

# Glass Cleaning Kit

URTH

Life Cycle Analysis (LCA)

See results ↓

urth.co

# See how a glass cleaning kit\* from Urth impacts the planet.

Each glass cleaning kit, on average, creates 2.7kg CO<sub>2</sub> emissions

Planting 1 tree sequesters, on average, 307.5kg CO<sub>2</sub>

114x positive impact



# How are the CO<sub>2</sub> emissions created?

01. Microfibre cloth

02. Brush

03. Pouch

04. Bottle

05. Blower

06. Transport (to warehouse)

07. Packaging (paper & cardboard)

01.

41%

02.

25%

03.

19%

04.

8%

05.

3%

06.

3%

07.

2%



# How much impact does planting one tree have?

We plant mangrove trees for CO<sub>2</sub> offsetting, which absorb an average of 12.3kg CO<sub>2</sub>/year for 25 years (the average lifespan of a mangrove).



# What is the net impact of this product?

During its lifetime, 1 mangrove sequesters more than 144x the CO<sub>2</sub> produced by creating and transporting the cleaning kit.

(307.5kg CO<sub>2</sub> sequestered divided by 2.7kg CO<sub>2</sub> created = 114x positive impact).



# More about the Life Cycle Assessment (LCA)

## 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.**

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