



# GREEN INSIDE

**At Prysmian Group we provide products that are the green lifeblood** that brings energy to homes, infrastructures and cities around the world.

**Prysmian**  
Group

Linking  
the Future

# GREEN INSIDE

With a business strategy consistent with the UN Sustainable Development Goals, **we strive to be green inside**. We express this through products that when installed in homes, infrastructures, and cities around the world, make these just as green inside.

## A FIRST IN THE CABLE INDUSTRY

ECO CABLE uses the same **measurable** and **recognized assessment criteria** as established certification labels, namely the **EU Ecolabel** and is a complement to net-zero Scope 3 target, paving the way for a specific extension to the cable industry.



## On the same page as our customers

We aim to share the same green language as our customers, bringing to their supply chains products that meet measurable and recognized criteria, **in a perfect fit with a circular economy**.



# GREEN DNA

**WITH SUSTAINABILITY ROOTED IN OUR DNA, WE HAVE LAUNCHED ECO CABLE**, the first green label in the cable industry that vouches for the greenness of our cables. Our ECO CABLE-labelled products meet a set of measurable and recognized assessment criteria: that's why they are green.

## Six measurable and internationally recognized criteria

To be ECO CABLE-labelled, each cable family has to pass a rating process based on the following criteria

**1 CARBON FOOTPRINT:** calculated according to "cradle-to-gate" approach and combined with other parameters to achieve full "cradle-to-grave" carbon footprint;

**2 SUBSTANCES OF VERY HIGH CONCERN,** products shall be free of substances that are carcinogenic, mutagenic, toxic for reproduction, or hazardous for the environment;

## SIX MEASURABLE AND INTERNATIONALLY RECOGNIZED CRITERIA

**3 RECYCLABILITY/CIRCULARITY** indicates that materials used in cables are potentially recyclable or the products themselves are potentially fully recyclable;

**4 RECYCLING INPUT RATE:** indicates the presence of recycled material in a cable, both purchased from external suppliers and reused by Prysmian Group itself;

**5 ENVIRONMENTAL BENEFITS:** applies to low-carbon enabling products, CPR compliant cables, and cables used for green energy sources;

**6 CABLE TRANSMISSION EFFICIENCY:** the more efficient the cable, the more sustainable its performance.

## OUR TARGET

ECO CABLE is our pledge to provide **transparent and clear indications and information**, using recognized criteria, on the greenness of our cables based on our three key drivers: **SUSTAINABILITY, RELIABILITY**, and **QUALITY**.



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