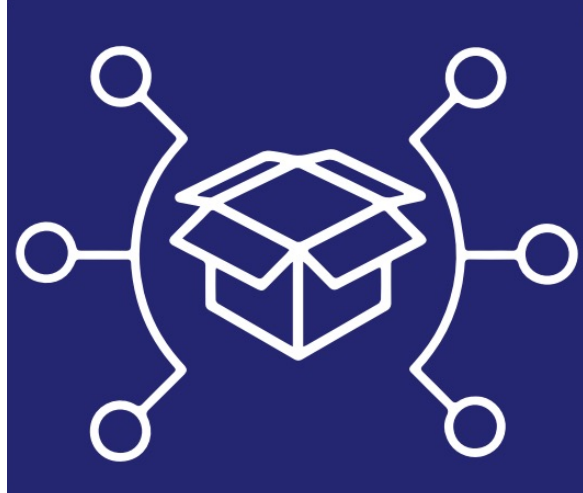


Multi-Channel and Innovative Approach

Engage with consumers in diverse ways

- Various complementing communication channels used
- Different user groups addressed with different channels
- Information complementary and not overloading the consumer



What are common obstacles for a multi-channel and innovative approach in an e-commerce setting?

Users get easily **distracted** by the **information overload** on online surfaces



Fast changing **trends and preferences**, especially on social media



Difficulties in identifying the **right channels, strategies and tools** for different target groups



Identifying the **right amount of information** to share with consumers



Real-life example of a common obstacle



Dan has been using his favourite e-commerce platform regularly for many years. One day a friend tells him about a new project that the platform is undertaking to reduce its CO₂ emissions about which she had read on social media. Why did Dan not know about this? Was this not communicated directly on the e-commerce platform?

How to ensure a multi-channel and innovative approach in an e-commerce setting?



It is crucial to understand the benefits of providing sustainability information in line with recent consumer preferences. Since sustainability information tends to be extensive, covering various dimensions, it is key to differentiate and adapt information to various platforms to widen the possibility for consumers to come across these messages on their preferred channels.

In order to reach as many consumers as possible, creative and even unexpected ways of information provision and campaigns are recommended as well as making use of a variety of online communication channels. One noteworthy example is gamification whereby the use of gaming elements engages people and facilitates the process of changing behaviours to reach certain sustainability targets.

In the case of social media and its fast-changing environment, it is suggested to follow trends, experts and statistics to identify which platforms and messaging should be utilized to reach different target audiences.

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The Dos and Don'ts for a **Multi-Channel and Innovative Approach** in an E-Commerce Setting



DO

- Be present on **trending channels** in line with your target customers' preferences
- **Collect** consumer **data** to **identify** preferred communication **channels**
- Always enable **sharing** settings and utilize crosslinks to related sources (e.g. reports, studies, news, etc.)
- Connect **offline interaction** to **online** sustainability **campaigns** (e.g. through QR codes)
- Make use of **search engine optimization** to promote sustainable products



DON'T

- While exploiting online presence opportunities, do not **overwhelm** consumers with information
- Do not only focus on your platforms, keep an eye on **peers' actions** as well

Good Practice Example

A sustainability-integrated customer journey



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