TRIAGNOSYS TO BUILD A UNIVERSAL
ECOCOST CALCULATOR

Munich, 19 March 2013 – TriaGnoSys has been commissioned to develop a software program that in the long term will be able to measure the ecological cost of any product or service delivered by a registered company. Co-funded by the European Commission, the development of the 'myEcoCost' software aims to make the information on ecological cost of any product easily available, supporting tomorrow's buyer in making more conscious and wiser purchasing decisions.

Unlike other ecological or carbon calculators, myEcoCost® draws on real supply chain data to calculate the total use of natural resources of a product or service, wherever they are in the supply chain. The program is being designed to have the same utility for a consumer interrogating the 'ecoCost' of a flight to Brazil as it will for a computer manufacturer deciding which circuit board supplier to use.

How will it be possible to harness all the relevant information from such a vast variety of industries? myEcoCost is being developed as a web-enabled service to bring together a global network of existing financial and environmental accounting systems to create a common environmental accounting framework. Data will be passed from supplier to customer throughout the whole industry chain to produce 'ecoCosts' for a product at each stage of its development. At the same time data privacy issues are managed based on supplier determined access controls and other methods to protect sensitive data.

Dr Markus Werner, Managing Director of TriaGnoSys, said, 'Different ways of measuring environmental aspects, different limits and assumptions when gathering data and different assessment methods result in analyses which are difficult to compare. The effectiveness of data gathering is clouded by these challenges. A consistent method of data gathering for assessing resources used by products and services is what we are aiming to develop.'

The myEcoCost tool will enable businesses to interrogate their supplier's resource chain, change their own design process to create a more sustainable business model and leverage customers' desire for responsible shopping. Meanwhile, individual consumers will be able to understand their daily consumption habits and their environmental implications better and make a better choice between alternative products based on their environmental cost-efficiency.

Werner continued, 'Developing a universal accounting software program is a very complex undertaking. However, with values other than cost at our fingertips, a new social concept of

sustainable consumption is not far off. More expensive food might appear cheap in ecological terms and the advantages of sustainably designed packaging will become more apparent.'

myEcoCost will ultimately demonstrate how it is possible to provide timely and accurate resource efficiency statements for any product requested by businesses, industry and the everyday consumer.

myEcoCost, co-funded by the European Commission under the Seventh Framework Programme, is being developed by a consortium of Europe's experts in environmental accounting: GS1 Germany; Boots UK; CFF Carbon Calculator; Ecover Belgium N.V; the Wuppertal Institute; Enviro Data; Nottingham Trent University and Robert Mostyn. The myEcoCost consortium is led by TriaGnoSys,

Please visit www.myecocost.eu for more information.

-ends-

For further information (not for publication):

TriaGnoSys
Charlie Pryor
Leidar
+44 (0)20 7031 8270
charlie.pryor@leidar.com

About TriaGnoSys

TriaGnoSys is the information and communication technology supplier to the aviation industry, providing turnkey hardware and software systems for aircraft connectivity. These enable inflight passenger communications, including mobile phone and Wi-Fi networks, as well as operational communications.

TriaGnoSys is an EASA Part 21 Design Organisation and Production Organisation, highlighting the quality and consistency of our work.

TriaGnoSys' Research and Development department is a regular contributor to a wide range of European Union-funded research programmes, generally focusing on advancing technology related to mobile and wireless communications, as well as data management and transfer.

Sustainability is at the heart of everything TriaGnoSys does. The solutions we provide enable aircraft to be operated more efficiently, saving resources. Our integrated hardware/software products are specifically designed for longevity, both in terms of their construction and functionality.

For more information, go to www.triagnosys.com