

Clarity

Make the information useful for the consumer

- Exclusive and direct link between claim and product
- Explicit and easy to understand
- Limits of claim clearly stated



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

Unclear linkages between claims and products



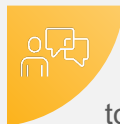
Broad claims that do not clarify what is meant



Messages must be understood by a very **diverse** range of **customers**



Difficulties to clarify **questions** with sellers



Real-life example of a common obstacle



Eva likes to shop for clothes on the platform of a global online retailer. Everything is presented in a natural look and the online retailer describes itself as “responsible” and “green”. Can she be sure that the clothes offered also adhere to these claims?

How to ensure Clarity in an e-commerce setting?



Sellers must make a clear distinction between mere claims and the use of third-party verified ecolabels or scientifically backed-up information. Background information on the scope of claims and ecolabels can further clarify questions that customers might have. To make sure that everyone can digest the conveyed message, information must be summarized to the most important criteria.

This includes information on limits of a claim, meaning that it should be clearly stated if sustainability information is only provided for certain product components. Consumers must be given a point of contact to provide feedback or ask questions. To make the message visible and clear at a first glance, visual elements and graphical emphasis on certain topics should be used. For consumers, sustainability information as well as their own role in acting upon it to improve sustainability performance, must be easily understood. Confusion can be avoided by formulating clear not misleading catch phrases.

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One planet
inform with care

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



Dos

- Be **explicit and concise** with the information and clearly state a claims limitations
- Display **information where** and **when** it is needed i.e. close to the product and at several steps of the **customer journey** including the **point of sale**
- **Highlight** relevant sustainability claims as opposed to “inspiring” phrases and pictures
- Use **graphical tools** to **guide consumers** and let them **explore** their **own role** in achieving sustainability



Don'ts

- Do not overwhelm consumers with **too much information**, since this may cause confusion and ambiguity
- Avoid using **general phrases and claims** (e.g. eco-friendly without further substantiation)

Good Practice Example

Detailed information is provided at the point of sale and close to the product

The icons combined with clear attributes indicate to consumers which are important characteristics related to the product.



DETAILS

“This coat is produced with 100% natural fibres derived from pre- and post consumer textile waste...”



recyclable material



compostable buttons



produced from textile waste