Interventions along the value chain

Consumer information & synergies with other tools

Bettina Heller
Consumption and Production Unit
UN Environment
Bettina.heller@un.org
Delivering Sustainable Consumption and Production

Waste Management

Sustainable resource management

Design for sustainability/sustainable product innovation

Resource Efficiency & Cleaner production, Eco-innovation

Sustainable transport

Consumer information

Sustainable procurement

Sustainable marketing

Sustainable lifestyles and education

Sustainable Consumption and Production
Sustainable Public Procurement and Eco-labelling

Two complementary approaches:

SPP (Demand)
Through government purchasing power.

Ecolabelling (Supply)
By identifying and verifying new Ecolabels for more sustainable products.

Combined approaches of voluntary labelling and SPP are important to:

- Stimulate the demand and supply of better products
- Help consumers make better choices
Sustainable Tourism and Eco-labelling - Morocco

- Environmental footprint for hotel accommodation (using methodology & label already existing in France)
- 10 pilot hotels, technical assistance to assess their resource efficiency baseline and develop action plans
- Impact on climate change (kg CO2 / person per night), water consumption, non-renewable resources consumption, and percentage of products that are certified organic.
- At same time informs guests and increases their awareness

Supported by:
Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety
based on a decision of the German Bundestag
Sustainable Consumption Platform - Chile

- **Website** with science-based, clear, comparable and complete information on the sustainability of fast-moving consumer goods to empower consumers and enable them to make well informed, sustainable decisions

- **Incentive for producers** to improve their production practices, raising the sustainability standards of their products, and generate and provide information of the sustainability attributes of their products

- Incorporation of **ecolabels** and information on **corporate sustainability** performance in the website
OBJECTIVE
Support the provision of quality information on goods and services, and effective strategies to engage consumers in sustainable consumption

Co-led by:

Supported by:
Multi-stakeholder Advisory Committee;
Partner institutions;
10YFP Secretariat at UN Environment

www.scpclearinghouse.org
Guidelines for providing product sustainability information

- Improve the reliability of consumer information for sustainable consumption through international consensus
- Set a common ground of minimum requirements to remove potential for greenwashing
- Actively encourage organizations to take leadership and communicate quality, useful information to consumers
- Offer a tool to address...

Sustainable Development Goal 12
Ensure sustainable consumption and production patterns

Target 12.8
By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature
Guidelines for providing product sustainability information

The ‘Fundamental Principles’
- Reliability
- Transparency
- Relevance
- Accessibility
- Clarity

Effective, trustworthy sustainability claim

The ‘Aspirational Principles’
- Behaviour change & longer term impact
- Three dimensions of sustainability
- Multi-channel & innovative approach
- Collaboration
- Comparability