The One Planet Network is the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production.

Sustainable Consumption and Consumer Information

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Agenda

- One Planet Network

- Consumer Information Programme
    - Trust Fund Projects
    - Advance SCP

- Guidelines for Providing Product Sustainability Information
    - Road test results

One Planet network

Implementing Sustainable Development Goal 12

8.4
Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, **in accordance with the 10-year framework of programmes on sustainable consumption and production**, with developed countries taking the lead

12.1
Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

- An implementation mechanism of sustainable Development Goal 12
- The One Planet network: a multi-stakeholder partnership for Sustainable Development
- A network that leads the shift to sustainable consumption and production, providing unified and coherent direction, tools and solutions

Sustainable Food Systems

Consumer Information

Sustainable Lifestyles and Education

Sustainable Tourism

Sustainable Buildings and Construction

Sustainable Public Procurement

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

A multi-stakeholder network that has formed to implement of the 10 year framework of programmes on sustainable consumption and production

611
Programme Partners

22
UN entities in the 10YFP Inter-Agency Coordination Group

130
National Focal Points

Sustainable Food Systems

Sustainable Lifestyles and Education

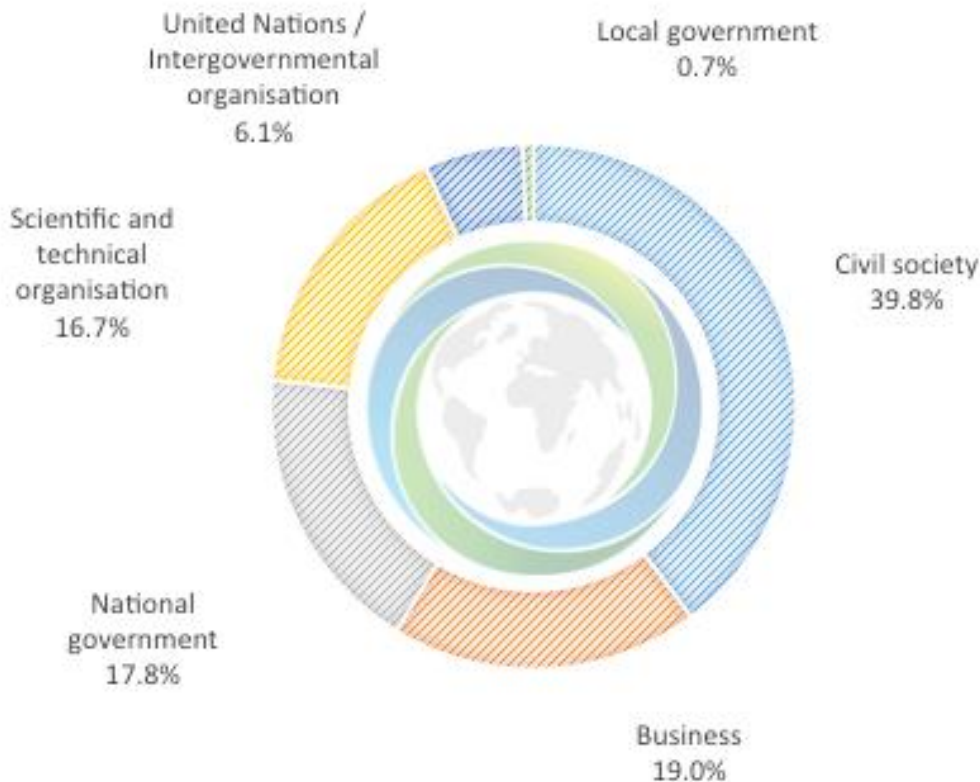Sustainable Buildings and Construction

Consumer Information

Sustainable Tourism

Sustainable Public Procurement

THE ONE PLANET NETWORK
INDICATOR 2.1

United Nations / Intergovernmental organisation
6.1%

Local government
0.7%

Scientific and technical organisation
16.7%

Civil society
39.8%

National government
17.8%

Business
19.0%

OBJECTIVE

Support the provision of quality information on goods and services, and effective strategies to engage consumers in sustainable consumption

www.scpclearinghouse.org

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The One Planet Network is the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production.

Co-led by:

Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

Ministry of Environment and Forestry
Republic of Indonesia

CONSUMERS INTERNATIONAL

Supported by:

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

Activities/ portfolio

Guidelines

Consumer Information PROGRAMME | International Trade Centre | UN environment

Guidelines for Providing Product Sustainability Information

Global guidance on making effective environmental, social and economic claims, to empower and enable consumer choice

Working groups

Communicating Products' Social Impacts

A White Paper of the One Planet Network Consumer Information Programme

Social Impact Communication

A working group of:
The 10YFP Consumer Information Programme for Sustainable Consumption and Production (CI-SCP)

WORKING GROUP 2: ECOLABELS TYPE I

Led by GEN and the *Advance SCP project* (funded by BMUB through IKI) implemented by GIZ Thailand

GLOBAL ECOLABELLING NETWORK

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Improving collaboration between sustainable public procurement and sustainability labels and standards *(with SPP Programme)*

Work on product lifetime extension

The Long View
Exploring Product Lifetime Extension

3 Trust Fund projects

Sri Lanka

Mi Código verde

CCFA 中国连锁经营协会
China Chain Store & Franchise Association

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

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ADVANCE SCP

FCh
FUNDACIÓN CHILE

Development of an eco-label in Sri Lanka

- Development of a **Life Cycle Inventory database** (rice processing, tea, dairy)

- Development of a **green product certification scheme** for a selected dairy product category and assisting two companies to apply it

- Assessing and increasing **consumer awareness** on sustainability issues, use of information and available green product certification

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China Research Program on Consumer Awareness and Behaviour Change in Sustainable Consumption

UN environment

- Consumer survey conducted in 10 cities

- Two expert committee meetings, with representatives of academia, government, retailers, UN agencies and NGOs organized

- 3 media events held during Sustainable Consumption Week

Three major publications:

1) China Sustainable Consumption Research Programme: Report on Consumer Awareness and Behaviour Change in Sustainable Consumption

2) Guidelines on Responsible Seafood Sourcing for China Retail Industry

3) Guidelines for Chinese Retailers Towards Sustainable Consumption

CCFA
中国连锁经营协会
China Chain Store & Franchise Association

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Sustainable Tourism and Ecolabelling - 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**

Guidelines for Providing Product Sustainability Information

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Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

International
Trade
Centre

UN environment

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

Context

NATIONS UNIES

EP

UNEP/EA.3/Res.4

Distr. générale
30 janvier 2018

Français
Original : anglais

**Assemblée des Nations Unies
pour l'environnement du Programme
des Nations Unies pour l'environnement**

Assemblée des Nations Unies pour l'environnement
du Programme des Nations Unies pour l'environnement
Troisième session
Nairobi, 4-6 décembre 2017

3/4. Environnement et santé

L'Assemblée des Nations Unies pour l'environnement,

Rappelant la résolution 70/1 de l'Assemblée générale, en date du 25 septembre 2015, intitulée
« Transformer notre monde : le Programme de développement durable à l'horizon 2030 », par laquelle
l'Assemblée a fait sien le document final du Sommet des Nations Unies consacré à l'adoption du
programme de développement pour l'après-2015,

Rappelant également la Déclaration de Rio sur l'environnement et le développement,
la Déclaration de Johannesburg sur le développement durable, le Plan de mise en œuvre du Sommet
mondial pour le développement durable et le document final de la Conférence des Nations Unies sur
le développement durable, intitulé « L'avenir que nous voulons »,

Target audience

Private sector: primary producers, manufacturers, retailers and procurement practitioners, recycling, waste and resource management facilities

Marketing and advertising professionals

Apply the Guidelines for the development of product sustainability information

Labelling and voluntary sustainability standards schemes

Governments (including sub-national authorities) and public procurement practitioners

Compare/ adapt (upcoming) product sustainability information schemes and policies to the Guidelines

Trade unions, trade or industry sector bodies

Consumer, environmental and other civil society organisations

Market surveillance authorities

Check the quality of product sustainability information by comparing to the Guidelines

The Mindset

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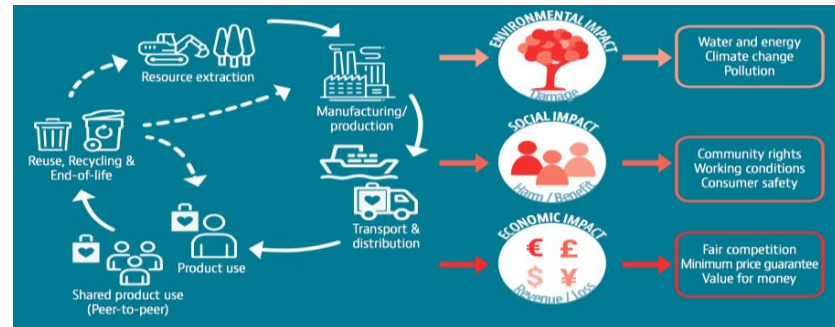
- **Hotspots Analysis Approach:** To identify the most impactful or relevant stages, activities, material and energy flows and impacts within a product's life cycle.

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

Guidelines for Providing Product Sustainability Information

The 'Fundamental Principles'

The 'Aspirational Principles'

Reliability

Transparency

Relevance

Accessibility

Clarity

Effective, trustworthy sustainability claim

Behaviour change & longer term impact

Three dimensions of sustainability

Collaboration

Multi-channel & innovative approach

Comparability
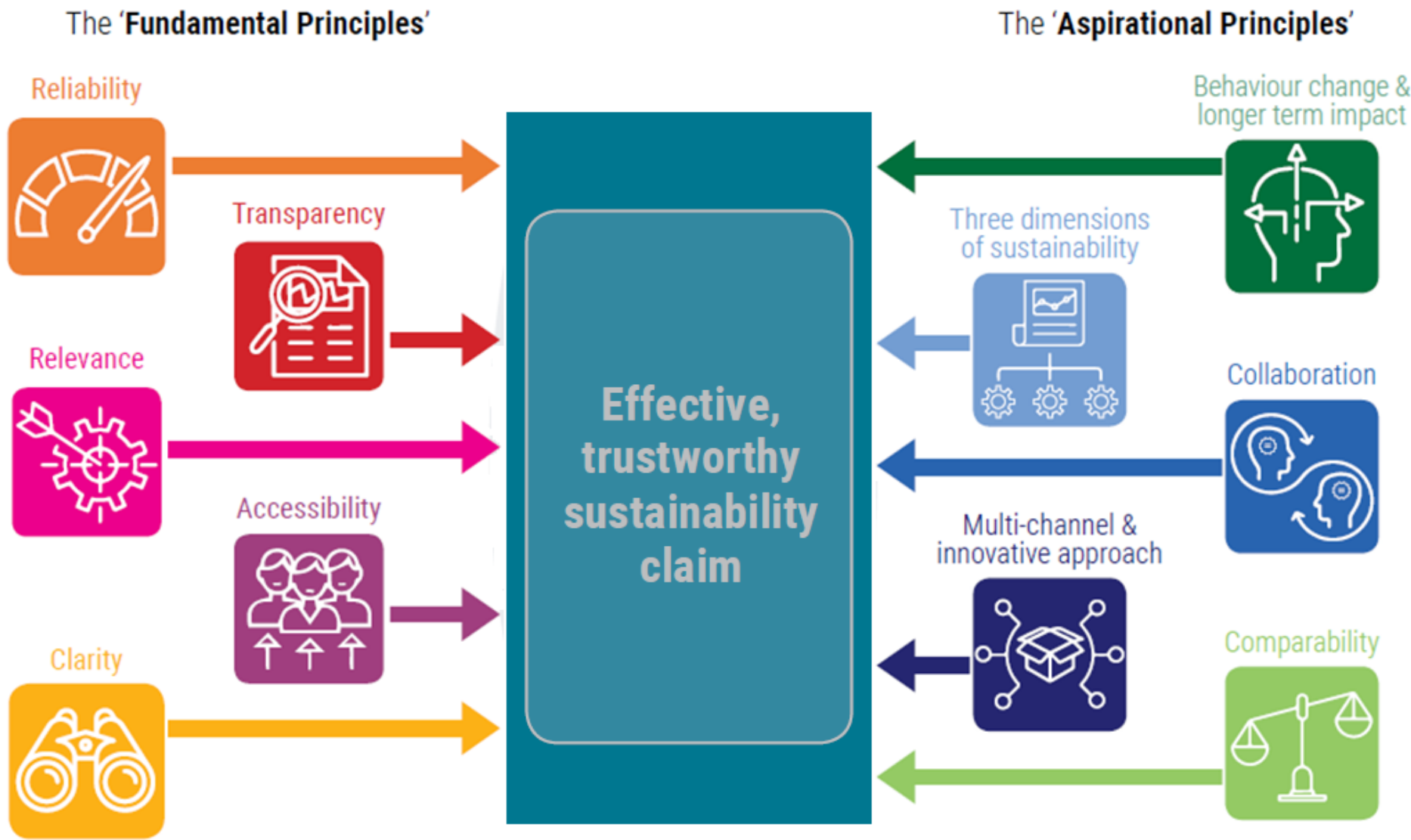
The 'Fundamental Principles'

Reliability

Transparency

Relevance

Accessibility

Clarity

EXAMPLE

Milk

EXAMPLE LABEL

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'

Behaviour change & longer term impact

Three dimensions of sustainability

Collaboration

Multi-channel & innovative approach

Comparability

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"	"Our T-Shirts are organic"
	Method: GOTS Version 5.0	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)
EU Ecolabel www.ecolabel.eu	OZONE FRIENDLY
"Our mattress is eco-friendly and good for your health."	"Our mattress is ozone friendly."

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

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

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)
On-pack CO_2 label	On-pack CO_2 label
QR code for additional information	

The 'Fundamental Principles'

The 'Aspirational Principles'

Reliability

Transparency

Relevance

Accessibility

Clarity

EXAMPLE

Milk

EXAMPLE
LABEL

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

Behaviour change &
longer term impact

Three dimensions
of sustainability

Collaboration

Multi-channel &
innovative approach

Comparability
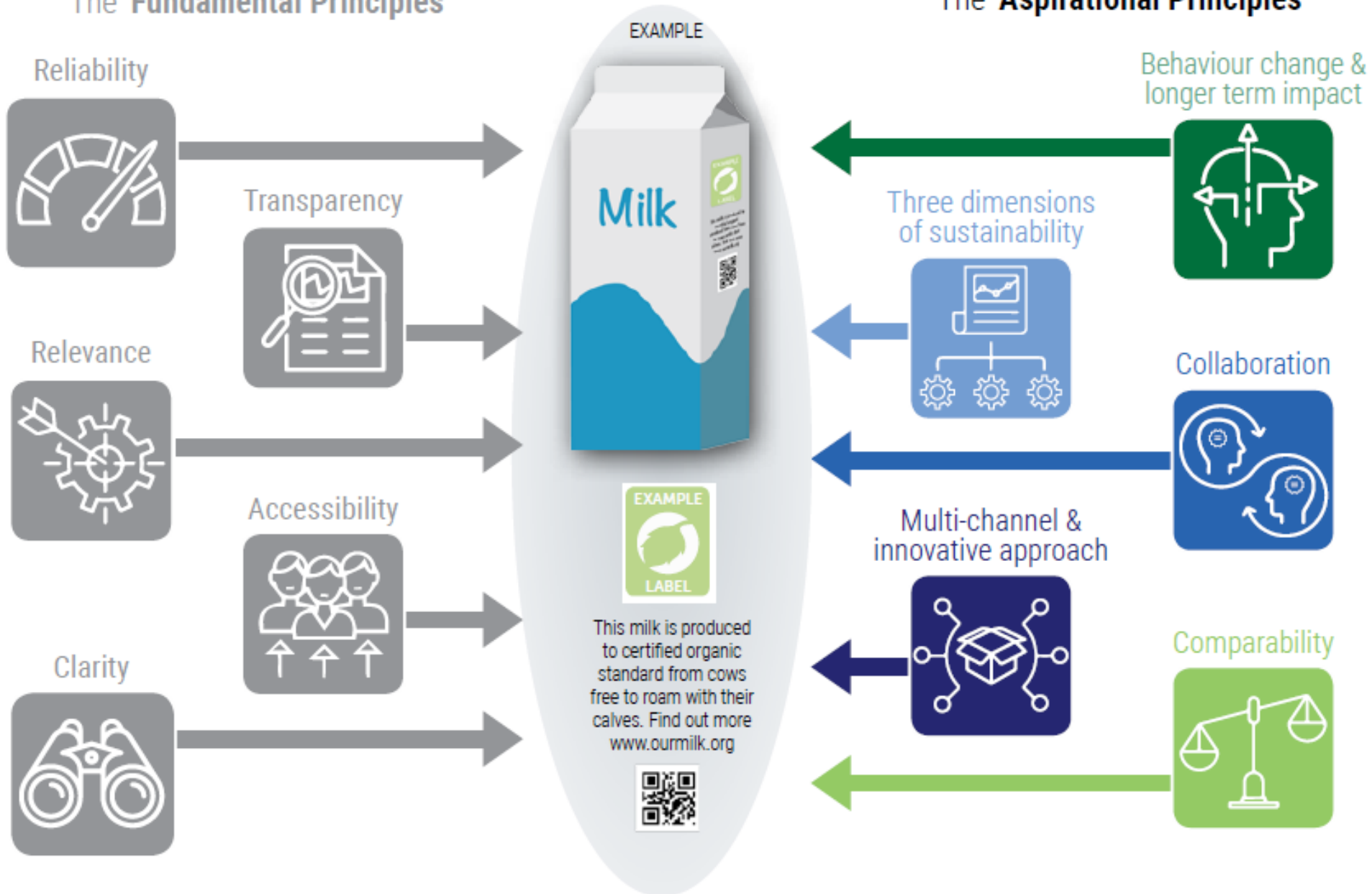
Three Dimensions of Sustainability

- 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	FAIR TRADE TOURISM
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 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	*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 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°.* * 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-pp/

Multi-Channel and Innovative Approach

- Engage with consumers in diverse ways

  - Various complementing communication channels used
  - Different user groups addressed with different channels
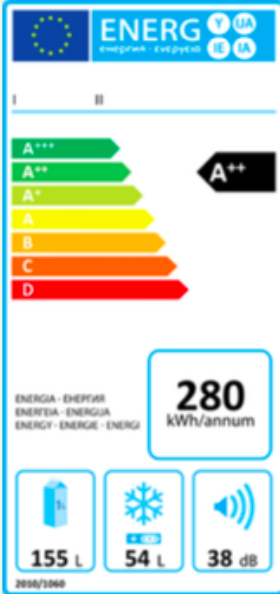 - Information complementary and not overloading the consumer

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
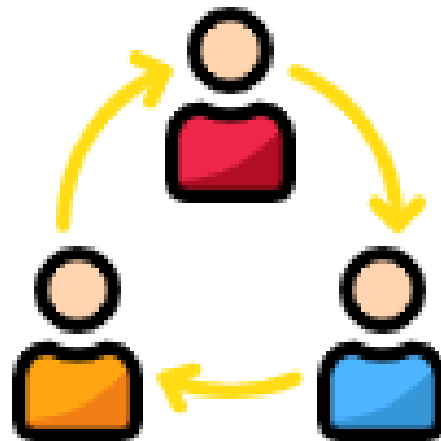
Comparability

- Help consumers choose between similar products

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

The Road Testing Exercise

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To test the **practicality** of the Guidelines for developing or improving product sustainability information

To identify where most **challenges** lie for future work of the Consumer Information Programme

To collect **good practice case studies** and lessons learned in different regions and sectors

For companies & standard-setting organisations: Serve as reference to compare their sustainability claims or their certification schemes to the Guidelines

Road Testers

UN environment

General Results

Overall pertinence of the two categories of principles propounded by the Guidelines (fundamental and aspirational principles) was confirmed

The 10 Principles are easy to comprehend and have the potential to help organizations improve the communication tools they employ

The application of the Guidelines can indeed make claims more objective, consistent and clear for consumers

However…
Challenges and strengths in applying the different principles might vary over types of organizations and claims (i.e. regarding challenges and strengths in meeting different principles)

Main 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 to the general public, without oversaturating or confusing consumers.

Lack of harmonized approaches
Collaboration should be increased between standard-setting organisations and the brands that have a consumer-oriented approach, as well as an extra effort to work towards greater harmonization between the various standard schemes.

How to further progress in the field?

UN environment

Provide additional guidance on implementation of the following approaches and principles

Hotspots Analysis Approach

The majority of road testers were not familiar with this approach prior to the road testing. More guidance is needed in order to clarify what hotspots analysis means and its relevance to communicating product sustainability information.

Principle 4 (Transparency)

The potential that new technologies can bring for progress in this principle should be recognized and further discussed, considering that data-enabled technologies provide information to consumers first hand in real time, while also addressing the challenge of limited space on pack.

Principle 6 (Three Dimensions of Sustainability)
Considering there are still no internationally recognized standards or labels that cover all three aspects of the full life cycle, the Guidelines suggest that companies look at combining standards and methodologies to ensure all three dimensions of sustainability are taken into account.

Principle 7 (Behaviour Change and Longer Term Impact)
Further guidance should be provided on how to monitor changes in behaviour of consumers. This process is regarded as demanding and onerous, especially for small and medium sized organizations.

Principle 8 (Multi-Channel and Innovative Approach)
This principle was found to be more challenging for standard-setter (as opposed to companies). 72% of them shared the desire of developing additional multi-channel and innovative activities to better engage consumers.

Principle 9 (Collaboration)
It was recognised as a crucial next step to involve consumers in the development of the claims. The results also pointed out the necessity of additional advice on how small and medium sized organizations could use their limited resources and capacity to involve relevant stakeholders (partners) during the development of the claims, ultimately aiming at building an open and inclusive process.

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→ **Enhance collaborations and create synergies**

- Build partnerships with a focus on a **replication effect**

- Promote activities to **strengthen collaboration with retailers** considering their role in promoting more sustainable goods in a visible and appealing way to end consumers

- Collaborate for **country level awareness raising** and identification of national specificities

How to further progress in the field?

UN environment

➡️ **Work on policy level**

- Link to **national processes and instruments**, although recognizing that consumer information is an issue that needs international consensus

- Engage with **national marketing surveillance** authorities and regulators responsible for overseeing consumer marketing and claims on a national level

- Continue to lift the Guidelines to a **more political and strategic global sphere**, for which the involvement of governments will be crucial

Road Testers' Testimonies

"The guidelines are accessible and can be easily applied to existing certification schemes, such as our own Leaping Bunny certification for products and brands which do not test on animals."

"The Guidelines have offered us a clear learning on how to communicate the sustainability attributes of our products to consumers and the exercise was a turning point for a deep reflection on such communication."

"In our future development we'll be happy to apply the Guidelines to other claims."

"The approach of applying those guidelines at each new claim is very helpful to write a consistent and complete story. It needs to be a quicker process but very helpful for all sustainability communication."

Road Testing Case Studies

Mondelēz International

Sector: Food and Agriculture
Region: Global headquarters in Chicago, USA. Products sold in 160 countries world-wide

Mondelēz International's claim is the logo of the Cocoa Life sustainability programme, which appears on the following chocolate brands: Freia, Marabou, Cadbury Dairy Milk, Cote d'Or, Suchard and Daim. The logo will appear on Milka from Q3 2018. Cocoa Life is a third-party verified cocoa sustainability programme to strengthen the **cocoa supply chain** while transforming the lives and **livelihoods of farmers** and their communities. It is grounded in actions such as providing farmer training on good agricultural practices, climate smart agriculture, additional sources of income and business management, as well as developing and implementing Community Action Plans and improving access to planting materials, seedlings and financial resources. The programme helps the communities address the dynamic and complex challenges they face on **environmental, social and economic dimensions** – all of which are interrelated and demand a holistic approach to solve. Launched in 2012, Cocoa Life is investing US$400 million by 2022 to capacitate at least 200,000 cocoa farmers and reach one million community members in six key **cocoa growing countries**: Ghana, Côte d'Ivoire, Indonesia, India, the Dominican Republic and Brazil. This effort builds on the Cadbury Cocoa Partnership, which was founded in Ghana in 2008.

Mindset

Life Cycle Thinking: The impacts at the agricultural stage (cultivation phase) of the product development process are assessed, ranging from access to education and business training for farmers to empowering women. Mondelēz is committed to hold itself and all partners along the cocoa supply chain accountable to ensure lasting, positive change.

Hotspots Analysis Approach: Cocoa Life always starts with a needs assessment to build the most relevant interventions in the agricultural practices in different communities across the world. Although the claim was not based on a comprehensive product hotspots analysis, this approach is considered at the farm and community levels.

Mainstreaming Sustainability: "Without cocoa, there is no chocolate. Without the next cocoa farming generation, there is no cocoa." This is at the heart of why Mondelēz International created the Cocoa Life programme in 2012. The company followed a development process based on a long-term roadmap, which includes the socio-economic and environmental aspects as crucial to improve their products' performance over time.

Principle 1: Reliability

To verify impact on farmers and their communities and measure progress towards the goal of sourcing all cocoa sustainably, consistent evaluation is needed. Cocoa Life works with two independent third party verifiers – Ipsos and FLOCERT. FLOCERT is responsible for measuring the progress on the ground by conducting farmer, farmer household and community studies. These studies are designed to evaluate Cocoa Life's 10 global Key Performance Indicators (KPIs). FLOCERT verifies the flow of cocoa from Cocoa Life communities into the Mondelēz supply chain. It also verifies the benefits cocoa farmers receive, such as premium payments and clear trade terms. Experts and the research and development team are involved and provide evidence to generate farm-specific recommendations, which improve the efficacy and cost-effectiveness of the project interventions.

> The message and the logo conveyed on the chocolates follows and reflects the evidence the company has on what has been developed on the ground. Third party verifiers confirm such evidence.

Principle 2: Relevance

The claim highlights elements that make a difference to the overall sustainability performance of the cocoa. The hotspots at the cultivation phase include the farm environment, improved agricultural practices to enhance cocoa productivity, and community development that supports creation of additional livelihoods.

> The claim is based on a voluntary initiative that exceeds regulatory requirements of the production countries and the consumption countries. It helps to maintain the best farm environment which is crucial to improve cocoa productivity over time.

Principle 3: Clarity

The logo of the programme is applied only to the brands that source their cocoa volume through the Cocoa Life programme. Next to the logo there is a text that explains the context in which the programme is taking place, such as "Let's help together, to improve the livelihoods and agricultural practices of Cocoa Life cocoa farmers". Also, there is a link to the programme website, where consumers can find more detailed information.

> The connection between the claim and the product is clear and additional details are available online to support a better understanding of the claim. Consumers can access detailed information in progress reports, executive summaries, info-graphics and fact sheets available online.

Principle 4: Transparency

Additional information is available on the website which is written in plain and non-technical language. It is also possible to access progress reports and information on the development of the claim.

> Consumers can trace the information behind the claim, and how it was generated and verified. It is clear how, and by whom, the sustainability claim was developed; and who provided the evidence behind the claim, and how.

Principle 5: Accessibility

If the brand sources cocoa through the Cocoa Life programme the logo is, in general, placed front and/or back of pack with appropriate size and the use of colorful fonts.

> The information is available on-pack, website and social media.

Principle 6: Three Dimensions of Sustainability

Environmental: Maintenance of the cocoa ecosystems and protecting the land. Investment in farmer training on good agricultural practices, planting of shade trees and rehabilitation of farms, mobilizing communities to prioritize forest protection and more. Fertiliser and usage of chemicals is also addressed as part of the good agricultural practices training.

Social: Multi-stakeholder collaborative programme design and oversight, tailor-made programmes for women, facilitating the development and implementation of Community Action Plans, youth engagement programmes, improved access to education and acting against child labor.

Economic: Assurance of clear terms of trade for farmers. Training in good agricultural practices and additional sources of income. Access to finance, financial literacy training as well as business management training to improve livelihoods.

> The claim communicates selected impacts in all three dimensions of sustainability, and addresses these impacts through the actions outlined above.

TOGETHER, LET'S HELP THE COCOA FARMERS IN COCOA LIFE AND THEIR FAMILIES THRIVE. TOGETHER, LET'S HELP IMPROVE THEIR LIVELIHOODS AND THEIR AGRICULTURAL PRACTICES. FOR TODAY AND TOMORROW. JOIN US IN BUILDING THE FUTURE OF COCOA

Road Testing Case Studies

Aditya Birla Fashion & Retail Limited (ABFRL)

Sector: Apparel & Retail
Region: Based in India, product sold in India

Aditya Birla Fashion and Retail Ltd. (ABFRL) is the Fashion & Retail business vertical of Aditya Birla Group. The company is the custodian of leading fashion brands in India: Louis Philippe, Van Heusen, Allen Solly, Peter England and Pantaloons.

ABFRL's product sustainability claim appears on Earth Chinos produced by one of its brands, Peter England. The Earth Chinos have a smart hangtag that allows consumers to access information behind the making of the chino trousers. The information available on the hangtags answers the following questions:

- Where was it made?
- Who made it?
- Which dyes were used?

The product sustainability claim made by ABFRL is based on a Life Cycle Assessment (LCA) that compared the environmental impacts of the EarthColors® natural dyes used in Earth Chinos with conventional petrochemical dyes.

Mindset

Life Cycle Thinking: Earth Chinos are made with dyes that are synthesized from non-edible agricultural or herbal industry waste, such as leaves or nutshells, leaving the edible part still available for food consumption. During the synthetization of EarthColors®, 100% of the natural raw material is transformed to a new dyestuff, guaranteeing full waste management into own production. According to the LCA, the use of natural dyes was found to have 350 times less impact on water footprint, 700 times less harmful impact on human wellness because of fewer chemicals, 400 times less CO_2 emissions and 600 times less negative impact on natural resources.

Hotspots Analysis Approach: A hotspots analysis for the dye manufacturing was performed by Archroma, a chemical manufacturing company. Hence, the sustainability claim focuses on the dyeing process and the use-phase of the garment is not considered.

Mainstreaming Sustainability: At ABFRL, all sustainability initiatives are carried out as part of the 'ReEarth' movement. ReEarth is a movement to "give back to our planet what we've taken from it over the years". ABFRL set itself the target of becoming the most sustainable apparel and retail brand in Asia by 2020. To this end, product sustainability is driven through four pillars – innovation & development, vendor development & management, quality and customer centricity.

Principle 1: Reliability

Based on the application of Near-field communication (NFC) technology, EarthColors® dyestuffs are bluesign system and Global Organic Textile Standard (GOTS) approved products. EarthColors® received the Outdoor Gold Industry Award 2017 in the Sustainable Innovations category, as one of the most innovative products of the industry.

Smart hangtags provide details on the origin of dye, tailor, fabric and the manufacturing facility, therefore providing 100% traceability of the production process. Scientific methods of assessing impacts of natural dyes vis-a-vis petrochemical dyes were used and these are made publically available on the website.

Principle 2: Relevance

The claim highlights elements that make a difference to the overall sustainability performance of the product, in this case it is the dyeing of the Earth Chinos garments. The EarthColors® technology helps to reduce the water footprint and preserve natural resources, compared to conventional dyes that are made from petrochemicals that are known to be potentially hazardous to the natural environment and workers.

As part of ABFRL product stewardship initiatives, a study to understand the hotspots in the sector was carried out. As a result, water, energy and chemicals were found to be the highest impacts for apparel – and those are the issues addressed in this claim – making it relevant to the product and its supply chain.

Principle 3: Clarity

The smart hangtags associated to each trouser ensure that the claim is for the specific product only and not for all clothing sold by the company. It is clear for the consumer that the claim is related to the dye used in the trouser.

The connection between the claim and the product is clear and additional details are available online to support a better understanding of the claim. Consumers can access detailed information in progress infographics and videos available online.

Principle 4: Transparency

Confidential information related to the garments is not open to the public, but can be shared with a competent body to allow for auditing purposes. Earth Chinos provide consumers with details on the origin of dye, tailor, fabric and the manufacturing facility, through the smart hangtag on the garment. The developer of the claim and provider of evidence are published.

Although the method of creation of the dye is patented, information on the traceability and generation of claim (methods and sources) is published. It is clear how, and by whom, the sustainability claim was developed; and who provided the evidence behind the claim.

EARTH CLAY
[Beetroot]
This shade of wine has been derived from Beet plant.

Example of a product communication, available at point of sale to consumers of the Earth Chinos, revealing more information about the natural dyes used.

Principle 5: Accessibility

The smart hangtags are placed on the garment and therefore readily available to consumers at all times when in retail outlets. Further details on the claim are available on Peter England's website and through social media.

The smart hangtag, the website and social media channels make the sustainability claim clearly visible and easily accessible to consumers.

Principle 6: Three Dimensions of Sustainability

Environmental: Using natural dyes leads to reduced chemical usage, water consumption and also reduced CO_2 emissions.

Social: The Life Cycle Assessment also addresses a social aspect, which is the less harmful impact on human wellness due to fewer chemicals.

Environmental is the main dimension that is communicated in the EarthChinos claim.

Thank you!