

# Transparency

Satisfy consumer's appetite for information, and do not hide

- Developer of the claim and provider of the evidence published
- Traceability and generation of the claim (methods, sources, etc.) published
- Confidential information open to competent bodies



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

Original information provider and/or details to substantiate claims are difficult to find



Uncertainty about who is responsible for providing transparent information



Missing, or inconsistent information, especially if products are not labelled



National regulations for transparency requirements differ among countries



## Real-life example of a common obstacle



Sam is looking for the proof and evidence behind the sustainability claims of his favorite cleaning product. He finds a short description on the producer's website, but without further information or details on the methods behind the process. How can he be sure that the claim is substantiated?

## How to ensure Transparency in an e-commerce setting?



Platform owners must make sure to provide sufficient information about relevant sustainability aspects of a product. This includes supply chain details of how a product was produced, information on materials and components used, as well as data on logistics and emissions.

To cover the product use phase, clear information on product lifetime, repairability, recyclability and disposal options must also be provided if relevant to the product. Transparency must be ensured throughout the entire product life cycle.

Moreover, platforms must check the most advanced legal requirements with respect to transparency in all countries in which they operate.

It is of fundamental importance to always indicate the provider and the source of information.

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

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



DO

- Require transparent **information** from **suppliers and sellers** before a product is sold
- Publish the details of **evidence** and **methods** in various depths and on several levels
- Require **transparency** from ecolabeling bodies and make **databases** of relevant **ecolabels** directly accessible
- Include **all** relevant **information** pertaining to a product (e.g. including expiry dates for perishable goods)

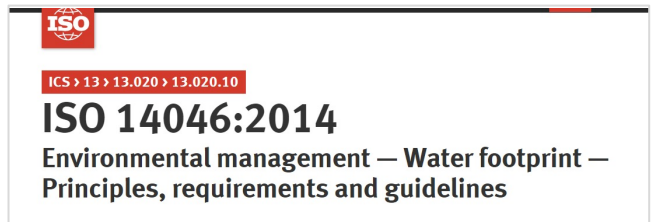
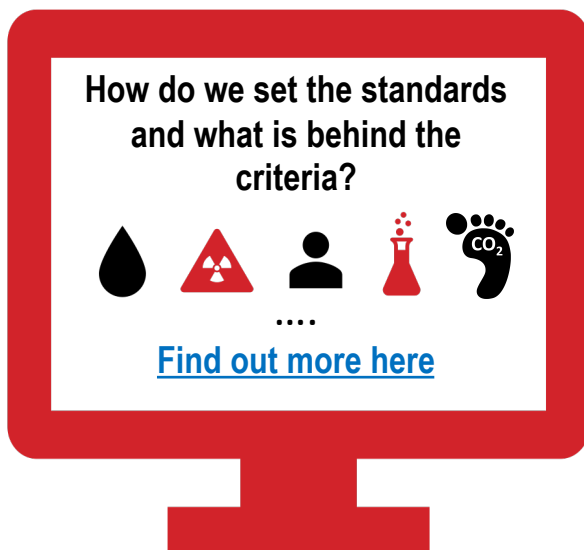


DON'T

- Do **not** refer to any **claim without** sufficient and available **documentation**
- Do not **miss** to check **national regulations** regarding sustainability claims and publishing information
- Do **not** provide transparency **only** on a very **part** of the **supply chain** or product **life cycle**

## Good Practice Example

There are several categories of impacts that all play a crucial role, consumers should see that e.g. water footprint is just one of those.



Providing links to allow consumers to further investigate the evidence and methodology of claims is a good way to increase transparency in e-commerce.

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