

Recent webinar shines a spotlight on Afera's role in developing an industry-wide PCF toolkit: Driving sustainable transformation by providing leadership



Industry associations can play a crucial role in helping member companies overcome key challenges as they work towards meeting their sustainability goals.

In a one-hour webinar on this subject hosted by Sphera on 27 March, Pablo Englebienne, regulatory affairs and sustainability manager at Afera, shared the industry collective's groundbreaking collaborative effort to create a comprehensive Product Carbon Footprint (PCF) calculation tool for the adhesive tapes industry. As the European Adhesive Tape Association, Afera is *the voice* for the entire

supply chain, from raw material suppliers and adhesives manufacturers to tape producers, converters and research institutions. With approximately 120 members accounting for over 80% of adhesive tape manufactured in the E.U., the Association recognised a critical need for a standardised approach to calculation after witnessing increasing pressure across different sectors to provide PCF values.

Afera's working group, initially challenged by limited LCA expertise, sought external guidance to navigate the complex landscape of sustainability metrics. In early 2023, Afera partnered with IVK, the German Adhesives Association, to develop a tool jointly that could calculate PCF for both adhesives and adhesive tapes. The collaborative approach was crucial, bringing together industry competitors to create a solution benefiting the entire sector. The TACK toolkit developed with Sphera is a web-based, user-friendly tool that enables PCF calculations following ISO 14067 and Together for Sustainability (TfS) guidelines.

The development process was intensive, involving weekly meetings, careful data mapping and addressing terminology differences across the industry. A key achievement was creating a tool accessible to SMEs with limited LCA expertise. Currently undergoing a third-party verification process to ensure the tool's reliability and credibility, Afera anticipates releasing the toolkit to our Members in the coming weeks. This represents a significant step towards standardised sustainability reporting in the adhesive tapes industry. This collaborative approach demonstrates how industry associations can drive meaningful sustainable transformation by bringing together diverse stakeholders to develop aligned, practical, accessible solutions.

