



SRL® – SDG Readiness Level

Measure, visualize, monitor, report your Sustainability



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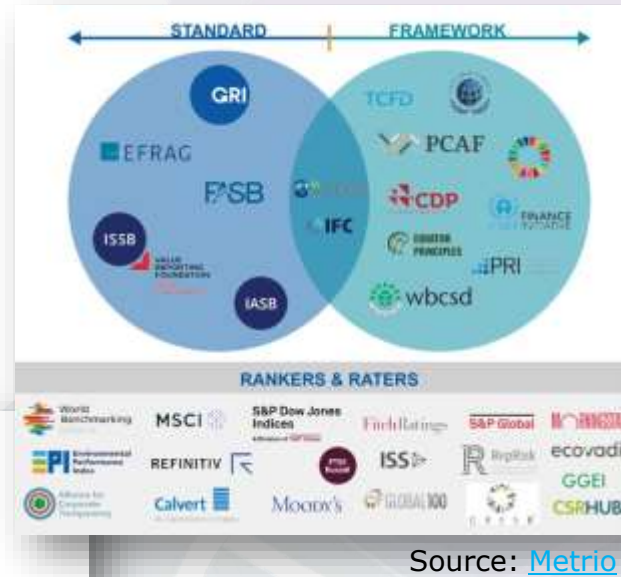
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SRL Deck
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It doesn't matter if it is voluntarily or mandatory



Measuring, visualizing and reporting on Sustainability Can be a NIGHTMARE!!



We got you covered!



You see



SDG Readiness Level (SRL)™

The **ultimate tool for real-time and continuous measuring, visualizing, monitoring and reporting on social, environmental and economical Sustainability**

A powerful data-based, scientific and objective tool to increase Compliance, Reputation, Awareness, Engagement and avoid greenwashing, frauds & counterfeiting claims on Sustainability

You don't

- **Industry-Agnostic → Industry-Specific → Entity-Specific**
 - Aggregates **40+** different international **Sustainability measuring & reporting tools**
 - Embeds 3P dimensions (**social, environmental, economic**) of **Sustainability**
 - Objective, transparent, **data-driven**
 - Measures from 0 to 9 the impacts on Sustainability from holistic, values-based, virtuous and no-harm approaches (businesses & private customers)
 - Ensures simplicity of use and readability by means of a **Customer's Avatar**, via a **gamification** approach



Industry-Agnostic → Industry-Specific → Entity-Specific

3 LAYERS

1. SECTOR-AGNOSTIC



2. SECTOR-SPECIFIC



3. ENTITY-SPECIFIC



3 Measuring, Visualizing & Reporting Areas

Strategy, Implementation,
Performance measurement

3P Dimensions

Social, Environmental, Economic

Sustainability Measuring, Visualizing & Reporting

Sustainability Statements

Elaborated based on [EFRAG](#)



3P Dimensions: People, Planet, Prosperity

Environmental

Climate change mitigation
Climate change adaptation
Water & Marine Resources
Biodiversity & Ecosystems
Circular economy
Pollutions

Social

Workforce
Value Chain workers
Affected communities
End users / consumers
Wider society

Economic

Governance
Business Ethics and Conduct
Management of relationships with stakeholders
Organisation
Innovation, products and services reputation

Elaborated based on [EFRAG](#)



THE 7 SINS OF GREEN-WASHING



- 1 SIN OF THE HIDDEN TRADE-OFF:** committed by suggesting a product is "green" based on an unreasonably narrow set of attributes without attention to other important environmental issues. Paper, for example, is not necessarily environmentally-preferable just because it comes from a sustainably-harvested forest. Other important environmental issues in the paper-making process, including energy, greenhouse gas emissions, and water and air pollution, may be equally or more significant.
- 2 SIN OF NO PROOF:** committed by an environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification. Common examples are tissue products that claim various percentages of post-consumer recycled content without providing any evidence.
- 3 SIN OF VAGUENESS:** committed by every claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer. "All-natural" is an example. Arsenic, uranium, mercury, and formaldehyde are all naturally occurring, and poisonous. "All natural" isn't necessarily 'green'.
- 4 SIN OF IRRELEVANCE:** committed by making an environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products. "CFC-free" is a common example, since it is a frequent claim despite the fact that CFCs are banned by law.
- 5 SIN OF LESSER OF TWO EVILS:** committed by claims that may be true within the product category, but that risk distracting the consumer from the greater environmental impacts of the category as a whole. Organic cigarettes might be an example of this category, as might be fuel-efficient sport-utility vehicles.
- 6 SIN OF FIBBING:** the least frequent Sin, is committed by making environmental claims that are simply false. The most common examples were products falsely claiming to be Energy Star certified or registered.
- 7 SIN OF WORSHIPING FALSE LABELS:** The Sin of Worshiping False Labels is committed by a product that, through either words or images, gives the impression of third-party endorsement where no such endorsement actually exists; fake labels, in other words.

SRL™

A powerful, data-based,
scientific and objective tool to
avoid greenwashing
claims on Sustainability





SRL™

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scientific and objective tool to
ensure

**Compliance,
Reputation,
Awareness,
Engagement**



**Learn more,
Get in touch!**



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