At Prysmian Group we provide products that are the green lifeblood that brings energy to homes, infrastructures and cities around the world.
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.

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.

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.
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.

**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)