



## CHECKLIST: SHOP SUSTAINABLY. MAKE THE RIGHT DECISION.

**Sustainability starts with the material. But how can you tell whether a stainless steel really has a reduced carbon footprint – or just looks like it?**

As ESG, net zero targets and Scope 3 reporting become more important, so too does the risk of greenwashing. This 4-point checklist helps you make informed decisions and distinguish true sustainability from marketing promises.

### 1. Is the product clearly distinguishable from standard stainless steel?

- Is the carbon footprint declared per product (e.g. as PCF – Product Carbon Footprint)?
- Are there comparison values for industry averages?
- Are methods and data sources disclosed?

Why it matters: Without a reference value, sustainability remains a claim. Genuine low-carbon steel shows the difference in concrete figures – not just promises.

## 2. Is it genuine decarbonisation or just compensation?

- Were processes optimised, energy sources switched or raw materials recycled?
- Or is the “green” part based on external CO2 certificates (offsetting)?

Why it matters: Only those who actually reduce emissions create real environmental relief. Compensation can be meaningful – but it does not replace changes in production processes.

## 3. Does the manufacturer integrate sustainability across all areas?

- Is CO2 already reduced through raw material selection and energy use?
- Is recycling part of the production strategy?
- Does sustainability extend to transport, distribution and certification?

Why it matters: Sustainable stainless steel requires more than a green energy source. Only those who think along the entire value chain offer real responsibility.

## 4. Are the claims independently verified?

- Is the CO2 calculation methodology verified by TÜV SÜD or an EPD?
- Is the process aligned with GHG Protocol, ISO 14040/44, SBTi or other recognised decarbonisation initiatives?

Why it matters: Trust comes from transparency. External verification is the most effective safeguard against greenwashing and enables robust reporting.

**Let our team advise you, or you can start straight away with a material enquiry.**

- > Request advice – by phone or in person on site
- > Enquire about the CO2 value and availability for your desired grade

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