

# MAPEI and Life Cycle Thinking

In-house LCA competencies at the core of the strategy

## OVERVIEW

Founded in Milan in 1937, today Mapei is the world leader in the production of adhesives and chemical products for the building industry. The company implemented its internationalization strategy in the 1960's, enabling it to be closer to regional markets and reducing transportation costs to a minimum. Mapei has always invested heavily in Research & Development (R&D) and most of its efforts are focused on creating eco-sustainable products.

To improve the environmental performance of their products and communicate it reliably and transparently to the market, Mapei decided to provide Environmental Product Declarations (EPDs) to the relevant stakeholders in their value chain.



Founded in: 1937



Construction Materials



Milan, Italy (HQ)

**10,500**  
Employees worldwide

**€2.8 Billion**  
Revenue

## CHALLENGES



### Providing environmental information

on time in response to market demands on products in relationship to EPDs (ISO 14025)



### Being able to assess the performance

of products in the design phase



### Reducing costs associated

with the development of EPDs



### Creating effective communication messaging

for the supply chain and consumers

"MAPEI decided to create an internal team of LCA experts who were well prepared, always up-to date and able to respond to every request about the environmental performance of our products. Sphera facilitated this process. Their international credibility and expertise is a recognized fact. We've been able to experience first-hand their timeliness and support, both from Italy and from their headquarters, sharing their knowledge and continuous updates along with the remarkable representativity of their LCA databases."

— Mikaela Decio, Corporate Environmental Sustainability Group Leader



## SOLUTION

### SPHERA'S LIFE CYCLE ASSESSMENT (LCA) SOFTWARE AND DATABASES GABI AND SUSTAINABILITY CONSULTING

MAPEI approached Sphera because of their deep expertise in conducting LCAs and their sector-specific insights. Sphera's comprehensive industry-based LCA data and ongoing support made them a trusted and reliable partner.

Considering MAPEI's need for confidentiality, the only way forward was to internalize the LCA competence. To date, MAPEI uses LCA methodology to effectively measure product sustainability, integrate it into the R&D process and communicate it externally. The company responds in a timely manner to internal requests, for example, to comparison-of-design scenarios. The same is true for external requests, such as in producing certified EPDs in time for bids.

Sphera's LCA software and databases GaBi combined with Sustainability Consulting services help organizations drive product sustainability by:

- Informing data-driven decisions during design and planning
- Enabling product innovation and eco-design
- Providing access to high quality, representative Life Cycle Inventory (LCI) data
- Improving quality assurance and return on investment

## RESULTS

By internalizing LCA skills, Life Cycle Thinking (LCT) has become a strategic pillar of MAPEI's cross-cutting environmental performance improvement. Thanks to Sphera's LCA software tools and LCA databases GaBi, MAPEI can evaluate different product/process scenarios, identify possible improvements and autonomously and quickly generate EPDs for new products to respond to timely market demands.



**Competitive advantages**  
in markets and  
in bidding processes



**Improved environmental performance**  
of the MAPEI products



**Significant savings**  
on EPD projects



**New communication opportunities**  
directed to stakeholders  
and the supply chain

Is your organization ready to push your environmental sustainability to the next level?

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