



Global Action for Sustainable
Consumption and Production

Consumer
Information
PROGRAMME

Guidelines for Providing Product Sustainability Information

A Navigator for Making Reliable Claims





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Information
PROGRAMME**

Context



Working Group 1 participants



Co-Leads

United Nations Environmental Programme

International Trade Centre (ITC)

Facilitators

100 Prozent Erneuerbar Stiftung

THEMA1

Working Group Members

3Keel

International Association for Soaps, Detergents and Maintenance Products (AISE)

European Brands Association (AIM)

Akatu Institute

Caribbean Consumer Council (CCC)

Centro Tecnológico para la Sustentabilidad, Argentina

Consumer Education Trust (Consent), Uganda

Consumers International (CI)

Department for Environment, Food and Rural Affairs (DEFRA), United Kingdom

European Commission, Directorate General for the Environment

European Commission, Joint Research Centre

European Policy Centre (CEP)

Betterfly Tourism

Working Group Members

Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Germany

GEDnet – Global Environmental Declarations Network

Global Ecolabelling Network (GEN)

Global Standards 1 (GS1)

Green Purchasing Network (GPN), Japan

HEJSupport

International Chamber of Commerce (ICC)

International Network of Product Sustainability Initiatives (INPSI)

International POPs Elimination Network (IPEN)

ISEAL Alliance

LAC Footprint

L'OREAL

Ministerio del Ambiente, Peru

Ministry for Environment, Energy and Sea (MEEM), France

Ministry of Environment and Forestry, Indonesia

Product Environmental Footprint (PEF) World Forum

The County Administrative Board of Östergötland, Sweden

The Sustainability Consortium (TSC)

Life Cycle Initiative (LCI)

Overview development process

- Early 2015: **Scoping exercise** to identify existing guidance documents, relevant initiatives and stakeholders
- June 2015: **Working Group** formed with CI-SCP MAC members and other stakeholders identified during scoping
- Development of the Guidelines through a **consensus building process** (6 webinars and 1 face to face workshop)
- End 2016: **global online stakeholder consultation**: feedback received from over 90 stakeholders from all regions
- Feb 2017: Review of the Guidelines by the **10YFP CI-SCP MAC**, request for final changes and **support for go ahead**





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Scope



Objectives

- Improve the reliability of consumer information for sustainable consumption through international consensus
- Set a common ground of minimum requirements to remove the potential for greenwashing
- Actively encourage organizations to take leadership and communicate quality information in a useful manner to consumers
- Offer a tool to address...

Sustainable Development Goal 12

Ensure sustainable consumption and production patterns

Target 12.8

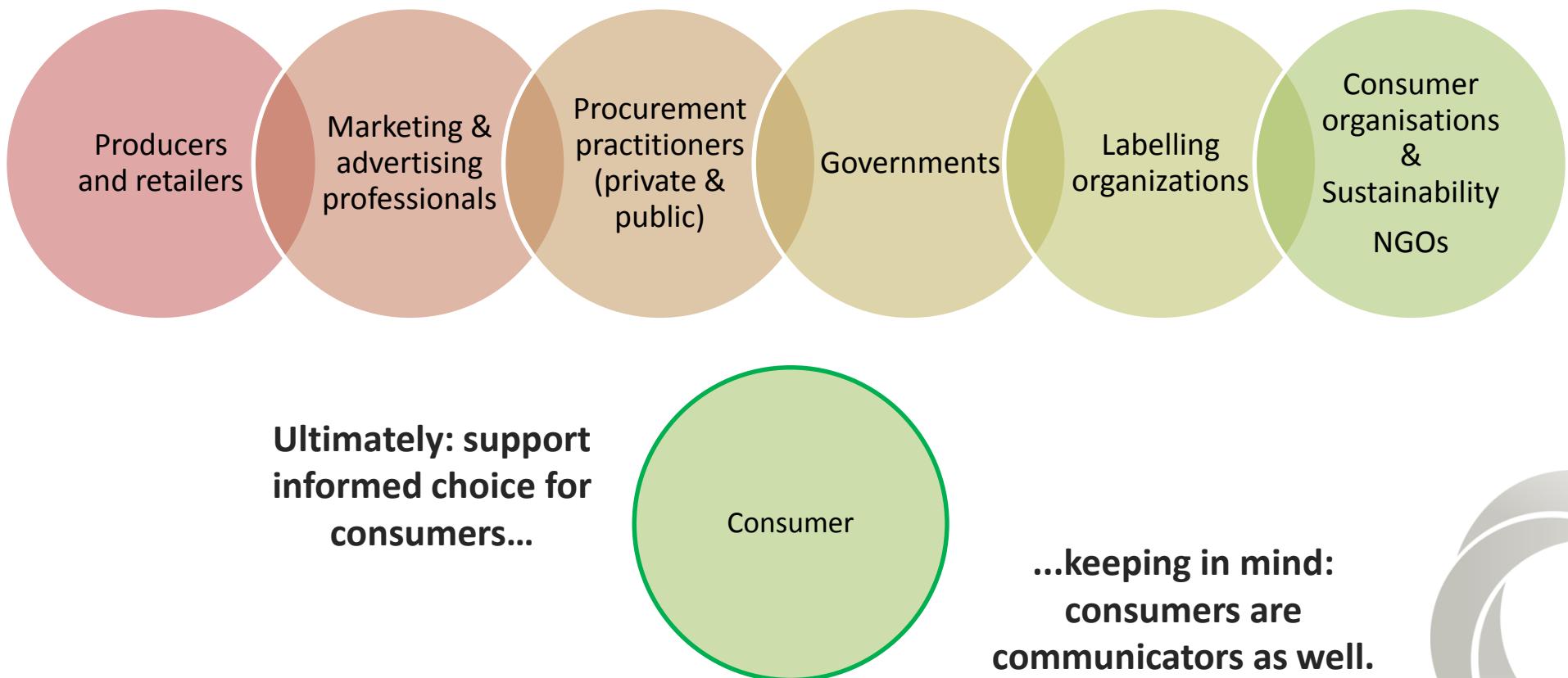
By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature



THE GLOBAL GOALS
For Sustainable Development



Target audience



Scope

Guidelines for Providing Product Sustainability Information

Global guidance on making effective environmental, social and economic claims, to empower and enable consumer choice

- **Entire value chain**, i.e. communication to consumers, between suppliers, to retailers, etc. (B2B and B2C)
- **Focus on products** (goods and services)
- Addressing **all kinds of communication of product sustainability information** (e.g. labeling, declarations, advertising/ marketing claims, etc.), not a sole focus on any one area





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Overview of the Guidelines: fundamental and aspirational principles

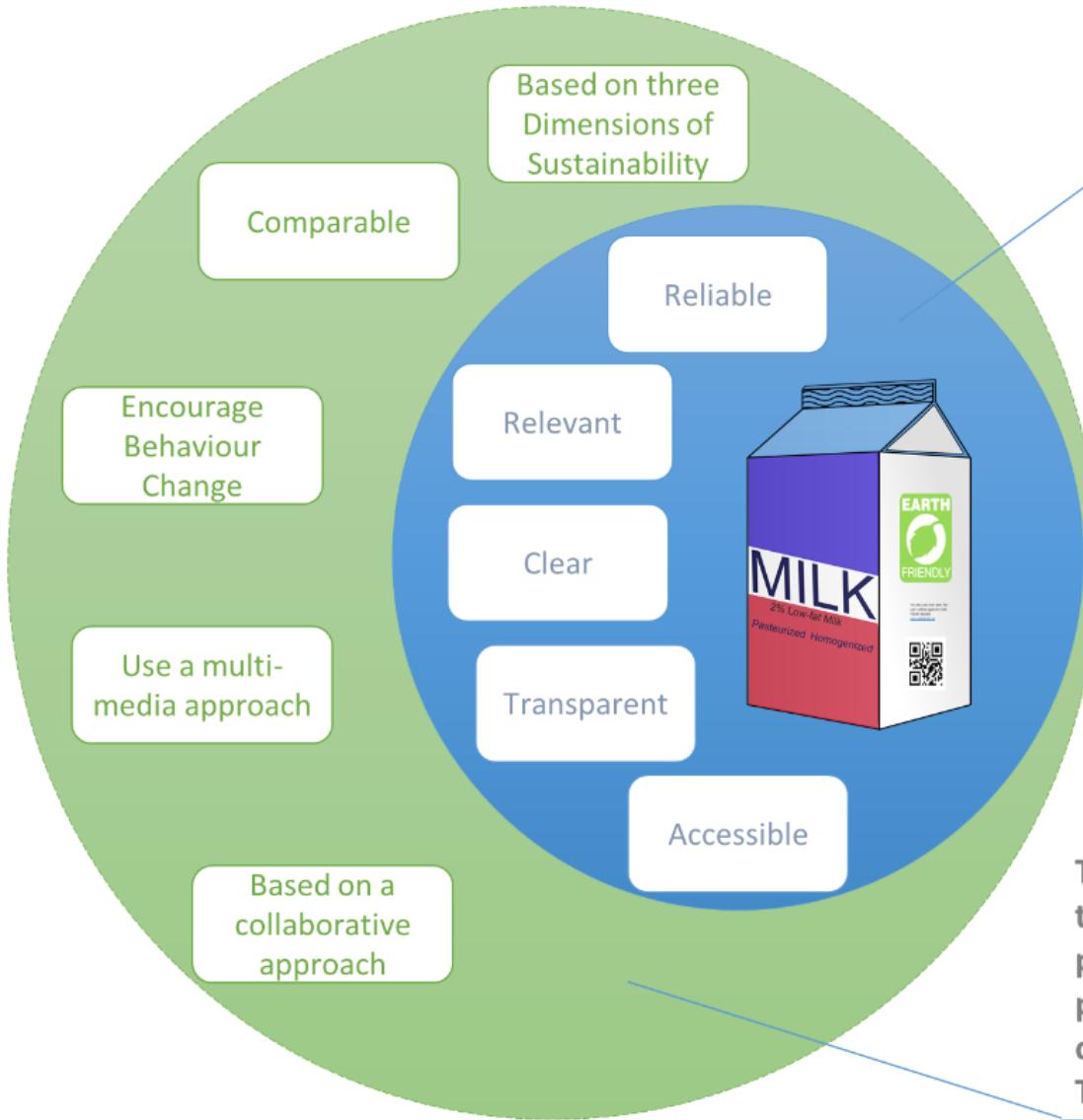


Principles: content/ structure

Each principle includes:

- A **summary box** to explain their essence in non-technical language
- A **list of 'musts'** (fundamental principles) or '**shoulds**' (aspirational principles), and **guiding questions** to help clarify those
- **Examples** to demonstrate **do's and don'ts**
- A **list of other existing guidance documents** that refer to the principle at hand and are helpful to be consulted for further information
- In the future: **series of case studies** to demonstrate how all principles can be applied and demonstrated

Principles



The 'Fundamental Principles' describe the minimum requirements for product sustainability information:
The information must be...



This milk comes from farms that were certified against the Earth Friendly Standard.
www.earthfriendly.org



The 'Aspirational Principles' complement the minimum requirements of product sustainability information. They provide guidance to improve the ways of communication to consumers :
The information should be...



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Next steps



Pilot testing in 2017

- Objective to ensure the Guidelines are **actionable** and to **test applicability** of provisions **over regions, sectors and target groups**
- Aim also to build a **library of case studies** from different regions and sectors
- **Assess** how existing product sustainability information meet the Guidelines' principles to improve the way they communicate
- Non-disclosure
- Invite them to become part of an **expert community** to **exchange good practices** and **lessons learned**





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Thank you!

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by emailing:

CISCP@unep.org

To learn more about the 10YFP:

unep.org/10yfp

www.scpclearinghouse.org

10YFP Secretariat email: 10yfp@unep.org

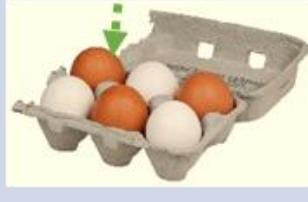
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Do's and Don't's Example – Principle: Clarity

There **must** be a **direct link** between the sustainability claim and the product to avoid generalization of the claim.

The consumer **must be able to differentiate between product and brand information.**

Product: Eggs	Do (company A)	Don't (company B)
Claim	 <p>"These eggs were produced by free range chickens"</p>  <p>(un-labelled)</p>	 <p>"Our eggs are produced by free range chickens"</p>  <p>(un-labelled)</p>
Discussion	<p>The complementing claim is directly connected with the product. This means that the consumers can be sure that the eggs they are buying are organic.</p>	<p>Complementary but generalised claims might give the impression that all products from the same brand/category are covered by the claim. The consumer might think that all eggs from the brand are organically produced.</p>