

Comparability

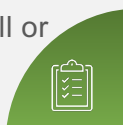
Help consumers choose between similar products

- Product comparisons substantiated and helpful for consumers
- Approaches initiated by government, or third parties followed
- Objective rules and specific guidance followed



What are common obstacles for Comparability in an e-commerce setting?

Product **comparisons** are **not offered** at all or **exclude sustainability** attributes



Guidance for comparing products based on the available information and **standards** is **lacking**



Sheer **amount of available** product **alternatives** makes comparisons **challenging**



Commonly **agreed methodology** to compare sustainability across different products and platforms is **missing**



Real-life example of a common obstacle



Olga wants to purchase a new couch that has the best sustainability performance in its category. She is a bit lost since it is not clear to her on what basis she should compare all the available product alternatives. Where should she set priorities?

How to ensure Comparability in an e-commerce setting?



Product comparison has always been a challenge and due to the lack of a standardized methodology that covers all three sustainability pillars, there is no one size fits all approach. However, certain product types have particular sustainability areas that play a major role in their product lifecycle (e.g., energy consumption of electronic products).

E-commerce platforms should allow intra-product category comparison for relevant sustainability attributes and provide an easy-to-handle tool for it. In line with the fundamental principles of the Guidelines, the information providers should give access to methodologies applied (i.e., used for performance measurement) and highlight any value decisions taken (what kind of weighing took place). The comparison tool should allow handling of large numbers of products and include rankings based on sustainability performance indicators. Further, consumers should have the possibility to compare products along categories such as average product lifetime or durability expectations.

Website: <https://www.oneplanetnetwork.org/consumer-information-scp>

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The Dos and Don'ts for Comparability in an E-Commerce Setting



DO

- Allow users to **set own preferences** for rankings or comparison of products
- **Display avoided emissions** comparing **new** and **used or refurbished** products
- **Explain** your **methodology** for comparison
- Always add a **sustainable choice** when proposing alternative products
- Allow customers to **compare** their individual **consumption profile** to others
- **Standardize information** to make it comparable




DON'T


- Do not confuse consumers with **too many settings**
- Do not **compare apples and oranges** (e.g. non-equivalent information)
- Do not use **arbitrary rules** for comparisons

Good Practice Example




The booking platform allows for a ranking of accommodations based on the 'greencheckscore' methodology

Book.Green.Enjoy! bookgreen.com 

greencheckscore 


- The green
- Almost perfect
- On the way
- Nice
- No green label

Show more



Hotel XY
Lightning Point Drive, Memphis

view this accommodation

greencheckscore 

- The green


9.1 (364 reviews)

\$ 65,50

Type of accommodation


- Apartment
- Hotel
- Motel
- Hostel
- B&B

Show more



Motel YX
Camp Road, Memphis

view this accommodation

greencheckscore 

- Nice

8.7 (95 reviews)

\$ 32,25

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