

# Sustainability dashboard for Akzo Nobel

**Akzo Nobel is the world's largest paints and coatings company and a major producer of specialty chemicals. It is also passionate about developing sustainable answers for its customers. Akzo Nobel is consistently ranked as one of the leaders on the Dow Jones Sustainability Indexes and in November 2010 was ranked as second in the Global Supersector index for the Chemicals sector.**

As a long-time member of the sustainability index, Akzo Nobel has always believed that there was a strong business case for sustainability. They felt that by improving their sustainability approach to benefit the environment and their clients they could also achieve significant savings in terms of efficiency. As part of this effort they contacted Atos for advice which led to the creation of a sustainability dashboard for the entire company.



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## Business challenges

Akzo Nobel takes sustainability and its position on the Dow Jones Sustainability Index very seriously. As a result they were looking for a system that would create a clear reporting overview of all sustainability issues and performance. This would enable the company to visualize their business performance leading to greater transparency.

Furthermore they wanted to be able to visualize the performance of projects so as to improve decision making on future investments. This would enable them to identify potential savings and areas where emissions could be reduced. They were also hoping to be able to use the system to identify future ambition levels and potential sustainability projects.

## Solution

Atos regularly carries out a program of complimentary sustainability assessment workshops. During one such workshop for Akzo Nobel, a dashboard solution was outlined. A solution which enables the tracking of performance using KPIs in a very visual and transparent way. It would also allow Akzo Nobel to fully understand, and make sense of, the information that was coming out of all their available data. As a result, they could make much more effective and quicker use of their existing information which would help them to establish a clearer vision and strategy for the future.

Atos was asked to implement its sustainability dashboard and, together with Akzo Nobel, it was customized for their specific situation. Atos' expert approach led very quickly to a highly visual solution. This was widely accepted and rapidly gained the full support of all management and departments of Akzo Nobel from the CEO down.

Between April and June 2010 a pilot dashboard was created covering 320 plants. This was based on Atos' own design and based on SAP BO Xcelsius. This pilot was highly appreciated by Akzo Nobel's Corporate Sustainability Council and in June 2010 the further roll out of the dashboard to all 800 plants worldwide was approved. The application is now maintained by Akzo Nobel and is updated monthly.

## Results

Akzo Nobel is now able to better monitor, report and manage its sustainability efforts in over 300 plants and sub units worldwide. As part of this project an index was developed to correct sustainability KPIs for production differences over time allowing more accurate comparisons to be made over different time periods.

Furthermore, by using the dashboard they are now able to combine data in such a way as to enable predictions to be made of the effects of various projects on the business. This enables the company to plan updates and demonstrate the effects of their sustainability efforts in the various areas of the business.

“Our ranking, coupled with our consistent performance over the last few years, is clear evidence of how successfully sustainability is being integrated into our global operations,”

said **Hans Wijers, CEO Akzo Nobel**, who also acknowledged the contribution made by the company's employees around the world.

## About the Dow Jones sustainability index

Regarded as one of the world's foremost sustainability indices, the Dow Jones Sustainability Index benchmarks the sustainability performance of leading companies based on environmental, social and economic performance, including forward-looking indicators.

[www.sustainability-index.com](http://www.sustainability-index.com)

## About Akzo Nobel

Akzo Nobel is the largest global paints and coatings company and a major producer of specialty chemicals. It supplies industries and consumers worldwide with innovative products and is passionate about developing sustainable answers for its customers. Its portfolio includes well known brands such as Dulux, Sikkens, International and Eka.

Headquartered in Amsterdam, the Netherlands, Akzo Nobel is a Global Fortune 500 company and consistently ranked as one of the leaders on the Dow Jones Sustainability Indexes. With operations in more than 80 countries, its 55,000 people around the world are committed to excellence and delivering Tomorrow's Answers Today™.

[www.akzonobel.com](http://www.akzonobel.com)

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