PROJECT DESCRIPTION

Blegen is seeking to drastically reduce plastic use as part of its Healthy Climate, Healthy Lives campaign, a $250 million, 20-year initiative that outlines its commitment to climate, health, and equity.

Over the course of the semester, our H-Lab team focused on creating a strategic sustainability framework that Biogen can use to assess the sustainability of its products against its environmental targets, using the AVONEX® Pen as a case study. The ultimate goal of the project was to equip Biogen with a list of tools, criteria and considerations it could use to figure out which sustainability “impact categories” it should prioritize (i.e. plastics reduction, carbon-emissions reduction, etc.), what product lifecycle or system boundaries it should set, what types of assessments and proxies it should deploy, and the sustainability pharma trends it should be aware of. Final project deliverables included a competitive analysis, strategic sustainability framework, sustainability assessment and metrics examples, and further recommendations and next steps.