

The impact of our magnetic lens filters

Life Cycle Analysis (LCA) Results



Individual Magnetic Filter

See how a individual filter* from Urth impacts the planet.



Each lens filter, on average, creates 1.90kg CO₂ emissions.



Planting 5 trees sequesters on average 1537.5kg CO₂.



800x Positive Impact.

*Please note, the magnetic components of our Magnetic Filters couldn't be measured, as they sit outside the current scope of our LCA calculator. Study undertaken on most popular 77mm Variable ND2-400 Filter.



How are the CO₂ emissions created?



Each lens filter, on average, creates 1.90kg CO₂ emissions.

31%

Transport (to warehouse)

29%

Glass manufacturing

23%

Metal rim manufacturing

17%

Packaging
(paper, tin & cardboard)

How much impact does planting 5 trees have?



Planting 5 trees sequesters on average 1537.5kg CO₂.

We plant mangrove trees for CO₂ offsetting, which absorb an average of 12.3kg CO₂/year for 25 years (the average lifespan of a mangrove).



What is the net impact of this product?



800x Positive Impact.

1537.5kg CO₂

Sequestered by planting 5 trees

During their lifetime, 5 mangroves sequester more than 800x the CO₂ produced by creating and transporting the lens filter.

(1537.5kg CO₂ sequestered divided by 1.90kg CO₂ created = 809x positive impact).

1.9kg CO₂

Created per filter

More about the LCA Study

Independent audit

We wanted to get a true indication of the impact Urth is having on the planet. So we engaged an independent sustainability auditor – Thinkstep Sustainability Consultancy – to do a thorough Cradle to Gate lifecycle assessment using world-leading GaBi Software.

What's a cradle to gate assessment and why did we use one?

So we could get the most accurate data, Thinkstep recommended a cradle to gate assessment, which tracks impact from resource extraction to local distribution warehouse. That means courier to consumer, packaging disposal, and end-of-life processes are excluded because there are too many unknowns and assumptions for a reliable assessment. We can be confident in the data from a cradle to gate assessment because the variables are known.

Methodology

The assessment took into account the extraction of raw materials, manufacturing, transport to the airport, freight via cargo plane, and transport to warehouse for distribution. While the LCA conducted covers a range of environmental indicators, this presentation focuses on the carbon footprint over a 100-year period (GWP100 method following IPCC AR5). The assessment was performed according to the calculation requirements of ISO 14040:2006 and ISO 14044:2006 – the international standards for Life Cycle Assessment (LCA), and ISO 14067:2018 – the international standard for calculating the carbon footprint of products (CFP).

We're working on growing our positive impact on the planet.

If you have any questions or ideas,
please get in touch.

