Guidelines for Providing Product Sustainability Information

www.scpclearinghouse.org/consumer-information-scp
Target audience

- Private sector: primary producers, manufacturers, retailers and procurement practitioners, recycling, waste and resource management facilities
- Marketing and advertising professionals
- Labelling and voluntary sustainability standards schemes
- Governments (including sub-national authorities) and public procurement practitioners
- Trade unions, trade or industry sector bodies
- Consumer, environmental and other civil society organisations
- Market surveillance authorities

- Apply the Guidelines for the development of product sustainability information
- Compare/ adapt (upcoming) product sustainability information schemes and policies to the Guidelines
- Check the quality of product sustainability information by comparing to the Guidelines
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 www.ourmilk.org

Example Label
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” Method: GOTS Version 5.0</td>
<td>“Our T-Shirts are organic” Method: [Hypothetical] RTS Standard</td>
</tr>
<tr>
<td>Discussion</td>
<td>Company A has participated in the GOTS certification</td>
<td>Company B bases its claim on its own (hypothetical)</td>
</tr>
</tbody>
</table>
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
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>&quot;Tea bearing the Fairtrade mark meets the internationally-agreed social, environmental and economic Fairtrade Standards&quot;</td>
<td>&quot;Our tea producers receive fair payment&quot;</td>
</tr>
<tr>
<td>For Fairtrade products, a Fairtrade Minimum Price (where it exists) and a Fairtrade Premium must be paid. The use of the label</td>
<td>No further information is provided on or close to the product.</td>
</tr>
<tr>
<td></td>
<td>It is not transparent to the consumer what this claim is based on. Self-declared claims must be backed up by further</td>
</tr>
<tr>
<td></td>
<td>evidence.</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Do (company A) (good practice)</th>
<th>Do (company B) (but improvable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-pack CO₂ label</td>
<td>On-pack CO₂ label</td>
</tr>
</tbody>
</table>
| QR code for additional information | Making information available on complementary channels can aid understanding and decision-making. By providing basic information on-pack, and extending it with a web-based application | If only a carbon footprint label is provided on-pack, consumers do not have the opportunity to verify the information. This is particularly important for labels which are less well-known and where consumers
The ‘Fundamental Principles’

1. Reliability
2. Transparency
3. Relevance
4. Accessibility
5. Clarity

EXAMPLE

Milk

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’

1. Behaviour change & longer term impact
2. Three dimensions of sustainability
3. Multi-channel & innovative approach
4. Comparability
5. Collaboration

EXAMPLE

Label

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

- Join an expert community to exchange good practices and lessons learned
- Non-disclosure
- email ciscp@unep.org

- Download the Guidelines at the 10YFP’s SCP Clearinghouse: www.scpclearinghouse.org/consumer-information-scp
t.co/ywB8YXeR
ISEAL Credibility Principles
First global agreement on credible standards and certification

www.iseal.org/credibilityprinciples
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