

Accessibility

Let the information get to the consumer,
not the other way around

- Clearly visible and easily findable claim
- Readily accessible claim close to the product, and at required time and location



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

Website is **not user-friendly**, making it difficult to find relevant information



Marketplaces with **multiple** providers of information, various customer touchpoints and **inconsistent messaging**



Differences in international regulations regarding data protection can lead to **technical errors**



Only **informed consumers** look for and know where to find information; **Knowledge levels vary** greatly



Real-life example of a common obstacle



Mwikali frequently shops online at a global retailer for all kinds of products from books to clothes and groceries. He knows that the platform also has sustainable products on offer. Unfortunately, there is no filter or dedicated shop for such products. How is he supposed to find them?

How to ensure Accessibility in an e-commerce setting?



Sustainability information must be readily available, e.g., by being provided in product previews and as part of general product information. Providing layered information and interactive guidance and letting customers decide what kind of information they regard as most important, helps to improve the user experience and accommodate different information seeking habits.

When clicking on a product, detailed product profiles must provide all relevant sustainability information – served in a digestible manner. Themed shops, filters and sorting tools, or prioritizing more sustainable products in search and recommendation rankings can improve accessibility of sustainability information online. These must be aligned with the sustainability 'hotspots' identified for different products. E-commerce platforms must also keep track of regulations and data restrictions that influence the user experience in different countries and via different channels.

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

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



Dos

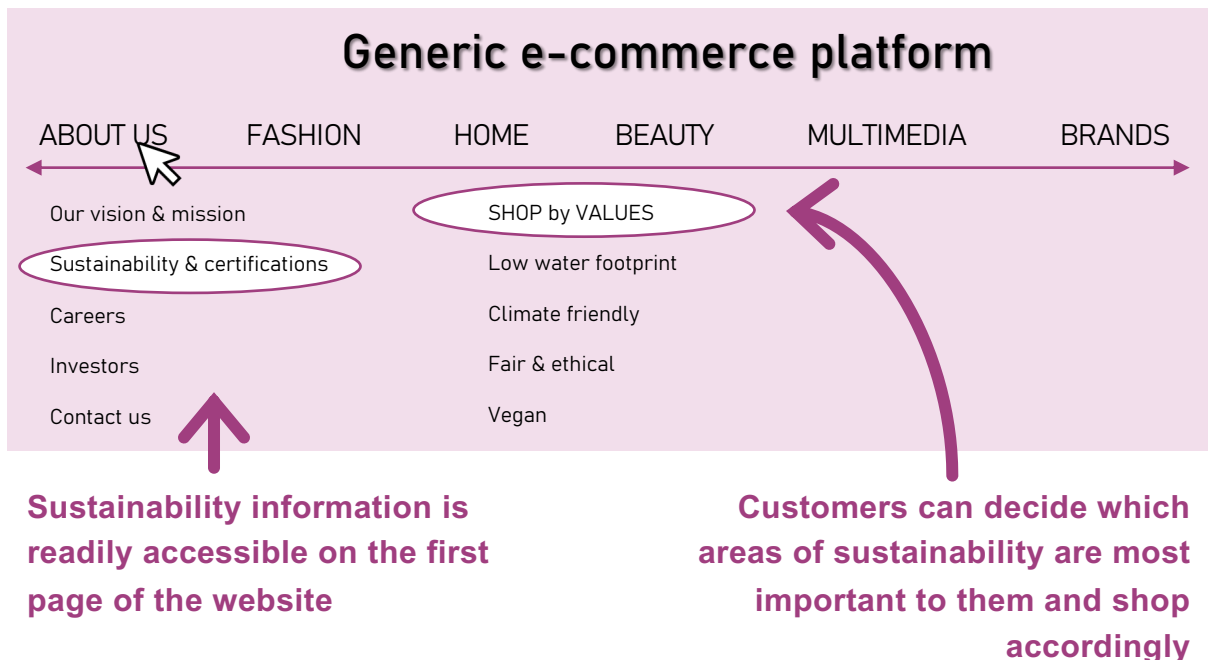
- Provide relevant information by **just a simple click**
- Guide customers by using dedicated sustainable product **collections**
- Have a designated **landing page** for sustainability information and use **segmented entry points**
- Use the **same structure** to provide sustainability information for all products to ensure consumers can easily compare between products
- Push **sustainable options** higher in **rankings** and search results
- **Analyze** the user experience by checking customer movements on websites and asking for **feedback** to further improve accessibility



Don'ts

- Do not make consumers **search the whole website** to find sustainability information
- Do not let **sustainability information** be the **last** thing to be presented (appearing as least important)
- Do not only provide sustainability information in **one** local **language** and **avoid barriers** for **people with disabilities**

Good Practice Example



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