>Access to food for the poor and people in vulnerable situations: 3rd party independently reviewed study that demonstrates significant share of customers / users / indirect beneficiaries belong to group of poor or people in vulnerable situations and product contributes to healthy diet in that group.</p> <p>Safe and nutritious food: relevant EU nutrition and health claims for food must be present.</p>	


#B2: Increasing incomes of small-scale food producers / Steigerung der Einkommen von kleinen Lebensmittelproduzenten		
Related SDG(s)	2.3 “By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment”	
Description	The scope of the indicator is on increasing the incomes of small-scale food producers. As described in SDG 2.3, this refers particularly to women, indigenous peoples, family farmers, pastoralists and fishers. A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 2 (Zero Hunger)” can be used. Otherwise no claims can be made.	
Sample product(s) / service(s)	Information product (e.g. satellite data, market price transparency) accessible for small-scale farmers	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to increase incomes of small-scale food producers.	


#B3: Strengthening sustainable food production systems / Stärkung nachhaltiger Produktionssysteme für Nahrungsmittel		
Related SDG(s)	2.4: “By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality” 2.5: “By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed”	
Description	The scope of the indicator is on strengthening sustainable food production systems. As described in SDG 2.4 and SDG 2.5, this refers particularly to production methods that help maintain ecosystems, the genetic diversity of seeds, plants and animals as well as to foster fostering resilience against climate change, extreme weather, drought, flooding and other disasters. A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 2 (Zero Hunger)” can be used. Otherwise no claims can be made.	
Sample product(s) / service(s)	Online training on organic, agroforestry, permaculture or other sustainable agricultural practices / “True to seed” plants	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to strengthen sustainability without negatively influencing resilience of food production systems or vice versa.	

3.2. SDG 3 (Good Health and Well-Being)


#B4: Reducing mortality / Reduzierung der Sterblichkeit		
Related SDG(s)	<p>3.1 “By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births”</p> <p>3.2 “By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births”</p> <p>3.3 “By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases”</p> <p>3.4 “By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being”</p>	
Description	<p>The scope of the indicator is on reducing mortality.</p> <p>As described in SDG 3.1, SDG 3.2, SDG 3.3 and SDG 3.4, this refers particularly global maternal mortality, neonatal mortality, epidemics of serious diseases (like cardiovascular diseases, cancer, diabetes and chronic respiratory diseases).</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 3 (Good Health and Well-Being)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Screening test / vaccine / olive oil with high antioxidant content	
Proof / verification	3rd party critically reviewed scientific study according to principles of good clinical practice (GCP).	

#B5: Strengthening the prevention and treatment of substance abuse / Stärkung der Prävention und Behandlung von Drogenmissbrauch		
Related SDG(s)	3.5 “Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol”	
Description	<p>The scope of the indicator is on strengthening the prevention and treatment of substance abuse.</p> <p>As described in SDG 3.5, this refers particularly to narcotic drug abuse and harmful use of alcohol.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 3 (Good Health and Well-Being)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Therapy concept and offer	
Proof / verification	3rd party critically reviewed scientific study according to principles of good clinical practice (GCP).	


#B6: Reducing deaths / injuries from road traffic accidents / Verringerung der Todesfälle / Verletzungen bei Straßenverkehrsunfällen		
Related SDG(s)	3.6 “By 2020, halve the number of global deaths and injuries from road traffic accidents”	
Description	The scope of the indicator is on reducing deaths / injuries from road traffic accidents. A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 3 (Good Health and Well-Being)” can be used. Otherwise no claims can be made.	
Sample product(s) / service(s)	Bicycle helmets	
Proof / verification	Independent product testing, scientific study	


#B7: Reducing deaths / illnesses from hazardous chemicals and air, water and soil pollution and contamination / Verringerung der Todesfälle/Verletzungen durch gefährliche Chemikalien sowie Luft-, Wasser- und Bodenverschmutzung und -kontamination		
Related SDG(s)	3.9 “By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination”	
Description	The scope of the indicator is on reducing deaths / illnesses from hazardous chemicals and air, water and soil pollution and contamination. As described by the GIF-SDG indicators of SDG 3.9, this refers particularly to the mortality rate attributed to household and ambient air pollution, unsafe water, unsafe sanitation and lack of hygiene as well as to unintentional poisoning. A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 3 (Good Health and Well-Being)” can be used. Otherwise no claims can be made.	
Sample product(s) / service(s)	Automotive catalytic converter	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to reduce death or injuries from hazardous chemicals or air, water, soil pollution or contamination.	


3.3. SDG 4 (Quality Education)

#B8: Strengthening knowledge and skills related to sustainability issues / Stärkung von Wissen und Fähigkeiten in Bezug auf Nachhaltigkeitsfragen		
Related SDG(s)	<p>4.4 “By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship”</p> <p>4.7 “By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development”</p>	
Description	<p>The scope of the indicator is on strengthening knowledge and skills related to sustainability issues.</p> <p>As described in SDG 4.4 und SDG 4.7, this refers particularly to vocational skills and skills needed to promote sustainable development. Concerning vocational skills, ICT skills shall be highlighted according to the corresponding GIF-SDG Indicator.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 4 (Quality Education)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Course from private school / Ökolopoly (board game)	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to increase knowledge and skills in ICT and sustainable development	


3.4. SDG 6 (Clean Water and Sanitation)


#B9: Improving the access to safe drinking water, sanitation and hygiene / Verbesserung des Zugangs zu sauberem Trinkwasser, sanitären Einrichtungen und Hygiene		
Related SDG(s)	<p>6.1 “By 2030, achieve universal and equitable access to safe and affordable drinking water for all”</p> <p>6.2 “By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations”</p>	
Description	<p>The scope of the indicator is on improving the access to safe drinking water, sanitation and hygiene.</p> <p>As described in SDG 6.1 and SDG 6.2, this refers particularly to universal and equitable access for all paying special attention to the needs of women and girls.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 6 (Clean Water and Sanitation)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Water purification devices / compost toilets	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to improve and increase access to safe drinking water, sanitation and hygiene.	

#B10: Improving water quality by reducing the release of hazardous chemicals and materials / Verbesserung der Wasserqualität durch Verringerung der Freisetzung gefährlicher Chemikalien und Materialien		
Related SDG(s)	6.3 “By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally”	
Description	<p>The scope of the indicator is on Improving water quality by reducing the release of hazardous chemicals and materials.</p> <p>As described by SDG 6.3 as well as by its GIF-SDG indicator, this refers particularly to untreated wastewater with the aim to substantially increase recycling and safe reuse at a global scale. Furthermore, it is aimed to increase bodies of water with good ambient water quality.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 6 (Clean Water and Sanitation)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Microplastic filter for washing machines	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to improve water quality by reducing the release of hazardous chemicals and materials.	


#B11: Increasing water-use efficiency and strengthening sustainable supply of freshwater / Steigerung der Wassernutzungseffizienz und Stärkung der nachhaltigen Trinkwasserversorgung		
Related SDG(s)	6.4 “By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity”	
Description	<p>The scope of the indicator is on increasing water-use efficiency and strengthening sustainable supply of freshwater.</p> <p>As described by SDG 6.4 as well as by its GIF-SDG indicator, the increase in water-use efficiency refers to all sectors and aims particularly to address water scarcity and substantially reduce the number of people suffering from water scarcity.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 6 (Clean Water and Sanitation)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Droplet irrigation systems	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to increase water-use efficiency or strengthens sustainable supply of freshwater.	


3.5. SDG 7 (Affordable and Clean Energy)


#B12: Enabling / increasing the production of renewable energy / Ermöglichung / Steigerung der Produktion von erneuerbarer Energie		
Related SDG(s)	7.2 “By 2030, increase substantially the share of renewable energy in the global energy mix”	
Description	<p>The scope of the indicator is on enabling / increasing the production of renewable energy. As described by SDG 7.2 as well as by its GIF-SDG indicator, this refers to universal access for all people concerning electricity as well as clean fuels and technology.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 7 (Affordable and Clean Energy)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Semiconductor materials (as enabling material for e.g. photovoltaic cells)	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to enable or increase the production of renewable energy.	


#B13: Enabling / increasing energy efficiency / Ermöglichung / Steigerung der Energieeffizienz		
Related SDG(s)	7.3 “By 2030, double the global rate of improvement in energy efficiency”	
Description	<p>The scope of the indicator is on enabling / increasing energy efficiency.</p> <p>As described by SDG 7.3 as well as by its GIF-SDG indicator, energy efficiency measures shall contribute to decoupling of primary energy use and GDP.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 7 (Affordable and Clean Energy)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Absorption cooling facilities	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to enable or increase energy efficiency.	

3.6. SDG 8 (Decent Work and Economic Growth)


#B14: Creation of well-paid jobs / reducing youth unemployment / Schaffung gut bezahlter Arbeitsplätze / Verringerung der Jugendarbeitslosigkeit		
Related SDG(s)	8.5 “By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value” 8.6 “By 2020, substantially reduce the proportion of youth not in employment, education or training”	
Description	The scope of the indicator is on creation of well-paid jobs / reducing youth unemployment. As described by SDG 8.5 and SDG 8.6 as well as by the corresponding GIF-SDG indicators, this addresses young people, but also persons with disabilities with respect to equal pay. A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 8 (Decent Work and Economic Growth)” can be used. Otherwise no claims can be made.	
Sample product(s) / service(s)	3D printer	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that demonstrates net-effect (beyond jobs in value chain) of product / service on jobs and income.	

#B15: Strengthening secure working conditions / Stärkung sicherer Arbeitsbedingungen		
Related SDG(s)	8.8 “Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment”	
Description	The scope of the indicator is on strengthening secure working conditions. As described by SDG 8.8 as well as by its GIF-SDG indicators, this refers to all workers, including migrant workers, in particular women migrants, and those in precarious employment. It is aimed to reduce fatal and non-fatal occupational injuries as well as to foster compliance with labour rights (freedom of association and collective bargaining). A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 8 (Decent Work and Economic Growth)” can be used. Otherwise no claims can be made.	
Sample product(s) / service(s)	Ear protection	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to improve safety and security of working environments.	


#B16: Strengthening sustainable tourism / Stärkung des nachhaltigen Tourismus		
Related SDG(s)	8.9 “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”	
Description	<p>The scope of the indicator is on strengthening sustainable tourism.</p> <p>As described by SDG 8.9 as well as by its GIF-SDG indicators, this refers to local job creation as well as to the promotion of local culture and products.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 8 (Decent Work and Economic Growth)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Online shop for agri-tourism offers	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to strengthen sustainable tourism including local job creation and promotion of local culture and products).	


#B17: Expanding the access to banking, insurance and financial services / Ausweitung des Zugangs zu Bank-, Versicherungs- und Finanzdienstleistungen		
Related SDG(s)	8.10 “Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all”	
Description	<p>The scope of the indicator is on expanding the access to banking, insurance and financial services.</p> <p>As described by SDG 8.10 as well as by its GIF-SDG indicators, this refers to the availability of automated teller machines (ATMs) and the access of people to an account at a bank or other financial institution or to a mobile-money-service provider.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 8 (Decent Work and Economic Growth)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Mobile payment	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to expand access to core banking, insurance and financial services.	

3.7. SDG 9 (Industry, Innovation and Infrastructure)

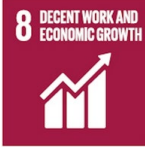

#B18: Fostering decarbonisation and resource efficiency of industries / Förderung der Dekarbonisierung und Ressourceneffizienz von Industriezweigen.		
Related SDG(s)	9.4 “By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities”	
Description	<p>The scope of the indicator is on fostering decarbonisation and resource efficiency of industries. As described by SDG 9.4 as well as by its GIF-SDG indicator, this refers to greater adoption of clean and environmentally sound technologies and industrial processes aiming to reduce the amount of CO₂ emission per unit of value added.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 9 (Industry, Innovation and Infrastructure)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Solar cells	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to foster decarbonisation and resource efficiency of industrial processes.	


3.8. SDG 11 (Sustainable Cities and Communities)


#B19: Reducing deaths / people affected by disasters / Verringerung der Zahl der Todesfälle / von Katastrophen betroffener Menschen		
Related SDG(s)	11.5 “By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations”	
Description	<p>The scope of the indicator is on reducing deaths / people affected by disasters. As described by SDG 11.5 as well as by its GIF-SDG indicators, this refers to deaths, missing persons and persons affected by disaster as well as direct disaster economic loss, with a focus on protecting the poor and people in vulnerable situations.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 11 (Sustainable Cities and Communities)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Early warning system for tsunamis	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to reduce death or number of people affected by disasters.	


#B20: Improving urban air quality / Verbesserung der städtischen Luftqualität		
Related SDG(s)	11.6 “By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management”	
Description	<p>The scope of the indicator is on improving urban air quality.</p> <p>As described by SDG 11.6 as well as by one of its GIF-SDG indicators, it is aimed to reduce the levels of fine particulate matter (e.g. PM2.5 and PM10) in cities.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 11 (Sustainable Cities and Communities)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Electric cars	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to improve urban air quality.	

3.9. SDG 12 (Responsible Consumption and Production)


#B21: Strengthening sustainable management and efficient use of resources / Stärkung des nachhaltigen Managements und der effizienten Nutzung natürlicher Ressourcen		
Related SDG(s)	<p>8.4 “Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead”</p> <p>12.2 “By 2030, achieve the sustainable management and efficient use of natural resources”</p>	 
Description	<p>The scope of the indicator is on strengthening sustainable management and efficient use of natural resources in consumption and production.</p> <p>As described by SDG 8.4 and SDG 12.2 as well as by the corresponding GIF-SDG indicators, it is aimed to reduce the material footprint of products and services and the domestic material consumption (on an absolute basis, per capita, and per GDP).</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 8 (Decent Work and Economic Growth)” / SDG 12 (Responsible Consumption and Production)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	New manufacturing process that enables higher use of recycled material / car sharing	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to strengthen sustainable management and efficient use of natural resources.	

#B22: Reducing food losses and food waste / Reduzierung von Lebensmittelverlusten und -verschwendung		
Related SDG(s)	12.3 “By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses”	
Description	<p>The scope of the indicator is on reducing food losses and food waste.</p> <p>As described by SDG 12.3 as well as by its GIF-SDG indicators, this refers particularly to global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 12 (Responsible Consumption and Production)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	"Doggy Bag" (container for uneaten food from restaurant meals for later consumption)	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to reduce food losses or food waste.	


#B23: Reducing the release of chemicals / hazardous waste into air, water and soil / Verringerung der Freisetzung von Chemikalien / gefährlichem Abfall in Luft, Wasser und Boden		
Related SDG(s)	12.4 “By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment”	
Description	<p>The scope of the indicator is on reducing the release of chemicals / hazardous waste into air, water and soil.</p> <p>As described by SDG 12.4 as well as by one its GIF-SDG indicators, this refers particularly to the generation and proper treatment of hazardous waste.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 12 (Responsible Consumption and Production)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Flame-retardant free polymers	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to reduce the release of chemicals / hazardous waste into air, water or soil.	


#B24: Reducing waste generation / Reduzierung des Abfallaufkommens		
Related SDG(s)	12.5 “By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse”	
Description	<p>The scope of the indicator is on reducing waste generation.</p> <p>As described by SDG 12.5, it is aimed to reduce waste generation by all means and approaches of a circular economy, including waste prevention, waste reduction, recycling and reuse.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 12 (Responsible Consumption and Production)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Offer of refurbished product	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to reduce waste generation through waste prevention, recyclability or reusability.	

3.10. SDG 13 (Climate Action)


#B25: Significant contribution to GHG emission reductions / Signifikanter Beitrag zur Reduktion von THG-Emissionen		
Related SDG(s)	13.2 “Integrate climate change measures into national policies, strategies and planning”	
Description	<p>The scope of the indicator is on significant contribution to GHG emission reductions.</p> <p>As described by SDG 13.2 as well as by its GIF-SDG indicator, it is aimed to support low greenhouse gas emissions development in a manner that does not threaten food production.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 13 (Climate Action)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Thermal insulation materials	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to significantly reduce GHG emissions.	

3.11. SDG 14 (Life below Water)


#B26: Reducing marine pollution / marine littering / Verringerung der Meeresverschmutzung / Marine Littering		
Related SDG(s)	14.1 “By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution”	
Description	<p>The scope of the indicator is on reducing marine pollution / marine littering.</p> <p>As described by SDG 14.1 as well as by its GIF-SDG indicator, this refers to marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 14 (Life below Water)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Microplastic filter for washing machines	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to reduce marine pollution / marine littering.	

#B27: Strengthening the sustainable use of marine resources / Stärkung der nachhaltigen Nutzung von Meeresressourcen		
Related SDG(s)	14.7 “By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”	
Description	<p>The scope of the indicator is on strengthening the sustainable use of marine resources.</p> <p>As described by SDG 14.7 as well as by its GIF-SDG indicator, this particularly refers to sustainable management of fisheries, aquaculture and tourism in all countries, with special focus on Small Island developing States and least developed countries.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 14 (Life below Water)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Recirculating Aquaculture Systems (RAS)	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to strengthen the sustainable use of marine resources.	

3.12. SDG 15 (Life on Land)

#B28: Fostering the conservation and sustainable use of ecosystems / biodiversity / Förderung der Erhaltung und nachhaltigen Nutzung von Ökosystemen / Biodiversität		
Related SDG(s)	15.1 “By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements”	
Description	<p>The scope of the indicator is on fostering the conservation and sustainable use of ecosystems / biodiversity.</p> <p>As described by SDG 15.1 as well as by its GIF-SDG indicators, this refers to terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 15 (Life on Land)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Precision farming (e.g. fertilizer application) / non-wood timber products (NWTP)	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to foster the conservation and sustainable use of ecosystems / biodiversity.	

3.13. SDG 16 (Peace, Justice and Strong Institutions)

#B29: Strengthen public access to information / Stärkung des öffentlichen Zugangs zu Informationen		
Related SDG(s)	16.10 “Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements”	
Description	<p>The scope of the indicator is on strengthening public access to information.</p> <p>As described by SDG 16.10, this aims to protect fundamental freedoms and to prevent killing, kidnapping, enforced disappearance, arbitrary detention and torture of journalists, associated media personnel, trade unionists and human rights advocates.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration. In this case the claim “product / service contributes to SDG 16 (Peace, Justice and Strong Institutions)” can be used. Otherwise no claims can be made.</p>	
Sample product(s) / service(s)	Satellite internet service	
Proof / verification	3rd party critically reviewed study (according to established standards on research integrity and practice) that establishes intervention logic and demonstrates effectiveness to strengthen public and safe access to information	

3.14. Overarching aspect „affordable“ addressed in SDG 1.3, 3.8, 4.3, 6.1, 7.1, 9.1, 9.3, 11.1, 11.2

<p>#B30: Strengthening the availability of affordable and sustainable options in the portfolio of products / services / Stärkung der Verfügbarkeit erschwinglicher und nachhaltiger Optionen im Portfolio der Produkte / Dienstleistungen</p>	
<p>Related SDG(s)</p>	<p>1.3 “Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable”</p> <p>3.8 “Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all”</p> <p>3.b “Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States”</p> <p>4.3 “By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university”</p> <p>6.1 “By 2030, achieve universal and equitable access to safe and affordable drinking water for all”</p> <p>7.1 “By 2030, ensure universal access to affordable, reliable and modern energy services”</p> <p>9.1 “Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all”</p> <p>9.3 “Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets”</p> <p>9.c “Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020”</p> <p>11.1 “By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums”</p> <p>11.2 “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”</p>
<p>Description</p>	<p>The scope of the indicator is on strengthening the availability of affordable and sustainable options in the portfolio of products / services. It takes up and operationalises one of the basic principles of the Agenda 2030 aiming to “Leave no-one behind”.</p> <p>A societal benefit exists if the proof / verification defined below can be provided for the product / service under consideration with regard to the above-mentioned SDG sub-goals (i.e. SDG 1.3, SDG 3.8, SDG 3.b, SDG 4.3, SDG 6.1, SDG 7.1, SDG 9.1, SDG 9.3, SDG 9.c, SDG 11.1, SDG 11.2).</p> <p>In this case the claim “product / service contributes to SDG 1 (No Poverty) / SDG 3 (Good Health and Well-Being) / SDG 4 (Quality Education) / SDG 6 (Clean Water and Sanitation) / SDG 7</p>

	(Affordable and Clean Energy) / SDG 9 (Industry, Innovation and Infrastructure) / SDG 11 (Sustainable Cities and Communities)" can be used. Only the applicable SDG may be quoted. Otherwise no claims can be made.
Sample product(s) / service(s)	Low-cost public transport ticket for unemployed people and refugees (as sample product for societal benefits related to SDG 9.1)
Proof / verification	Product / service significantly (i.e. at least 20 per cent) cheaper than the average of products / services with comparable function and performance and accessible to all people, proven through independently reviewed assessment / study.

4. Imprint

Öko-Institut e.V.

Merzhauser Str. 173

79100 Freiburg

Authors:

Dipl. Ing. Martin Möller

Prof. Dr. Rainer Grießhammer

Dipl.-Ing. Rasmus Prieß

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