

Self-Assessment tool

Guidelines for Providing Product Sustainability Information

The Self-assessment tool can be accessed here: <https://www.surveygizmo.eu/s3/90136225/Self-Assessment-Tool-Guidelines-for-Providing-Product-Sustainability-Informationn>

Objective

This online tool is based on the United Nations Guidelines for Providing Product Sustainability Information. The main objective of this online tool is to offer an opportunity for organizations to self-assess and improve the way they are communicating with consumers about product sustainability (through marketing claims, labels, voluntary standards, product declarations, etc.). This tool also serves as a benchmarking tool to organizations that are currently developing new product sustainability information. Ultimately, with this self-assessment tool, the Consumer Information Programme aims to encourage organizations to align their product sustainability communications with the Guidelines, creating an international community of good practice. Please note that feedback will not be provided, as the objective of this tool is for you to promote a reflection process within your own organisation and teams, gaining insights and ideas on how to improve your current work.

Non-disclosure

It is understood and agreed that the organizations may provide certain information that is and must be kept confidential. It is agreed that the Consumer Information Programme will not disclose any information provided in this online tool without informed consent.

How to complete the road testing template

The online tool is comprised of five sections. Each section states which part of the Guidelines it corresponds to, but you may wish to read the Guidelines in full first – please download the full resource for free [here](#). You should then proceed as follows:

1. Include your personal information and select the product sustainability claim that you will analyse in the exercise (claims can take multiple forms such as labels, voluntary standards and certification, product declarations, ratings, marketing claims, foot printing, life-cycle assessments, and other ways of communicating with consumers on environmental, social and economic issues connected to products).
2. Progress through the self-assessment tool reflecting on the claim in relation to the Mindset of the Guidelines.
3. Progress reflecting on the claim in relation to the Fundamental Principles.
4. Move towards the Aspirational Principles.
5. Learn, reflect and grow!

Should any questions arise at any point, you are welcome to get in touch with us at ciscp@un.org.