Chapter 4

BUILDING A COMMUNITY ENGAGED TO CHANGE
Communicating with consumers to make smarter lifestyle choices
+ 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.
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

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.
Reliability

Build your claims on a reliable basis

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

<table>
<thead>
<tr>
<th>Product: T-Shirt</th>
<th>Do (company A)</th>
<th>Don’t (company B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claim and applied method</td>
<td>“Our T-Shirts are organic”</td>
<td>“Our T-Shirts are organic”</td>
</tr>
<tr>
<td>Method: GOTS Version 5.0</td>
<td>Method: [Hypothetical] RTS Standard</td>
<td></td>
</tr>
</tbody>
</table>
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
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

<table>
<thead>
<tr>
<th>Do (company A)</th>
<th>Don’t (company B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concise visual information, complemented by simple text, helps the consumer to understand not only if the product packaging is recyclable but also whether...</td>
<td>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 all of...</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Do (company A)</th>
<th>Don’t (company B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Tea bearing the Fairtrade mark meets the internationally-agreed social, environmental and economic Fairtrade Standards”</td>
<td>“Our tea producers receive fair payment”</td>
</tr>
<tr>
<td><img src="image" alt="Fairtrade Logo" /></td>
<td>No further information is provided on or close to the product.</td>
</tr>
</tbody>
</table>
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
The ‘Fundamental Principles’

Reliability

Transparency

Relevance

Accessibility

Clarity

The ‘Aspirational Principles’

Behaviour change & longer term impact

Three dimensions of sustainability

Collaboration

Multi-channel & innovative approach

Comparability

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

<table>
<thead>
<tr>
<th>Product: Accommodation</th>
<th>Do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claim</td>
<td></td>
</tr>
</tbody>
</table>

Discussion

The Fair Trade Tourism certification raises a set of social, economic and environmental criteria for the following issues:

- Business practice and human resources
- Community resources
- Cultural heritage
- Environmental practice

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.

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.
Behaviour Change and Longer Term 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

*with courtesy of Procter & Gamble

Discussion

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 touchpoints (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°. *

* The case study is part of the Nudging for Good initiative and available online: https://www.nudgingfordgood.com/2013/06/05/how-ariel-make-consumers-saving-energy-by-switching-to-a-30-60-°s-wash/
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
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

<table>
<thead>
<tr>
<th>Product</th>
<th>Refrigerator</th>
<th>Do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claim</td>
<td><img src="image.png" alt="Energy Label" /></td>
<td><img src="image.png" alt="Energy Efficiency Class" /></td>
</tr>
</tbody>
</table>

**Discussion**: The energy class rating (from A+++ to D) is a relative rating scheme and helps consumers compare refrigerators within a similar product class based on refrigerator volume. The absolute annual consumption figure supports consumers who 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 1063/2010 supplementing Directive 2010/30/EU (European Commission 2010).
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
VOTE TIME!
A T-SHIRT?

THINK GLOBAL

ACT LOCAL

OR

A CHOCOLATE BAR?

48% Cocoa

Non-GMO
Natural Ingredients
Sustainably Harvested

CREAMIER & TASTIER
NEW RECIPE!
Dairy Milk

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
HOW TO ENGAGE CONSUMERS ON SUSTAINABILITY
LET’S PLAY !
READ THE FULL 40 PAGES ON THE SUSTAINABLE COMMUNICATION’S RULES?

BEATRIZ TO TELL YOU ABOUT HOW TO MAKE ROBUST COMMUNICATION?

WHERE WOULD YOU LIKE TO FOCUS ON?
GIVE THEM A NUDGE!
2

TELL A STORY YOUR AUDIENCE CAN IDENTIFY WITH!
BECOME A NEW HABIT!
SOUTHWEST DOUBLE-CHEESE GARDEN FRESH PROTEIN BURGER

TRADITIONAL CHEESEBURGER
ELIMINATE THE TRADE-OFF!
Focus on the experience and relationship!
Make it sexy!
Build and engage a community!
SUCCESSFUL WAY OF ENGAGING CONSUMERS:

1. Give them a nudge
2. Tell a story your audience can indentify 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
Choose your own adventure with Quantis

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