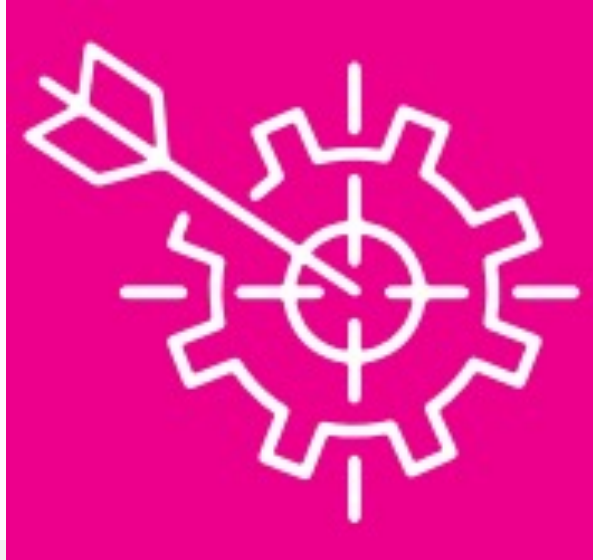


# Relevance

Talk about major improvements, in areas that matter

- Significant aspects ('hotspots') covered
- No masking poor product performance, no burden shifting
- Genuine benefit which goes beyond legal compliance



## What are common obstacles for **Relevance** in an e-commerce setting?

Products marketed with general **sustainability terms** instead of addressing true 'hotspots'<sup>1</sup>

Claims and labels are not **connected** to the selected product



Requirements for going **beyond legal compliance** vary among **countries**

Sustainability requirements in **search filters** are **not restrictive** enough

## Real-life example of a common obstacle

Hyacinth would like to buy a new laptop. On an e-commerce platform she searches for sustainability attributes by using green/eco as keywords. The list of results includes many models with sustainable packaging. Hyacinth is frustrated because she is aware that packaging only plays a minor role in the life cycle of a laptop ...

## How to ensure **Relevance** in an e-commerce setting?



E-commerce platforms must identify sustainability 'hotspots'<sup>1</sup> of their products or ensure through third parties which aspects of sustainability information are most relevant for a given product. To effectively influence more sustainable purchase decisions, sustainability information must be aligned with product characteristics and consumer preferences.

Platforms must further ensure that the filter options provided to consumers lead to the most sustainable product choices. Filters often only look for keywords, a mechanism which might mislead consumers willingly or unwillingly.

Platform owners must check whether sustainability claims go beyond the most advanced regulations globally (or add a disclaimer).

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

Contact: [ciscp@un.org](mailto:ciscp@un.org)

<sup>1</sup> Sustainability hotspots are the most impactful or relevant stages, activities, material and energy flows and impacts within a product's life cycle.



**One planet**  
inform with care

# The Dos and Don'ts for **Relevance** in an E-Commerce Setting



## DO

- Check whether highlighted claims are **addressing hotspots** of the product
- Develop a **scorecard system** that classifies different levels of sustainability
- Consider the **use phase** and **end-of-life** as important parts of the product life cycle and address its relevance to consumers
- Develop and apply **strong criteria for sustainability filters and product descriptions**



## DON'T

- Do not allow claims that do not **provide genuine benefit** or describe benefits that cannot be **verified**
- Do not use claims that are just matching **legal compliance and do not go beyond**
- Do not forget to **consider that relevance can be a question of local context** (e.g. lack of recycling facilities)

## Good Practice Examples

### Low energy consumption

Thanks to the energy efficient design, this notebook runs at max. 50 W power that is equivalent to...



### Repairability

You can easily buy spare parts or accessories for your notebook or check out our repair services...

Different aspects of sustainability are important for different products. For high energy consuming products, **efficiency** is worth mentioning, whereas **repairability** is a crucial aspect for electronic products that are used on longer term.