

# ASSESSOR

## SUCCESS STORY

### ICT SOLUTIONS PROVIDER IMPROVES SUSTAINABILITY YEAR OVER YEAR

ADVA Optical Networking is a European information and communications technology (ICT) solutions provider that develops and manufactures network equipment. Operating in 24 countries with a global workforce of over 1,800 employees, the company has helped customers around the world gain a competitive edge through network technology for more than 20 years.



ADVA's social and environmental practices have become increasingly important over the past decade, supporting sustainability for their business partners, the company, and most importantly the planet. To that end, the company runs a dedicated Global Sustainability department that reports directly to the chief technology officer (CTO) and sets the company's sustainability strategy in close cooperation with other departments. This team tracks and reports on sustainability data, identifies steps for improvement, and creates sustainability awareness through internal campaigns, training, and engagement with various groups of stakeholders.

When it comes to sustainability of operations and making improvements to meet goals and objectives, dedicated companies like ADVA understand that it all starts with an assessment. Only through regular assessments with quantifiable data can decisionmakers identify the specific areas that require improvement, set targets, and determine what actions should be taken. One industry assessment that has been instrumental in ADVA's ability to improve its sustainability is TIA's Sustainability Assessor, an online tool designed for companies to rapidly self-assess and benchmark their sustainability and corporate social responsibility programs against industry best practices.



#### A Holistic Journey

While ADVA's quality and environmental commitment has long been demonstrated with certifications like TL 9000, ISO 9001 and ISO 14001, following a recommendation from long-term customer British Telecom (BT) in 2013, the company adopted a simple, yet effective assessment methodology later leveraged by TIA QuEST Forum's Sustainability Working Group in developing the Sustainability Assessor tool. Designed to take a holistic approach to sustainability, the Assessor gives an organization a rating of how they perform in ten different areas that align with the TL 9000's sustainability assessment measures, maps them to the scale of impact it will have on the top and bottom line of the company, and provides customized recommendations for improvement.

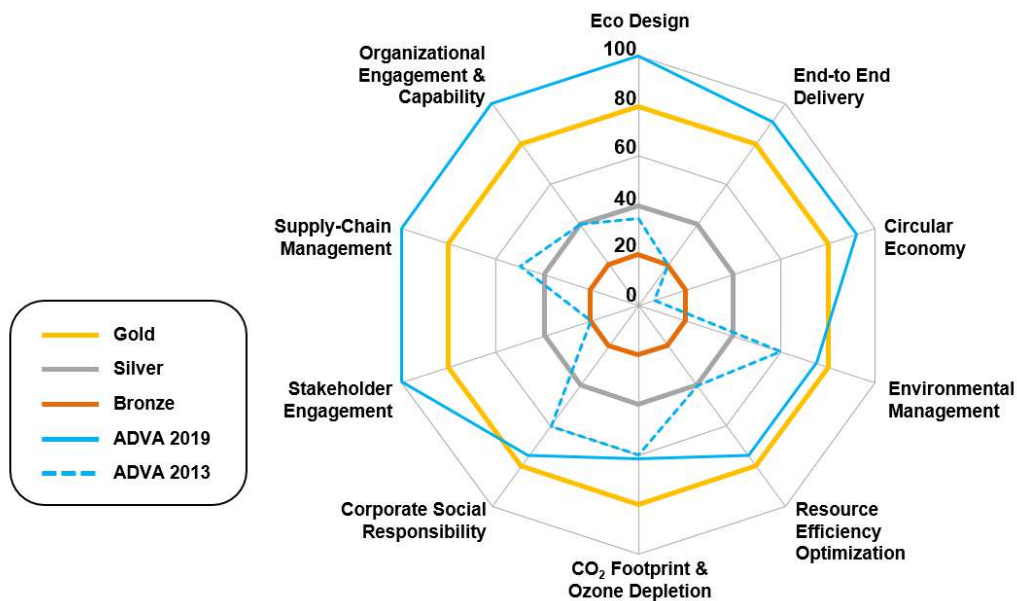
"When we conducted our first assessment, it became clear that there were some sustainability aspects that we didn't follow very well and that we needed a centralized sustainability effort, which led to the development of our current Global Sustainability department and triggered various company-wide improvements," explains Dr. Klaus Grobe, director of global sustainability for ADVA Optical Networking.

While ADVA's first use of the Sustainability Assessor demonstrated that they performed relatively well in areas like supply chain and environmental management, corporate social responsibility, and overall carbon footprint, it helped them identify specific areas for improvement. This included circular economy that aims to keep resources in use for as long as possible and stakeholder engagement that measures an organization's communications to stakeholders. In response to its first assessment, ADVA developed a coordinated approach to address stakeholder engagement, implemented new logistical processes, and developed a comprehensive eco design guide that, now, is key part of their internal lifecycle processes. The company has also significantly increased its focus on reducing carbon emissions, collecting quantifiable emissions data and taking corrective actions to reach new targets. In 2016, ADVA committed to the Science Based Targets initiative (SBTi), a global initiative of companies committed to reducing greenhouse gas emissions to ultimately limit global temperature rise to 1.5°C.

**“Assessor is a very effective and easy-to-use tool for any company to identify where they need to improve their sustainability efforts”**

- Dr. Klaus Grobe, ADVA Optical Networking

“The Sustainability Assessor is a very effective and easy-to-use tool for any company to identify where they need to improve their sustainability efforts. It certainly helped ADVA focus its sustainability efforts, which has given us an advantage in the ICT industry where the number and complexity of environmentally-focused regulations are increasing exponentially and customers now require sustainability data, reporting, and compliance to even do business with them,” says Grobe.



Due to the company's significant improvement from their 2013 assessment, ADVA was named Most Improved as part of the annual TIA QuEST Forum 2015 Global Sustainability Awards, which recognizes select companies for their outstanding performance and innovation in sustainability practices. ADVA has continually improved each year since then, which ultimately lead to the company winning the [2020 Global Sustainability Award](#) for Excellence in Network Equipment.

“Since using the Sustainability Assessor, we have improved year over year to where we now perform at a silver level or above in all areas, with many that surpass the gold level. We will continue to use the tool on a yearly basis going forward because the journey never ends,” says Grobe. “What gives us a score of 80 today will not necessarily meet that level in three-to-five years if we're not continually improving —sustainability is a moving target, there will always be work to do, and ongoing assessment is vital.”

**Ready to begin your company's sustainability journey?**  
**Get started today at: [www.tiaassessor.com](http://www.tiaassessor.com)**