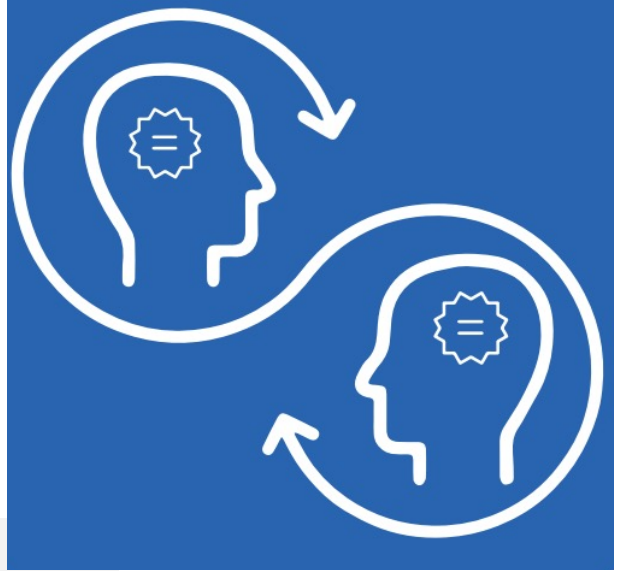


Collaboration

Work with others to increase acceptance and credibility

- Broad range of stakeholders included in claim development and communication
- Joint communication channels employed
- Inclusive language used to make consumers feel part of a movement



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

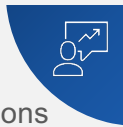
Difficult to find credible and **trustworthy partners** for collaboration



Not **communicating about collaboration** or not even considering it as an option



Reputational damage from decisions made by collaboration partners



Financial or human asset **constraints**

Real-life example of a common obstacle

When searching for product sustainability information on an e-commerce platform, Amelia is redirected to another organization that she has never heard of and that seems unprofessional to her. Now she is confused about the credibility of the information provided. Could this be changed by a better collaboration partner?

How to ensure Collaboration in an e-commerce setting?



Collaboration is an effective way to increase visibility and credibility, yet only if the right partner is chosen. Sustainability is a particularly sensitive issue when it comes to collaboration due to the large amount of “greenwashed” information evolving in the currently trending green market.

Therefore, a thorough background research on possible collaboration partners should be undertaken, and a continuous monitoring should be set up when engaging in a collaboration online.

Possible types of partnerships are collaborations with standard-setters, ecolabels, peer companies, influencers or independent organizations. Teaming-up is recommended to improve the provision of product sustainability information and make it more pertinent and understandable.

Further, the dual use of shared space on common online and social media platforms can reach more consumers and help spreading sustainability information more effectively.

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

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



DO

- **Regularly map** possible collaboration options and types on the market
- Stay **authentic** in partnerships
- **Communicate** about collaboration efforts
- Use trending but at the same time **sustainable tools** in collaborations
- Continuously **grow collaborations** with partners and engage in **networks** that benefit all their stakeholders



DON'T

- Avoid picking **ambiguous** collaboration partners
- Do not forget to explore and **track previous collaborations** (they can become **damaging** in the future)
- Do not create **monopolies**

Good Practice Examples



Popular sustainability apps can provide further product sustainability information for consumers

A company collaborates with the “Green On You” platform to support conscious decisions when buying fashion items. The ratings and certifications are based on open-access reports by brands and independent certifications.

A global coalition can accelerate innovations and long-term progress in sustainability

FASHION
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