



CHOOSE 
YOUR OWN ADVENTURE

WITH **Quantis**

+ Bledina + Bel Group + Nespresso France + IceBug + L'Oréal
+ Boehringer Ingelheim + Le Slip Français + UN Environment

Chapter 4

CHOOSE 
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BUILDING A COMMUNITY ENGAGED TO CHANGE

Communicating with consumers to make smarter lifestyle choices



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UN Environnement

CHAPTER 1. GATHERING YOUR (UNLIKELY) ALLIES

Internal engagement to drive comprehensive change from the inside

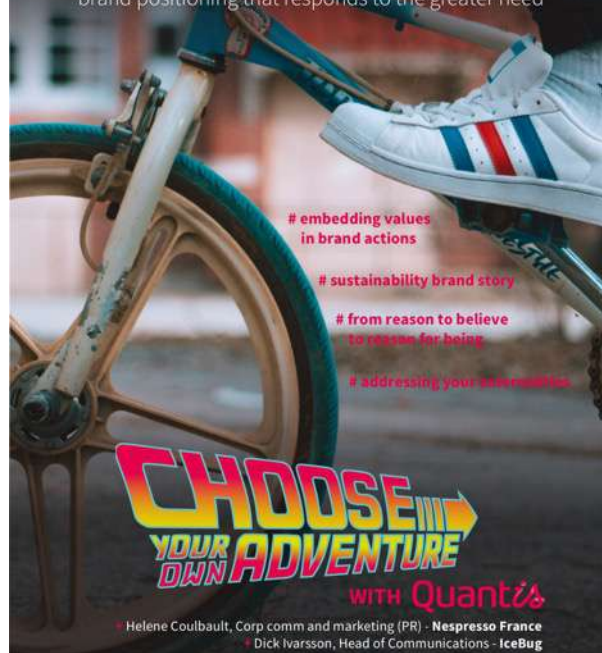
internal engagement # culture for change # motivating & goal-setting
empowering teams # sustainability buy-in # cross-cultural understanding



CHAPTER 2. FINDING YOUR COLLECTIVE BATTLE CRY

Building true and credible sustainable brand positioning that responds to the greater need

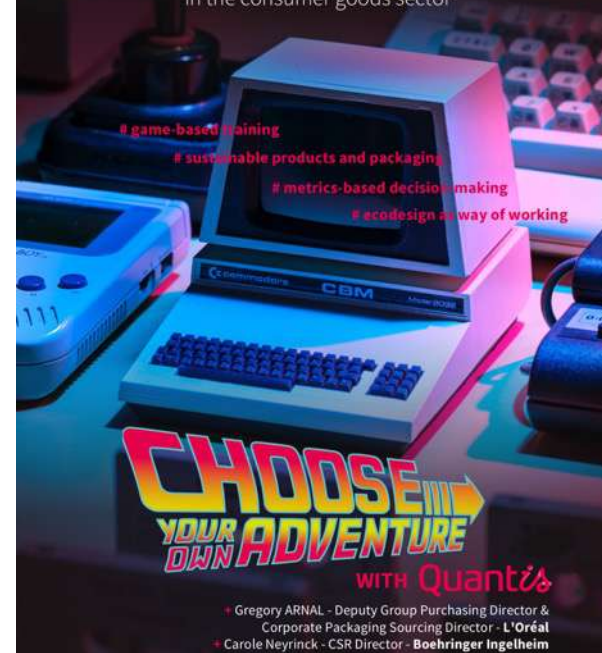
embedding values in brand actions
sustainability brand story
from reason to believe to reason for being
addressing your stakeholders



CHAPTER 3. ARMING YOUR TEAM FOR GOOD WITH SMART TOOLS

Achieving next-generation eco-design in the consumer goods sector

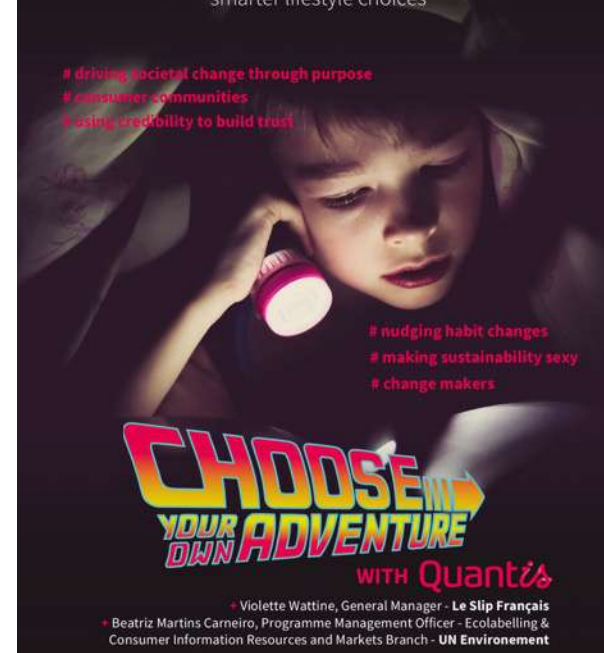
game-based training
sustainable products and packaging
metrics-based decision-making
ecodesign as way of working



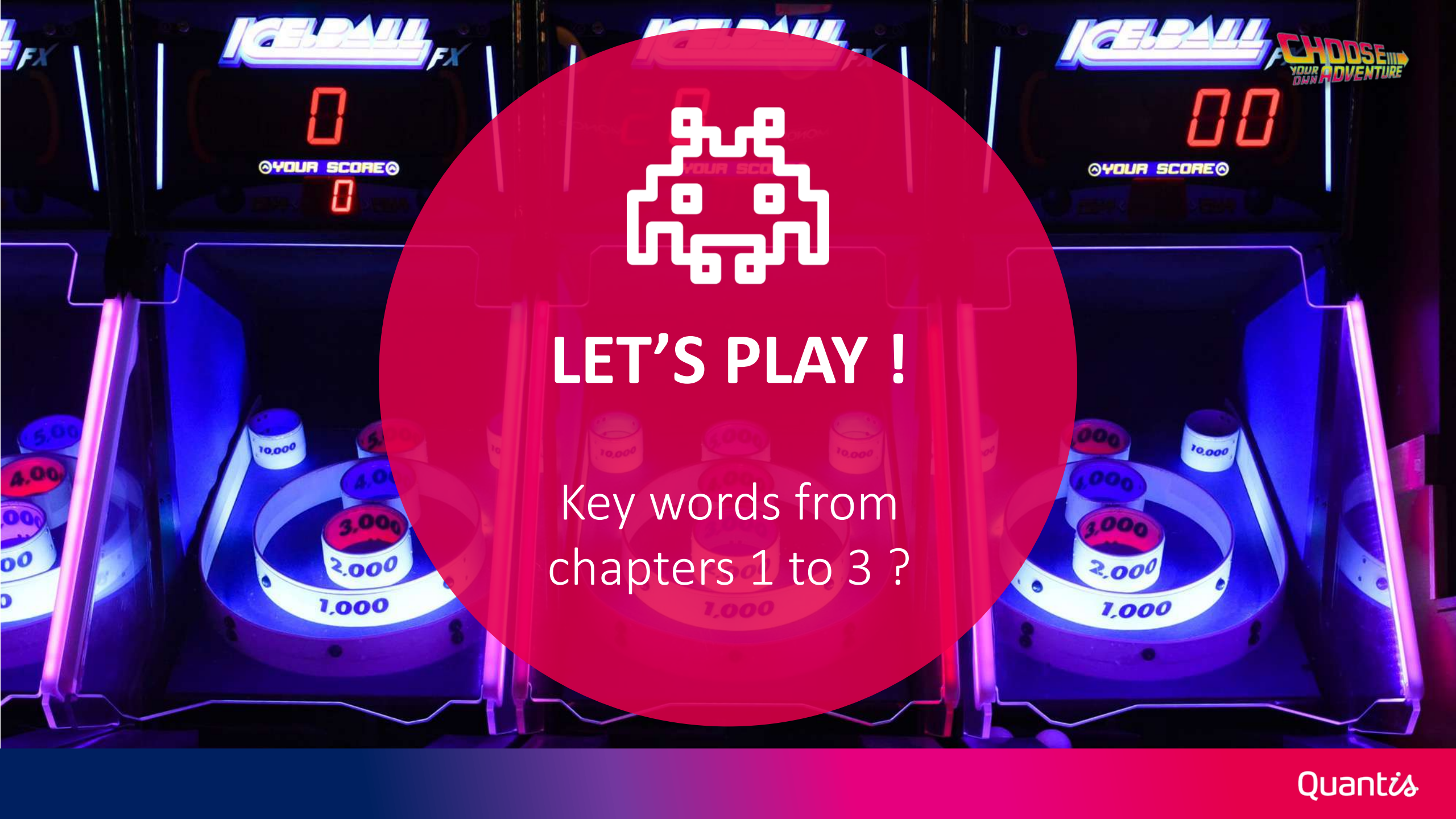
CHAPTER 4. BUILDING A COMMUNITY ENGAGED TO CHANGE

Communicating with consumers to make smarter lifestyle choices

driving societal change through purpose
consumer communities
using credibility to build trust



- + LISTEN WITH ATTENTION
- + SPEAK WITH INTENTION
- + AND HAVE FUN



LET'S PLAY !

Key words from
chapters 1 to 3 ?

How can we ensure we are helping consumers and not just confusing them or tricking them?

Through credible communications.



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VOTE TIME!

READ THE FULL 40 PAGES
ON THE SUSTAINABLE
COMMUNICATION'S RULES?

OR

BEATRIZ TO TELL YOU ABOUT HOW TO
MAKE ROBUST COMMUNICATION?



WHERE WOULD YOU LIKE TO FOCUS ON?



Guidelines for Providing Product Sustainability Information



One planet
inform with care

Supported by:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

based on a decision of the German Bundestag



MINISTÈRE
DE LA TRANSITION
ÉCOLOGIQUE
ET SOLIDAIRE



International
Trade
Centre

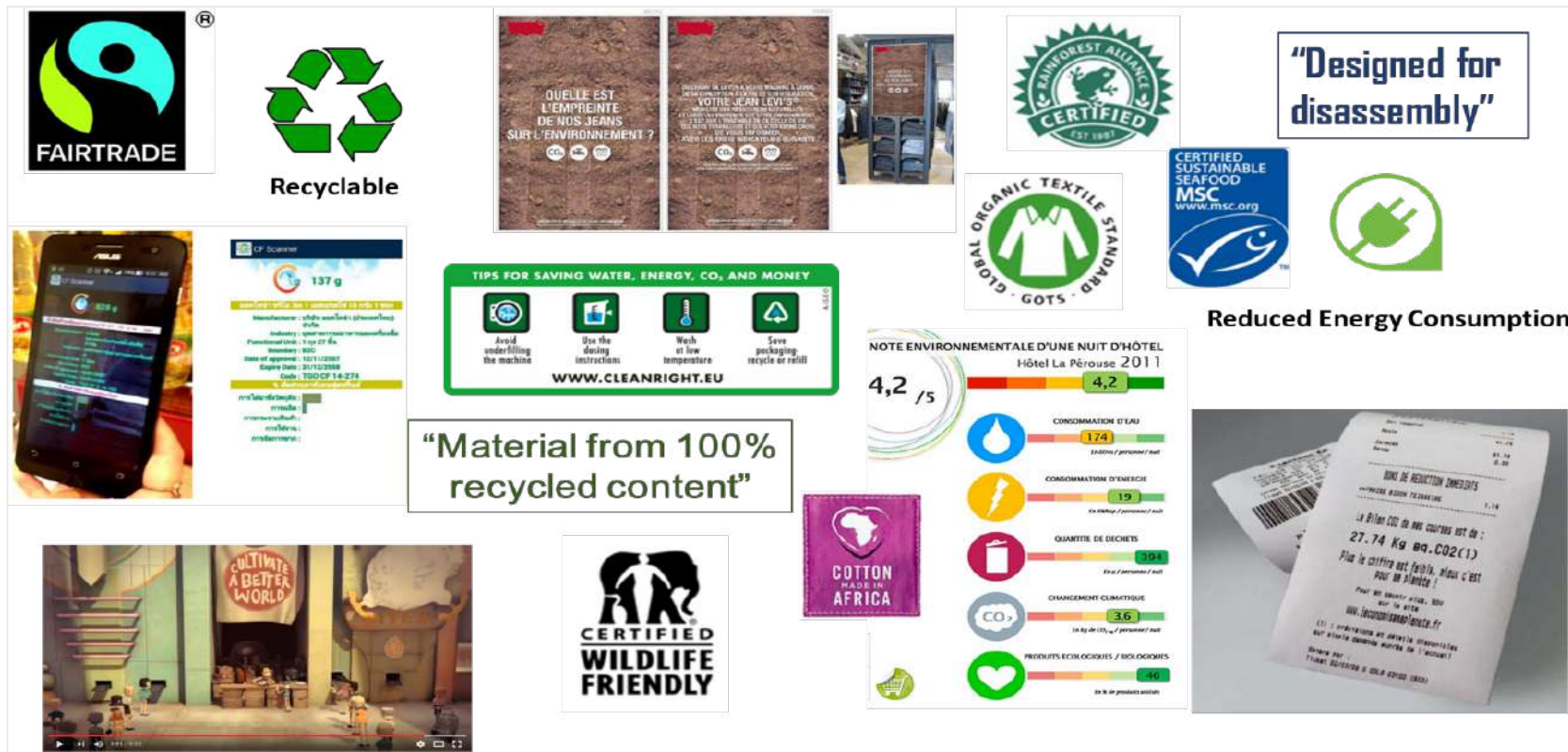


<http://www.oneplanetnetwork.org/consumer-information-scp>

What kind of information do the Guidelines cover?

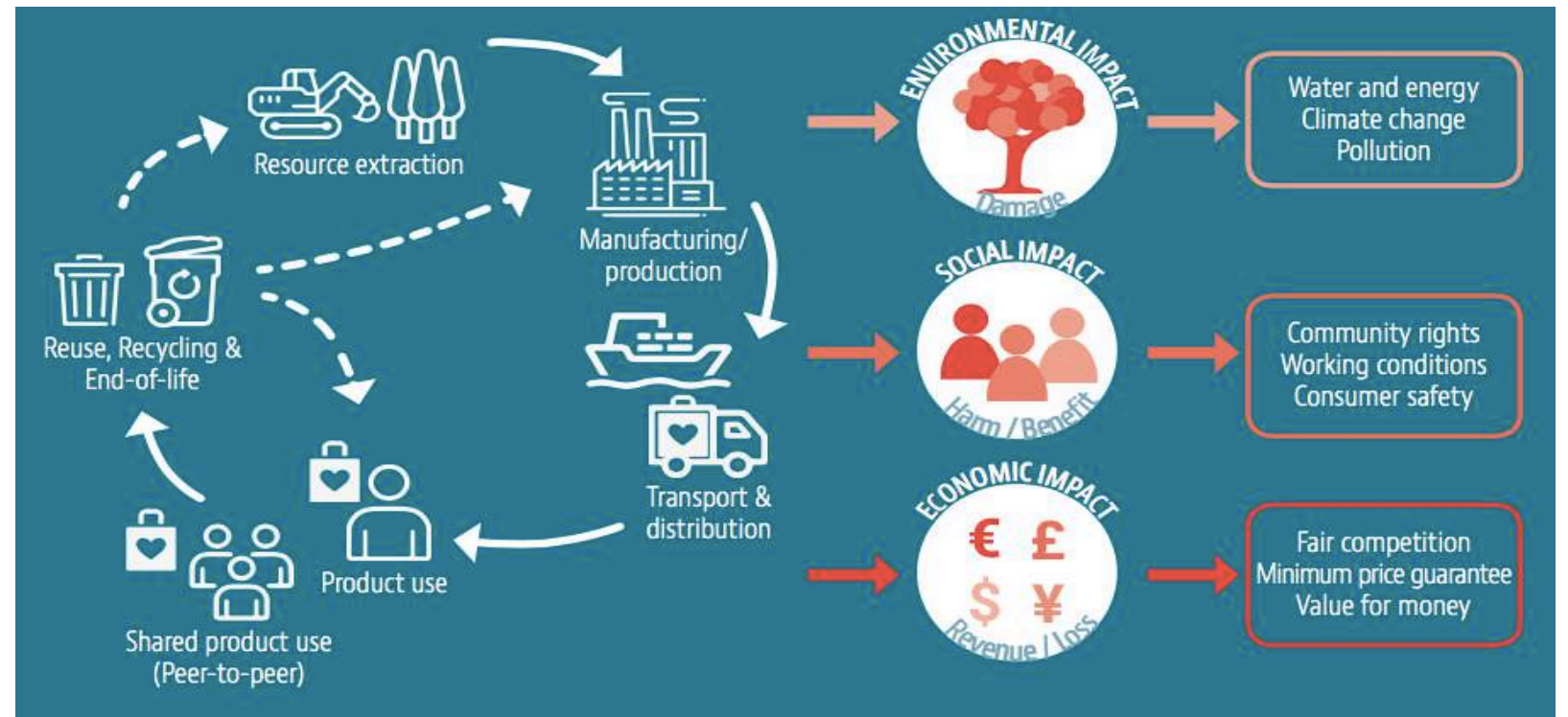
All tools and systems that seek to guide consumers to make more sustainable **choices** on goods and services:

E.g.: ecolabels, voluntary standards, product declarations, marketing claims, foot printing, and other ways of **communicating with consumers on environmental, social and economic issues connected to products**



The Mindset

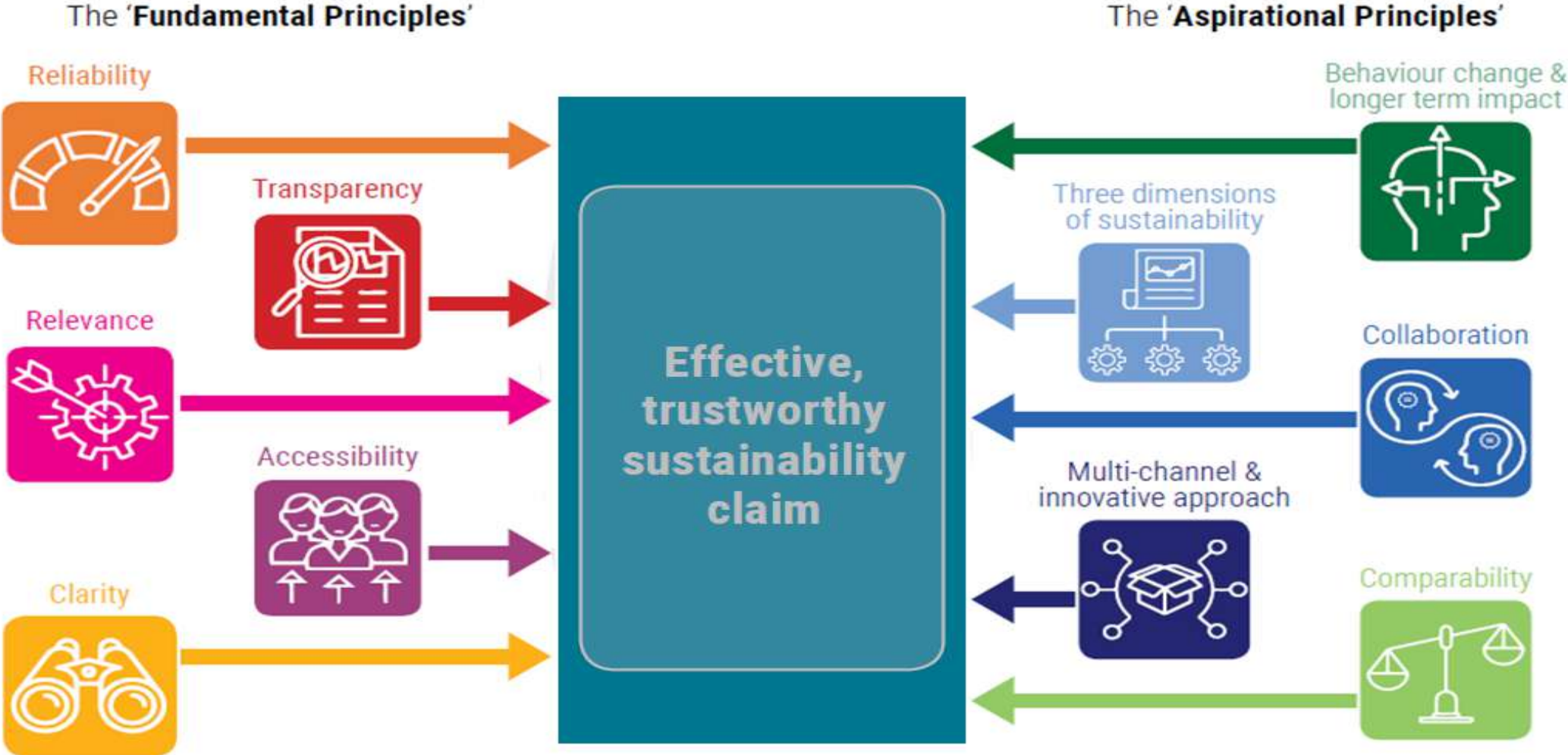
Life Cycle Thinking



Hotspots Analysis Approach: To identify the most impactful or relevant stages, activities, material and energy flows and impacts within a product's life cycle.

Mainstreaming Sustainability: To integrate the product-related sustainability claim into an entire decision-making and management process.

The 10 Principles





Reliability

Build your claims on a reliable basis

- Accurate and scientifically true
- Robust and consistent
- Substantiated data and assumptions

Product: T-Shirt	Do (company A)	Don't (company B)
Claim and applied method	"Our T-Shirts are organic"  Method: GOTS Version 5.0	"Our T-Shirts are organic"  Method: [Hypothetical] RTS Standard



Relevance

Talk about major improvements, in areas that matter

- ✓ Significant aspects ('hotspots') covered
- ✓ Not masking poor product performance, no burden shifting
- ✓ Genuine benefit which goes beyond legal compliance

Do (company A)	Don't (company B)
 <p>"Our mattress is eco-friendly and good for your health."</p>	 <p>"Our mattress is ozone friendly."</p>



Clarity

Make the information useful for the consumer

- Exclusive and direct link between claim and product
- Explicit and easy to understand
- Limits of claim clearly stated

Do (company A)	Don't (company B)
	
<p>Concise visual information, complemented by simple text, helps the consumer to understand not only if the product packaging is recyclable but also whether</p>	<p>While the Mobius loop is an internationally recognised symbol for recycling, its use without text assumes that all consumers understand its meaning; and/or that <i>all</i> of</p>



Transparency

Satisfy the consumer's appetite for information, and do not hide

- Developer of the claim and provider of evidence published
- Traceability and generation of claim (methods, sources, etc.) published
- Confidential information open to competent bodies



Do (company A)	Don't (company B)
<p>"Tea bearing the Fairtrade mark meets the internationally-agreed social, environmental and economic Fairtrade Standards"</p> 	<p>"Our tea producers receive fair payment"</p> <p>No further information is provided on or close to the product.</p>



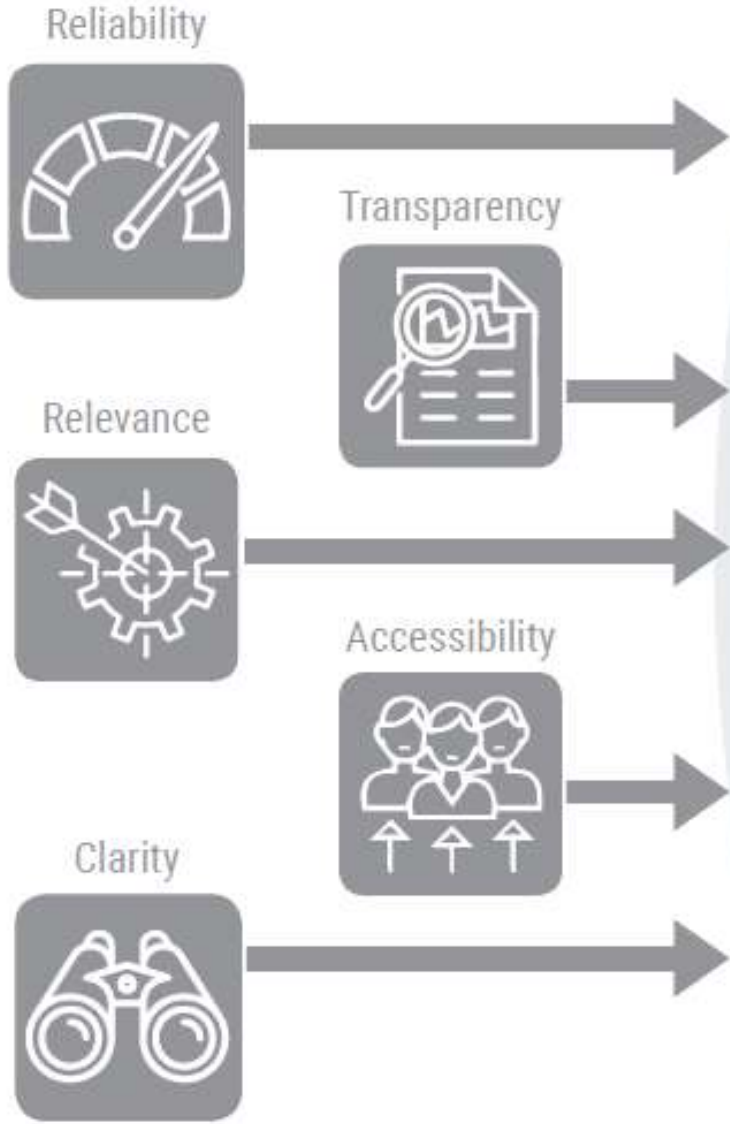
Accessibility

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

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

Do (company A) (good practice)	Do (company B) (but improvable)
 <p data-bbox="1302 939 1607 992">On-pack CO₂ label</p> <p data-bbox="1166 1206 1735 1249">QR code for additional information</p>	 <p data-bbox="1913 939 2219 992">On-pack CO₂ label</p>

The 'Fundamental Principles'



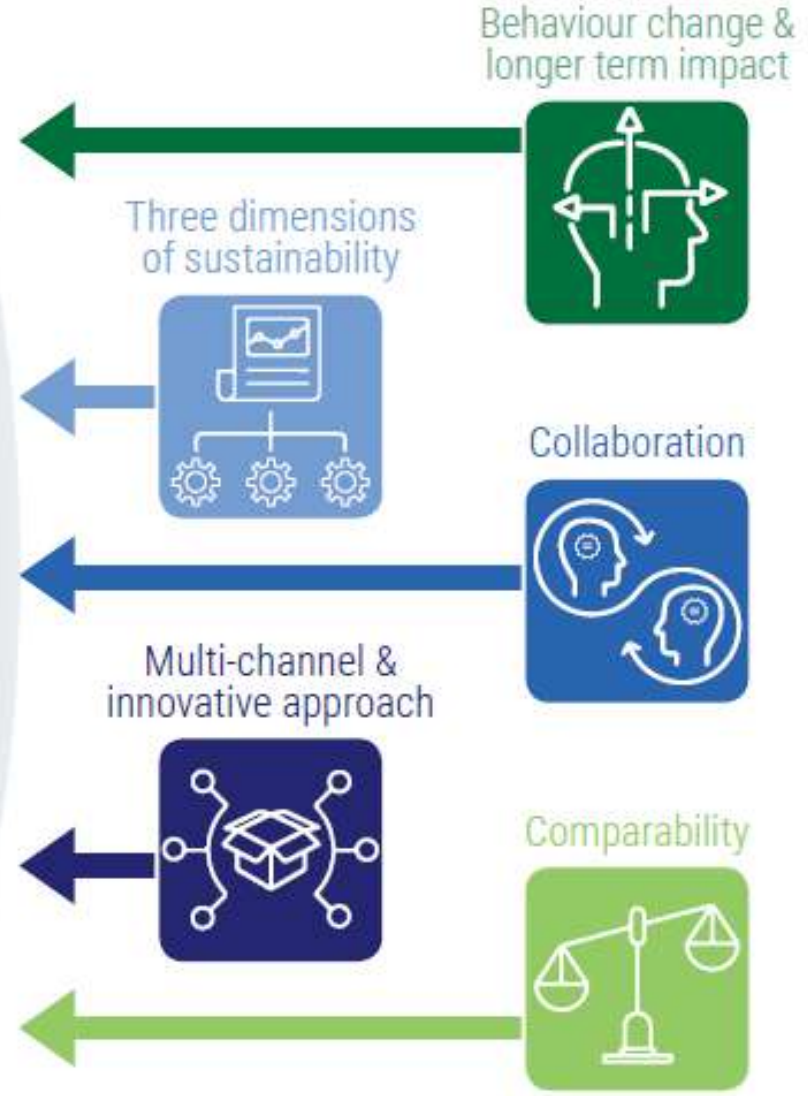
EXAMPLE



This milk is produced to certified organic standard from cows free to roam with their calves. Find out more www.ourmilk.org



The 'Aspirational Principles'






Three Dimensions of Sustainability

Show the complete picture of product sustainability

- Environmental, social, and economic dimension considered
- Burden shifting between the dimensions avoided
- Complementary certification schemes combined

Product: Accommodation	Do
Claim	
Discussion	<p>The Fair Trade Tourism certification raises a set of social, economic and environmental criteria for the following issues:</p> <ul style="list-style-type: none">• Business practice and human resources• Community resources• Cultural heritage• Environmental practice <p>The criteria are partly required and partly voluntary. Certification is based on online assessments, followed by onsite audits by an independent third party auditing firm.</p> <p>The Fair Trade Tourism scheme follows a management based approach and e.g. requires evaluation of and measures for relevant local issues. The owners of the labelling programme provide a consumer information toolkit to support users of the label to engage consumers. More info: www.fairtrade.travel/Downloads.</p>



Behaviour Change and Longer Term Impact

Help move from information to action

- Insights from behavioural science applied
- Consumers actively encouraged to play a role, where appropriate
- Longer-term relationship built with consumer


Product: Washing detergent	Do
Claim	 <p><i>*with courtesy of Procter & Gamble</i></p>
Discussion	<p>Ariel succeeded to help increase the number of consumers that wash their laundry loads at lower temperatures and address the most important environmental hotspot of washing detergents. Ariel introduced the "Turn to 30°" campaign and conveyed the message that their reformulated product is as effective as with usually applied washing temperatures 40° - 60°. This was achieved by making the message easy to understand and available through many touch points (online, media, advertising, on-pack), including at the time when it can most effectively affect the consumer behaviour, namely when loading the washing machine. The effectiveness of the campaign was supported by a consumer survey, which showed that in five years 15% of Ariel consumers adapted to wash at 30°.*</p> <p><small>* The case study is part of the Nudging for Good initiative and available online: http://www.nudgingforgood.com/2015/06/05/how-ariel-make-consumers-saving-energy-by-switching-from-40-or-60-to-30-nc/</small></p>



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

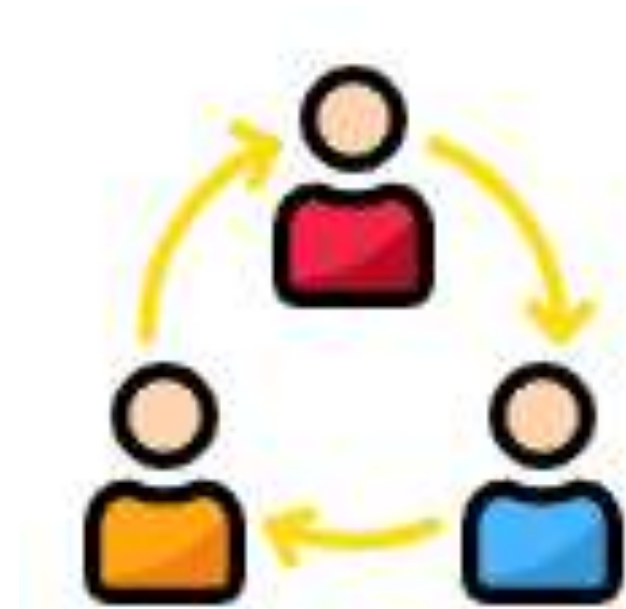
Product: Vegetables and fruits	Do
Claim:	 <p>The advertisement shows two green apples, one in front of the other. The text 'A GROTESQUE APPLE' is written in a bold, yellow, sans-serif font at the top. Below the apples, there is some smaller, less legible text. The background is white.</p>



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

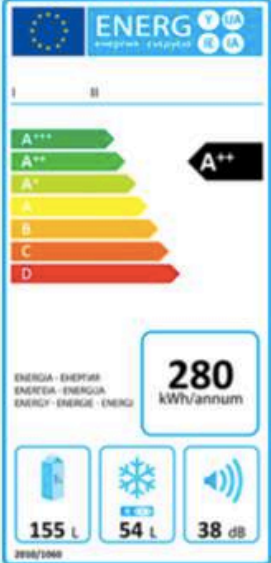




Comparability

Help consumers choose between similar products

- Product comparisons substantiated and helpful for consumers
- Approaches initiated by government or third parties followed
- Specific guidance followed

Product: Refrigerator	Do
Claim	
Discussion	<p>The energy class rating (from A+++ to D) is a relative rating scheme and helps the consumer compare refrigerators within a similar product class based on refrigerator volume. The absolute annual consumption figure supports consumers which are intending to identify the appliance with lowest overall energy use. The energy label is based on a credible system defined by the Commission Delegated Regulation (EU) No 1060/2010 supplementing Directive 2010/30/EU (European Commission 2010).</p>

THE 'ROAD TESTERS'



One planet
inform with care



Challenges



Availability of space on pack

The competition with other messages concerning safety, nutrition, health, and performance was regarded as a great challenge.



Complexity of sustainability information

Road testers acknowledged the difficulty in communicating technical terms the general public, without oversaturating or confusing consumers.

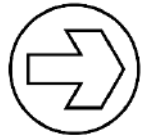


Lack of harmonized approaches

Most standard-setting organizations agree they should increase collaboration with the brands that have a consumer-oriented approach, as well as an extra effort to work towards greater harmonization between the various standard schemes should be taken.



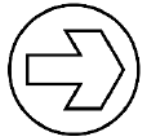
How to further progress in the field?



Provide additional guidance on implementation of the following approaches and principles



Enhance collaborations and create synergies



Work on policy level

Report and case studies are published on the *Product Sustainability Information Hub*:
<http://www.oneplanetnetwork.org/consumer-information-scp/product-sustainability-information-hub>



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VOTE TIME!



A T-SHIRT ?



A CHOCOLATE BAR ?



DO YOU WANT TO LOOK AN EXEMPLE OF ?



Evaluate how the sustainability claims align with the principles in the Guidelines:

- What does it do well?
- What does it do poorly?
- How can it be improved?



Evaluate how the sustainability claims align with the principles in the Guidelines:

- What does it do well?
- What does it do poorly?
- How can it be improved?



- The producer has not assessed, nor addressed social impacts (such as child labour or fair wages to farmers)
- The label Non-GMO is third party verified
- The label Green Product is a label that the producer developed without involving other stakeholders (self-claim) and is not third party verified. The methodology used is based on a recognized methodology by a local university
- The producer does not assess how the chocolate is transported from factory to retailer/ end consumer



- The label 100% Organic is third party verified
- The producer has not assessed, nor addressed social impacts (such as child labour or fair wages to farmers)
- The label 'Green Product' is a label that the producer developed without involving other stakeholders (self-claim) and is not third party verified. The methodology used is based on a recognized methodology by a local university
- The producer does not assess how the t-shirt is transported from factory to retailer/ end consumer
- The producer does not assess water consumption

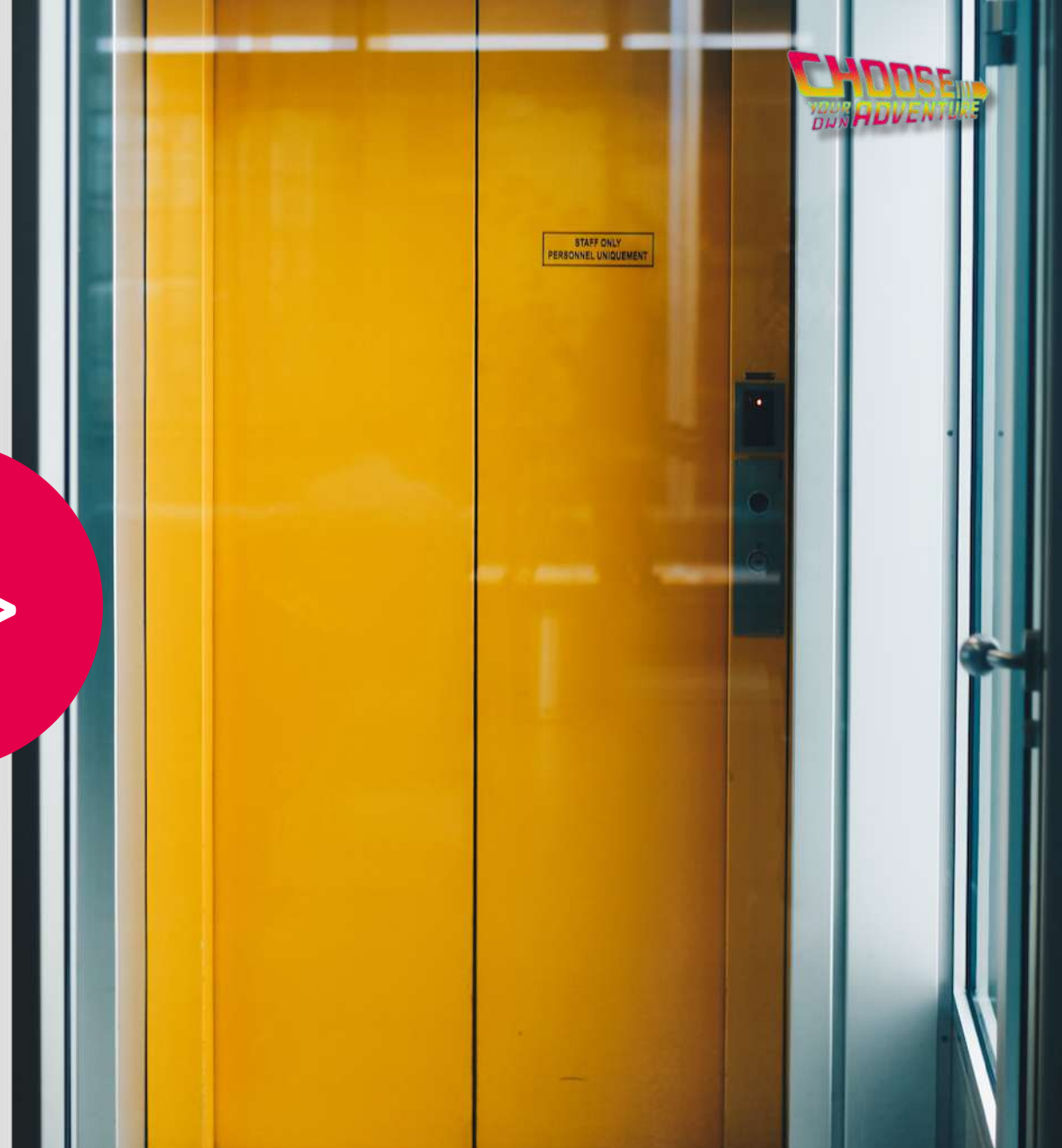




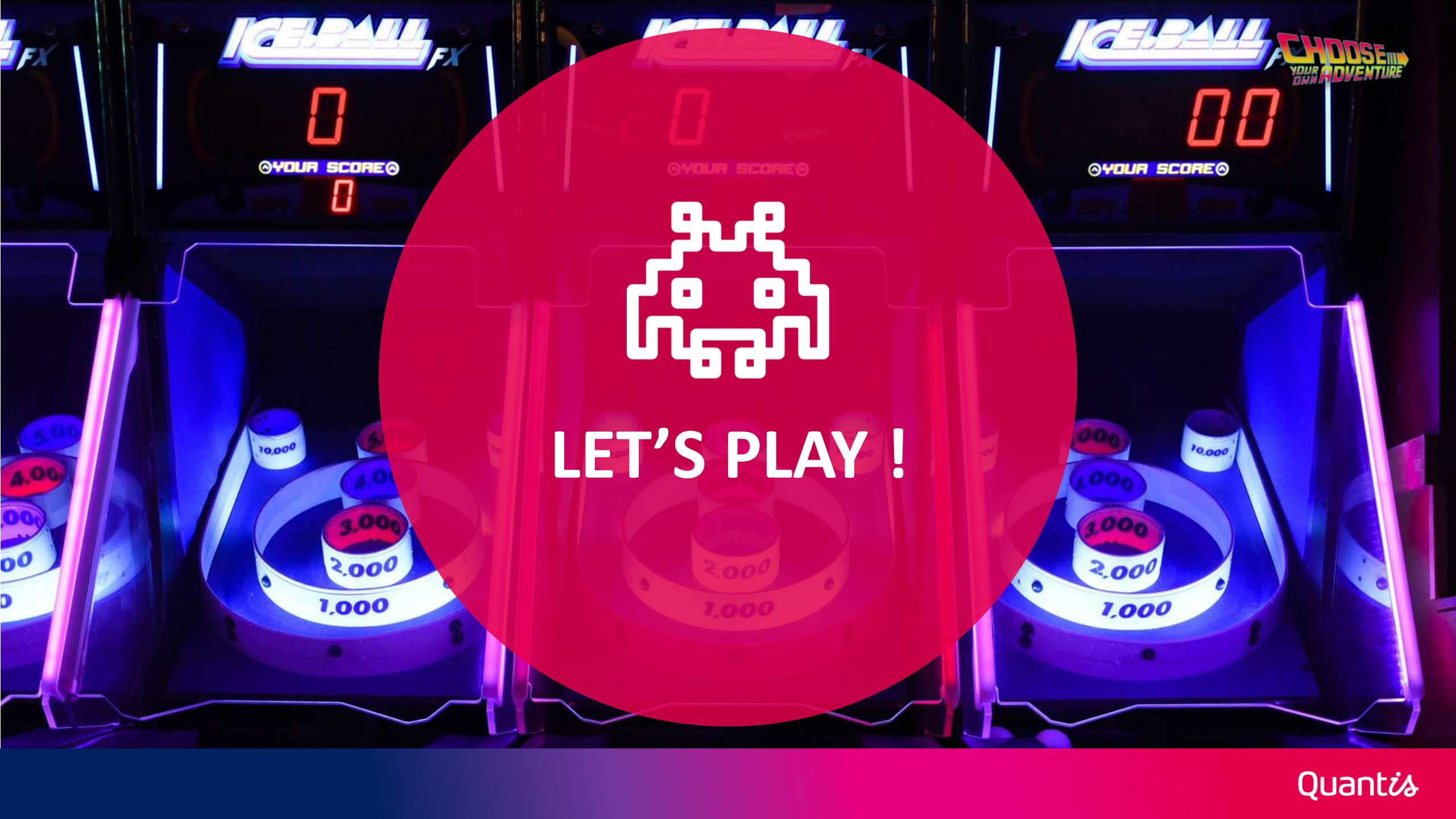
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WHERE WOULD YOU LIKE TO FOCUS ON?



1

GIVE THEM A NUDGE !



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YOUR **ADVENTURE**
DWN

2

TELL A STORY YOUR AUDIENCE CAN
IDENTIFY WITH!





3

BECOME A NEW HABIT!

SOUTHWEST DOUBLE-CHEESE GARDEN FRESH
PROTEIN BURGER



TRADITIONAL CHEESEBURGER



4



ELIMINATE THE TRADE-OFF !

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5

Focus on the experience and relationship!





6

Make it sexy!

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OWN **ADVENTURE**



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7

Build and engage a community!



SUCCESSFUL WAY OF ENGAGING CONSUMERS :

1 > Give them a nudge

2 > Tell a story your audience can identify with

3 > Become a new habit

4> Eliminate the trade-off

5 > Focus on the experience and relationship

6 > Make it sexy

7 > Build and engage a community

Massive small commitments !
Send your engagement pledge to:
communications@quantis-intl.com



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