

Company Union



Sector: Food & Beverage

Region: Products are sold in Peru

Company [Union](#) claims its product is "Saludable por Naturaleza (healthy by nature)" and its mission "Union" (see the logo) which are communicated through their different products: granola, beverages, and nutritional supplements. However, actions need to be taken in company Union's value chains to fulfil its mission. For this purpose, the company is integrating responsible production along its value chain and consumption concepts through operational and strategic actions in line with the mission. The following is an assessment of compliance with the [United Nations \(UN\) Guideline for Providing Product Sustainability Information \(Guidelines\)](#) of the prototype product and packaging eco-designed under the BBD project: 300-gram granola sold in a polyethylene terephthalate (PET) packaging

Mindset

Life Cycle Thinking: The impacts of 300-gram granola sold in PET packaging were assessed along its life cycle (at the production, consumption and end-of-waste stages). Improvement measures implemented include eco-efficiency actions at the production stage and the switch to less-footprint packaging options. To address the consumption stage, company Union committed to raise awareness of consumers concerning the adequate disposal of waste from their products.

Hotspots Analysis Approach: Environmental and social priority areas along the value chain of the granola product were identified by using the BBD Hotspot Tool. Identified hotspots were high CO₂ emissions and energy consumption due to a set of ingredients sourced from abroad, and waste from plastic packaging (from PET).

Mainstreaming Sustainability: Short- and mid-term socio-economic and environmental improvements measures were developed in a roadmap for company Union. Measures cover an improved mix of suppliers to reduce the CO₂ emissions, switch to biodegradable packaging, an awareness raising campaign of consumers on more sustainable packaging options and improved consumer information in compliance with the UN Guidelines.

Principle 1: Reliability



Compliance assessment: The information in the prototype packaging did not clearly define performance indicators based on reliable data, which is key to verify impacts of production and consumption stages and measure improvements' progress.

Roadmap actions: The company aims to

Principle 2: Relevance



Compliance assessment: The communication in the prototype packaging was lacking relevant elements such as the type of biodegradable packaging, indication on how to dispose of the material, corporate social responsibility initiatives of company Union, among others. On one hand this information would allow differentiating this granola product

strengthen the reliability of the communication contained in the new packaging by i) considering third party verifiers of the claim as biodegradable packaging; and ii) develop eco-efficiency indicators based on reliable data. This will be done with technical support from Grupo Gea (Peru Cleaner Production Center at CER).

Message and logo on the granola packaging will follow and reflect reliable evidence the company has on what has been improved in the production and its value chain. A third-party verifier and the NCPC of Peru will confirm such evidence.

from the competitors, and on the other hand this would allow increasing the awareness raising of consumers.

Roadmap actions: The communication will be improved to address the gaps identified.

The content in the packaging will include relevant information not only about the product but also about the environmental and socio-economic aspects.

Principle 3: Clarity



Compliance assessment: The text is considered clear with regards to the product attributes. However, this lacks clear information on the packaging attributes. The moebius logo was used to express the recyclability of the material which is actually incorrect considering that a more precise logo exists for compostable materials.

Roadmap actions: The recycling moebius logo will be modified and, if need be, replaced to clarify what and how can resulting waste materials be disposed of. Texts used will be in plain and non-technical language.

The connection between the communication content and the product and packaging will be made more clearly, and additional details will be made available to support a better understanding of the product and packaging.

Principle 4: Transparency



Compliance assessment: No sources of data, references and methodologies used, and no contact information for further consultation e.g. on the claim were provided in the prototype packaging.

Roadmap actions: Additional information will be made available to facilitate its validation and traceability. If consulted on specific information on reports and the claim development, company Union may provide the links of relevant sources or send this directly to interested ones.

Interested consumers will be able to ask for the information behind the claim and how this was generated and verified, and get answers to support the validation and traceability. Thus, it will be clear e.g. how, and by whom, the sustainability claim was developed, and who provided the evidence behind the claim as well as how they did so.

Principle 5: Accessibility



Compliance assessment: The prototype packaging did not include any weblink nor contact details in case further information is required by concerned consumers. This does not facilitate a well-informed purchasing decision

Roadmap actions: Company Union plans to make relevant information available on-pack and online. The information package would include the certification of biodegradable packaging (e.g. against the EN 13432), recycling facilities information and a QR code (Quick Response).

Relevant information will be made available on-pack, website and social media.



Fig. 1: The granola product in a prototype packaging

Principle 6: Three Dimensions of Sustainability



Compliance assessment: The three sustainability dimensions were not consistently covered in the packaging prototype.

Roadmap actions: Concise, relevant, reliable, clear, transparent and traceable information on the three sustainability dimensions will be produced and made accessible covering following areas:

- Eco-efficiency indicators for the priority areas identified along the life cycle.
- Attributes of the new packaging and sound management of the waste generated.
- Awareness raising of consumers with respect to an adequate disposal of wastes.
- Joint work with local providers of ingredients and provision of educational support.
- Use of healthier local ingredients.
- Clear trade terms for local providers.

The claim and new communication content on-pack will present selected impacts and actions taken for the three dimensions of sustainability.

Principle 7: Behavior Change and Long-Term Impact

Compliance assessment:



i) Nutrition, ii) concern about single-use plastics, iii) access to education, iv) shared value with local providers, are topics that matter conscious consumers of granola of company Union. These topics have the potential to change consumer behavior and have a long-term impact, but only 'nutrition' and 'sustainable packaging' related topics have been properly addressed in the packaging prototype.

Roadmap actions: The company plans to strengthen consumers' awareness on topics identified for behavior change and long-term impact.

Topics that matter to consumers are referenced in the product packaging. Company Union will strengthen consumers' awareness on these topics.

Principle 8: Multi-Channel and Innovative Approach



Compliance assessment: Only one communication channel was used so far, the printed version in the packaging.

Roadmap actions: The company plans to communicate to consumers through an improved packaging and through other media.

The on-pack claim is the first stage of consumer communication. Additional communication channels will be improved and used to communicate the results and progress made regarding sustainability.

Principle 9: Collaboration

Compliance assessment: Collaboration with three key stakeholders took place to develop the basis for the sustainability claim: Grupo Gea, Universidad la Union and the World Resources Forum. Other significant actors are missing such as consumer or civil society organizations, and packaging or plastics industry representatives.

Roadmap actions: Partnerships with representatives from the civil society, consumers, plastics sector, academia and local Government will be pursued in future.

The BBD Project will strengthen the partnership with the NCPIC and pursue to engage with representatives from the civil society, consumers, industries, academia and local Government .

Principle 10: Comparability



Compliance assessment: This principle states that product comparisons should be used only where it really helps consumers to make sustainable choices. Company Union decided to assess the communication status of competitors to understand their practices, without aiming to present these results to consumers for comparative assertions.

Roadmap actions: Benchmarking with competitors will be performed regularly to assess progress of compliance with the UN guidelines at company Union and its competitors.

