

# The impact of our Urth Core Camera Strap

Life Cycle Analysis (LCA) Results



## Core Camera Strap (Recycled Nylon)

See how the Core Camera Strap from Urth impacts the planet.\*



Each camera strap, on average, creates 3.16kg CO<sub>2</sub> emissions.



Planting 5 trees sequesters on average 1537.5kg CO<sub>2</sub>.



486x Positive Impact.

\*Study performed on Urth's Core Camera Strap.



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



Each camera strap, on average, creates 3.16kg CO<sub>2</sub> emissions.

**40%**

Transport (to warehouse)

**25%**

Aluminium buckles

**20%**

Recycled nylon strap

**14%**

Packaging  
(paper & cardboard)

**1%**

Plastic pebble fastener

## What is the impact of planting 5 trees?



Planting 5 trees sequesters, on average, 1537.5kg CO<sub>2</sub>.

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?



486x Positive Impact.

**1537.5kg CO<sub>2</sub>**

Sequestered by  
planting 5 trees

During their lifetime, 5 mangroves sequester more than 486x the CO<sub>2</sub> produced by creating and transporting the camera strap.

(1537.5kg CO<sub>2</sub> sequestered divided by 3.16kg CO<sub>2</sub> created = 486x positive impact).

**3.16kg CO<sub>2</sub>**

Created per camera strap

## 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 life cycle 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 the 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 the 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.

