



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;

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.

SIX MEASURABLE AND INTERNATIONALLY RECOGNIZED CRITERIA

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**.

ASSESSING
20%

OF TOTAL PRODUCTS
USING ECO CABLE
BY 2022

(FROM 0% IN 2019)



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