

## **Frequently asked questions (FAQs)**

### ***Practical Training Course on Communicating Product Sustainability Information - Thailand***

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#### **1. What does “practical training course” entail exactly?**

In practice, the participants of this training course will self-assess their claims (the way they are communicating with consumers about sustainability of their chosen product) against the Guidelines’ Principles, while also building capacity on WWF’s Supply Risk Analysis, a tool that helps companies i) identify supply chain risk hotspots, a key step to develop robust sustainability strategies and related claims that can be compliant with the Guidelines; ii) engage with suppliers to achieve progress on their sustainable sourcing journey. The claim self-assessment will involve comparing the content and provenance of the claim with the steps and guidance prescribed in the Guidelines, in a simple template online (questionnaire). The process is for participants to apply the Guidelines and, where relevant, improve their own claims. There will be no external testing, and observations/results will only be communicated with participants express desire.

You can download the Guidelines [here](#) and learn more about the Supply Risk Analysis [here](#).

#### **2. Who can participate?**

Companies and standard-setting organizations based in Thailand, which make environmental and/or social claims on goods or services in the food system (including food and agriculture, processing, packaging, distribution, retail, waste management, and related sectors).

### 3. What is the timeframe?

#### Preparation phase (July/August 2018)

- Select one existing or intended claim to be analysed in the exercise;
- Send an expression of interest to [ciscp@un.org](mailto:ciscp@un.org) by 18 August.

#### Self-assessment/ benchmarking (August/September 2018)

- Attend a kick-off webinar to learn about the Guidelines and the training course methodology, and connect with other participants;
- Self-assess your chosen claim via our online questionnaire (1 working day estimated).

#### Workshop on 'communicating product sustainability in the food sector' (October 2018)

- Attend an in-person workshop (*optional*) during the Sustainable Brands Bangkok conference to present your experience, discuss results and next steps. In the workshop, learn also about WWF's Supply Risk Analysis, a tool that helps companies engage with their suppliers to make progress on their sustainable sourcing journey.

### 4. What are the main benefits for companies and standard-setting organizations?

This practical training course offered by UN Environment and WWF is an opportunity for companies and standard-setting/ labelling organizations to assess and improve the way they are communicating with consumers about sustainability. This should give a competitive advantage by ensuring that participants are up to date with international references and promote their efforts on consumer information and sustainable food systems globally. You will also have the opportunity to align your communications with UN Environment guidelines and to learn about WWF's WWF's Supply Risk Analysis in practice.

### 5. Will the practical training course activities be face-to-face or online?

The first part of the project will be developed online through webinars, phone calls and an online questionnaire. The final part of the course will comprise a face-to-face workshop in Bangkok, Thailand (*mid-October, date to be confirmed*).

### 6. How much time will I need to fill in the questionnaire?

We estimate you will need around 8 hours to complete it, but this may vary depending on the extent to which the information is available to you. You may 'save & continue' to complete it in multiple sessions or split this work with other people in your organisation.



**One planet**  
inform with care

Consumer  
Information



**One planet**  
eat with care

Sustainable  
Food Systems

### **7. How do I express my interest?**

Any person able to represent the organisation can express interest in an email to the training course team at [ciscp@un.org](mailto:ciscp@un.org) by **17<sup>th</sup> August 2018**. This email should explain the claim you would like to analyse.

### **8. How will the results be used?**

This is up to you and the level which you would like to disclose. As a minimum, the results will inform UN Environment and WWF's future projects and activities on consumer information for sustainable consumption and production and sustainable food systems.

### **9. I am still not sure if this initiative applies to me and I have missed the information webinars, what should I do?**

You are invited to participate in an information webinar on 31 July (registration [here](#)). Contact [ciscp@un.org](mailto:ciscp@un.org) for any questions.