



# CHOOSE YOUR OWN ADVENTURE

WITH Quantis

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

# Chapter 1

**CHOOSE**   
YOUR OWN **ADVENTURE**



## **GATHERING YOUR (UNLIKELY) ALLIES**

Internal engagement to drive comprehensive change from the inside





VOTE TIME!

DO YOUR EXPENSE REPORTS

GET ENGAGED TO CHANGE

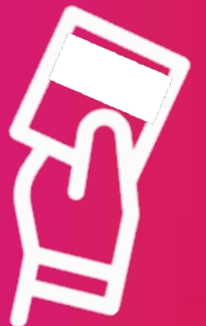
OR

**CHOOSE**   
**YOUR OWN ADVENTURE**

WITH Quantis

WHAT DO YOU WANT TO DO NOW?

Quantis





- + LISTEN WITH ATTENTION
- + SPEAK WITH INTENTION
- + AND HAVE FUN

**CHOOSE**   
YOUR OWN **ADVENTURE**



## CHAPTER 1. GATHERING YOUR (UNLIKELY) ALLIES

Internal engagement to drive comprehensive change from the inside

- # internal engagement
- # culture for change
- # motivating & goal setting
- # empowering teams
- # sustainability buy-in
- # cross-cultural understanding



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Madeline Honoré, Bledina Brand Manager - **Bledina**  
Elodie Parre, CSR Director - **Bel Group**

## CHAPTER 2. FINDING YOUR COLLECTIVE BATTLE CRY

Building true and credible sustainable brand positioning that responds to the greater need

- # embedding values in brand actions
- # sustainability brand story
- # from reason to believe
- # reason for being
- # addressing your commitments



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Dick Ivansson, Head of Communications - **IceBug**

## CHAPTER 3. ARMING YOUR TEAM FOR GOOD WITH SMART TOOLS

Achieving next-generation eco-design in the consumer goods sector

- # game-based training
- # sustainable products and packaging
- # metrics-based decision making
- # eco design way of working



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## CHAPTER 4. BUILDING A COMMUNITY ENGAGED TO CHANGE

Communicating with consumers to make smarter lifestyle choices

- # driving societal change through purpose
- # consumer communities
- # using credibility to build trust
- # nudging habit changes
- # making sustainability sexy
- # change makers



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**Amanda Martin**  
*Lead Sustainability  
Communications Consultant*

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**Lori Gustavus**  
*Director – Group  
Communications & Marketing*

**Quantis**



**Madeline Honoré**  
*Bledina Brand Manager*

**Blédina**



**Elodie Parre**  
*CSR Director*

**Bel Group**





WHEN FACING A TOUGH CHALLENGE ...





## STEP1. GATHER YOUR ALLIES

# PART 1: UNDERSTANDING EACH OTHER



# Microculture

From Wikipedia, the free encyclopedia



**Specialized subgroups** with a shared core culture, marked with their own **languages, symbols, ethos and values**.

Today industrial societies are permeated by many microcultures.

## Tools for understanding each other:

- Participant observation
- Ethnographic interviewing
- Dialogue and listening
- Language taxonomy



VOTE TIME!





OR



DO YOU WANT TO ...





# Branding

- target audience
- focus groups
- needs/wants/tensions
- brand positioning
- brand benefits
- reasons to believe





**positive  
impact**

**higher  
purpose**

**work in  
sustainability!**



# **CULTURE OF *SUSTAINABILITY* ?!?!**



## Branding/Marketing Speak



Target audience

## Sustainability Speak



Stakeholders


*Who you speak with?*

## Branding/Marketing Speak



Focus groups &  
market research

## Sustainability Speak



Materiality  
assessment

*How you connect with them?*



## Branding/Marketing Speak



Reasons To Believe

## Sustainability Speak



Metrics

*What backs up your story?*

## Branding/Marketing Speak



Strat Plan/  
Marketing plan

## Sustainability Speak



Sustainability  
Report

*The name of that big document you spend each year developing and serves as your “bible”?*



## Branding/Marketing Speak

Generate sales ...

... and build brand value

## Sustainability Speak

Ensure the business  
lasts in the long-term

...

*Your purpose?*



VOTE TIME!





**STRIKE A  
POSE**

OR



**DO HEAD-SHOULDERS, KNEES  
AND TOES**

**DO YOU WANT TO ...**



# PART 2: GETTING BUY-IN AND INSPIRING OTHERS







SET CLEAR  
GOALS AND  
TARGETS

EMPOWER  
TEAMS TO  
CONTRIBUTE

KEEP TEAMS  
AWARE AND  
ENGAGED



SET CLEAR  
GOALS AND  
TARGETS

BENEFITS  
+ MOTIVATION  
+ INNOVATION  
+ COMMONALITY  
+ CHANGE



Q&A WITH  
**ELODIE PARRE,**  
CSR DIRECTOR OF  
BEL GROUP



# CSR SCORECARD

TO CHAMPION HEALTHIER AND RESPONSIBLE FOOD FOR ALL



## CSR SCORECARD



### SUSTAINABLE FARMING

BEL'S OBJECTIVES	KPI	2017	2018	2020	2025	reorder
Contribute to better life quality and working conditions of farmer partners.	Farmer access to incentive societal schemes.	0%	34%	30%	100%	😊
Promote animal welfare practices to encourage livestock wellbeing.	Farms certified by third-party.	0%	0%	30%	100%	😊
Foster non-GMO feeding of the cows providing our milk.	Milk collected from non-GMO fed cows.	0%	1.8%	50%	100%	😊
Ensure sustainable sourcing for vegetable fat used in our products.	Sourcing certified or under cluster commitment (fina waiting certification).	0%	1.5%	100%	100%	😞



### CARING NUTRITION

BEL'S OBJECTIVES	KPI	2017	2018	2020	2025	reorder
Continuously improve the nutritional quality of our products.	Children portfolio meeting "Bel Nutri+" ambitions (at nutritional profiling system).	0%	65%	70%	80%	😞
Foster healthy consumption habits and lifestyle.	Key countries where a program is implemented for consumers ("EducaNut").	2	4	4	10	😊
	Key subsidiaries where a program is implemented for employees ("Healthy units").	4	23	20	30	😊



### ENVIRONMENTAL FOOTPRINT

BEL'S OBJECTIVES	KPI	2017	2018	2020	2025	reorder
Work towards 100% recyclable-ready and/or biodegradable packaging.	Recyclable-ready and/or biodegradable packaging.	66%	82%	86%	100%	😊
Reach Zero deforestation in our supply chains.	Forest footprint.	0%	0%	0%	0%	😞
Make our operations carbon neutral.	Carbon balance (kg eq. CO <sub>2</sub> per metric ton of finished products).	-384	-388	-338	0	😊
Reduce our global carbon footprint to meet COP 21 targets.	Greenhouse gas emissions vs 2008 (per metric ton of finished products).	-6%	-10%	-13%	-17%	😊
Reduce the water footprint of our plants.	Water consumption vs 2008 (per metric ton of finished products).	-38%	-45%	-58%	-68%	😊



### PEOPLE WELLBEING

BEL'S OBJECTIVES	KPI	2017	2018	2020	2025	reorder
Work towards Zero accident.	BelAFR (Lost Acc. Frequency Rate).	0.2	0.6	0.5	0.0	😊
Promote gender diversity & inclusion.	Share of women in top management.	18%	21%	30%	40%	😞
Develop our employees' talent.	Employees attending training during the year.	79%	73%	90%	100%	😞
Promote social and environmental practices among our suppliers.	Average "EcoVadis" supplier score (/100).	46.8	58.8	58.0	55.5	😊
Provide transparent information to our consumers.	Products with information on Sustainable farming, Caring nutrition and Environmental footprint.	0%	0%	0%	100%	😞



## OUR GOVERNANCE TO ENGAGE ALL EMPLOYEES AT BEL



### CSR COMEX



### COMMITTEES

#### CSR HACKERS CSR FUNCTIONAL EXPERTS

Marketing Dev.  
R&I  
Industrial  
Purchasing  
Communication  
HR  
Risks  
Legal  
Finance  
...

#### CSR ACTIVISTS NETWORK



#### COLIBRIS (Headquarter)



THROUGH:

- > ENGAGING TRAININGS
- > GAMIFICATION
- > ECO-DESIGN TOOLS

EMPOWER  
TEAMS TO  
CONTRIBUTE

EMPOWER  
TEAMS TO  
CONTRIBUTE

THROUGH:

- > ENGAGING TRAININGS
- > GAMIFICATION
- > ECO-DESIGN TOOLS





# LIFE CYCLE PERCEPTION GAME Quantis

- + INTERACTION
- + CONNECTION
- + CRITICAL THOUGHT

*For Life Cycle Training  
And Engagement*



Could we find another 1980's  
image here?

**BENEFITS:**

- + MORE MOTIVATED
- + ACT AS BRAND  
AMBASSADORS
- + TALENT  
RETENTION

**KEEP TEAMS  
AWARE AND  
ENGAGED**



**BENEFITS:**

- + MORE MOTIVATED
- + ACT AS BRAND AMBASSADORS
- + TALENT RETENTION

**KEEP TEAMS  
AWARE AND  
ENGAGED**

Q&A WITH  
**MADÉLINE HONORÉ,**  
BLEDINA BRAND  
MANAGER,  
DANONE FRANCE







# A NEW IDENTITY & A NEW PURPOSE

LAUNCH A MOVEMENT

# CULTIVONS **LE MANGER VRAI POUR BEBE**

# CULTIVATE REAL EATING FOR BABIES





**blédina**

**REAL FOOD FOR BABY**



**SUSTAINABILITY**

**SIMPLICITY**

**CURIOSITY**

**HEALTHY  
HABITS**

**REAL TASTE**

**TRANSPARENCY**





# bledina MANIFESTO JOURNEY in 2019





# 1. EMBORDING BLEDINERS AT « CUEILLETTE DES CURIEUX »





## 2. EMBORDING BLEDINERS IN CULTIV'ACTORS MOVEMENT



From a Mkt lead thinking to a **Sustainable BU-purpose**  
From a brand purpose, to a new BU **organizing principle**

To **root it** deep in the organization  
To drive each Blediner to **FEEL the movement**

Steerco definition  
6 projects to start



Garden



Beehive



Reduce waste



Head office  
decoration



Tree plantation



Reconnect  
saleforce  
to agriculture

Invitation to amplify  
and identify new  
projects

Creation of  
cultiv'actors  
community

Amplifying the  
movement and  
animating the  
community



### 3. PUTTING BLE DINERS AT HEART OF OUR COMMUNICATION



**OUR FARMERS**  
AT HEART OF OUR STRATEGY

**BLE DINERS**  
AT HEART OF OUR COM



Show people  
behind the brand



**STORIES OF  
PEOPLE**





*How will you drive stronger internal engagement around sustainability in your organization?*



**CHAPTER 1. GATHERING YOUR (UNLIKELY) ALLIES**  
Internal engagement to drive company change from the inside


# internal engagement # culture for change # meta  
# empowering teams # sustainability buy-in # cross



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Madeline Honoré, Bledina Brand  
Elodie Parre, CSR

**CHAPTER 2. FINDING YOUR COLLECTIVE BATTLE CRY**  
Building true and credible sustainable brand positioning that responds to the greater need



# embedding values in brand actions  
# sustainability brand story  
# from reason to believe to reason for being  
# addressing your extensibility

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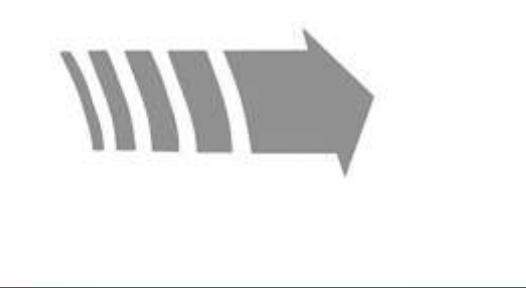
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# game-based training  
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# eco-design as way of working



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**CHAPTER 4. BUILDING A COMMUNITY ENGAGED TO CHANGE**  
Communicating with consumers to make smarter lifestyle choices

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# making sustainability easy  
# change makers



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Beatriz Martins Carneiro, Programme Management Officer - Ecolabeling & Consumer Information Resources and Markets Branch - UN Environment





# Chapter 2

**CHOOSE**   
YOUR OWN **ADVENTURE**

## **FINDING YOUR COLLECTIVE BATTLE CRY**

Building a true and credible sustainability brand positioning that responds to the greater need.





**Amanda Martin**  
*Lead Sustainability  
Communications Consultant*

**Quantis**



**Carole Dubois**  
*Senior Sustainability  
Consultant*

**Quantis**



**Hélène Coulbault**  
*Corp comm and Marketing*

**Nespresso France**



**Dick Ivarsson**  
*Head of Communications*

**IceBug**





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**CHOOSE**   
YOUR OWN **ADVENTURE**



VOTE TIME!

**PINKY  
SHAKE**

**HIGH-  
FIVE**

OR

**DO YOU WANT TO ...**





# PART 1: INTEGRATING SUSTAINABILITY INTO BRAND PURPOSE

# Historically the main reasons to invest in sustainability were focused on **ensuring business compliance and survival**

## KEY MOTIVATIONS FOR INVESTING IN SUSTAINABILITY:

Compliance

Risk Management

Cost Management

**Business Growth Opportunity**





# To achieve true business growth, there must be an integration of sustainability at the Brand Level

## KEY MOTIVATIONS FOR INVESTING IN SUSTAINABILITY:

Compliance

Risk Management

Cost Management

→ **Business Growth Opportunity**

Promotional Strategy

### CORPORATE LEVEL

Sustainability commitments, investments, reporting

CSR

Creating societal value through leading actions

### BRAND LEVEL

Sustainability Integrated Brand Purpose

Cause Marketing

We can define “*Integrating Sustainability into Brand Purpose*” as:

A brand strategy to  
achieve business  
growth by creating  
societal value through  
clear and relevant  
customer benefits.



# Why is it **so important** to integrate sustainability in brand purpose?



Establish your brand(s) in a **leadership position**, differentiating from the dynamic, innovative newcomers often founded on social purpose.



Breathe **fresh air** into classic, well-established brand(s), **giving them meaning** in-line with evolving market demands.



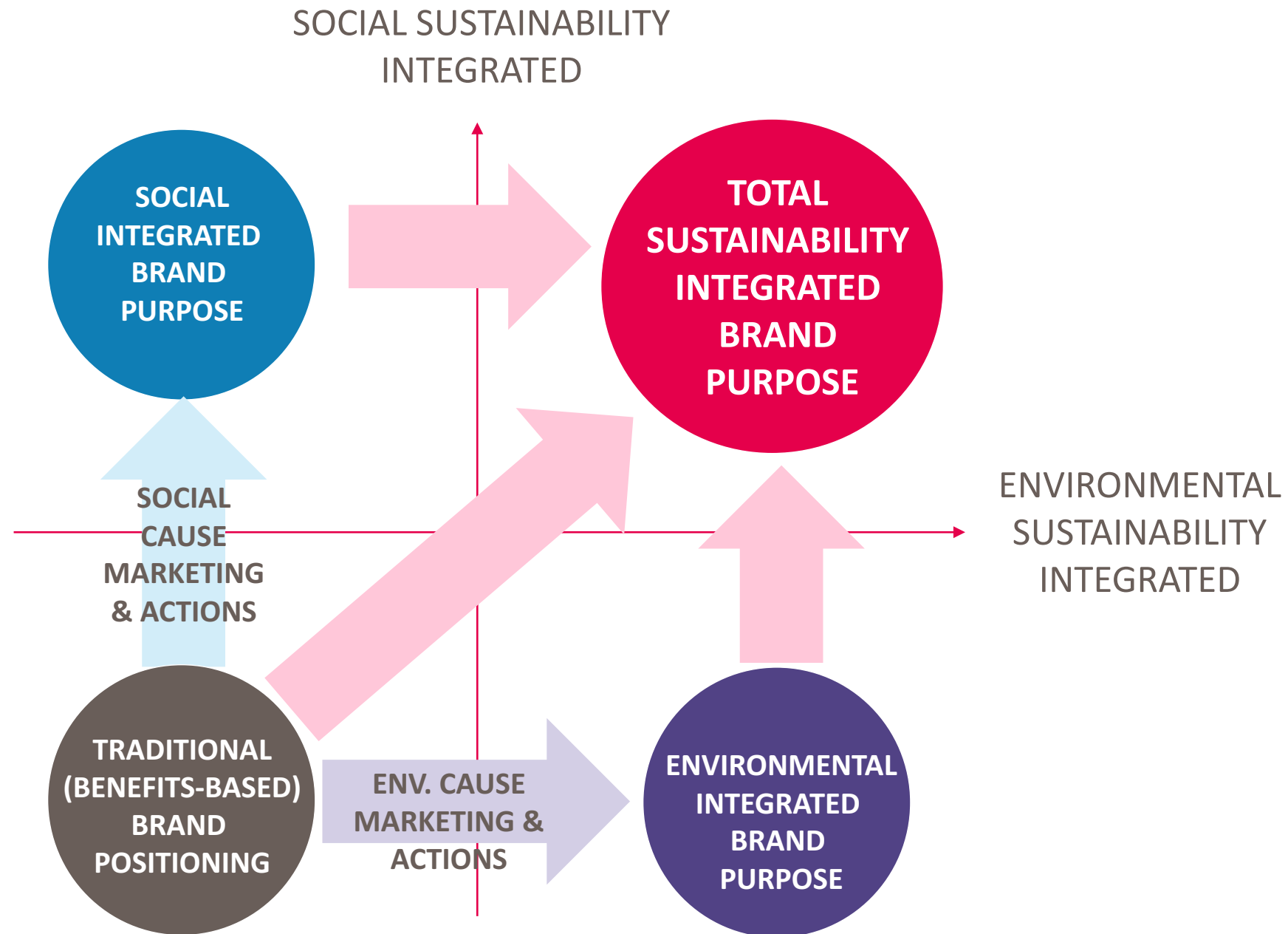
Give your consumers and customers a deeper reason to **maintain brand loyalty** and talk about your brand beyond product benefits.

How do brands  
integrate  
sustainability into  
their brand  
purpose?





What is the  
typical pathway?



What is are some brand examples?

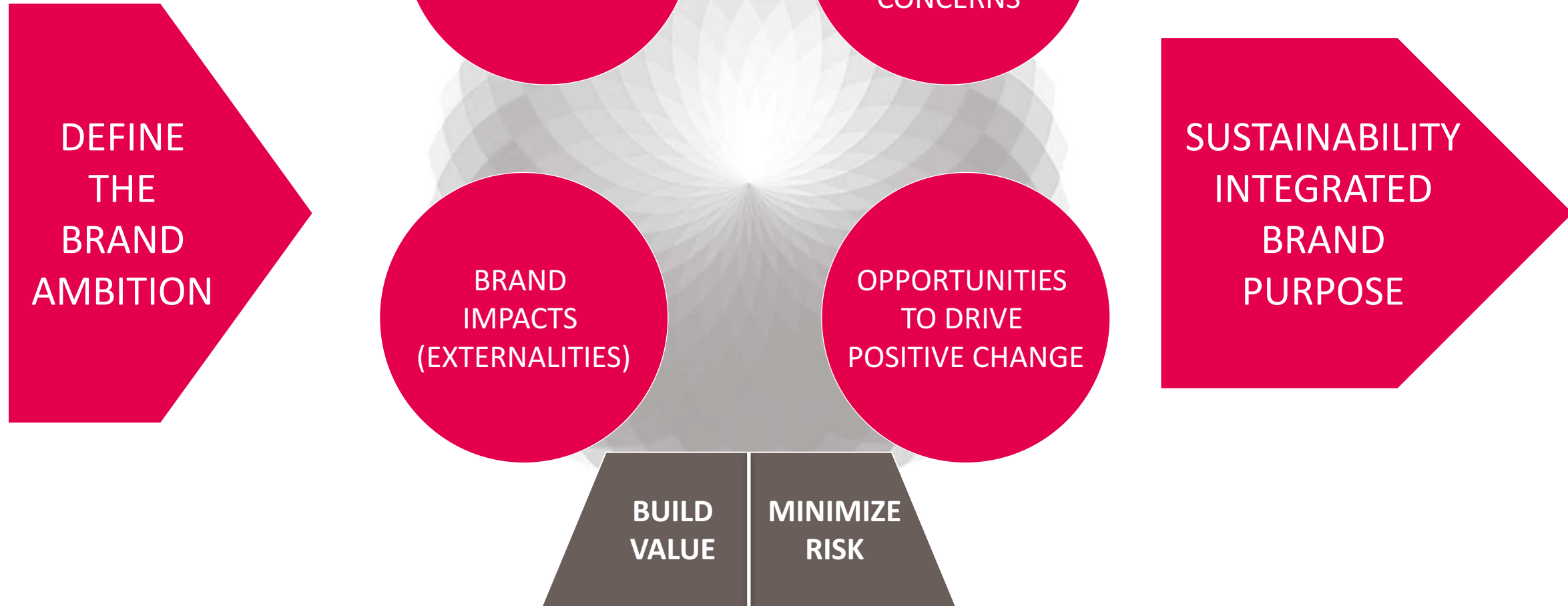






Where is your brand on the framework?

# Toward a Sustainability Integrated Brand





## PART 2: LEARNING FROM LIVE CASES





VOTE TIME!



**PUTTING ON  
YOUR SHOES**

**HAVING A COFFEE**

OR

**CHOOSE**   
YOUR OWN **ADVENTURE**

**DO YOU WANT TO START BY ...**

Quantza



Q&A WITH  
**HELENE COULBAULT,**  
RSE CORPORATE  
COMMUNICATION;  
NESPRESSO FRANCE





# Did you know Nespresso started to be sustainable for business reasons, more than 15 years ago?

We work with NGOs and local partners



We plant + 500 000 trees/yr to offer a carbon neutral coffee



We train +100 000 farmers to sustainable agriculture



We created the French recycling scheme for all small aluminum packagings



We repair, reuse and recycle our machines



Q&A WITH  
**DICK IVARSSON,**  
DIRECTOR OF  
MARKETING,  
ICEBUG FOOTWEAR





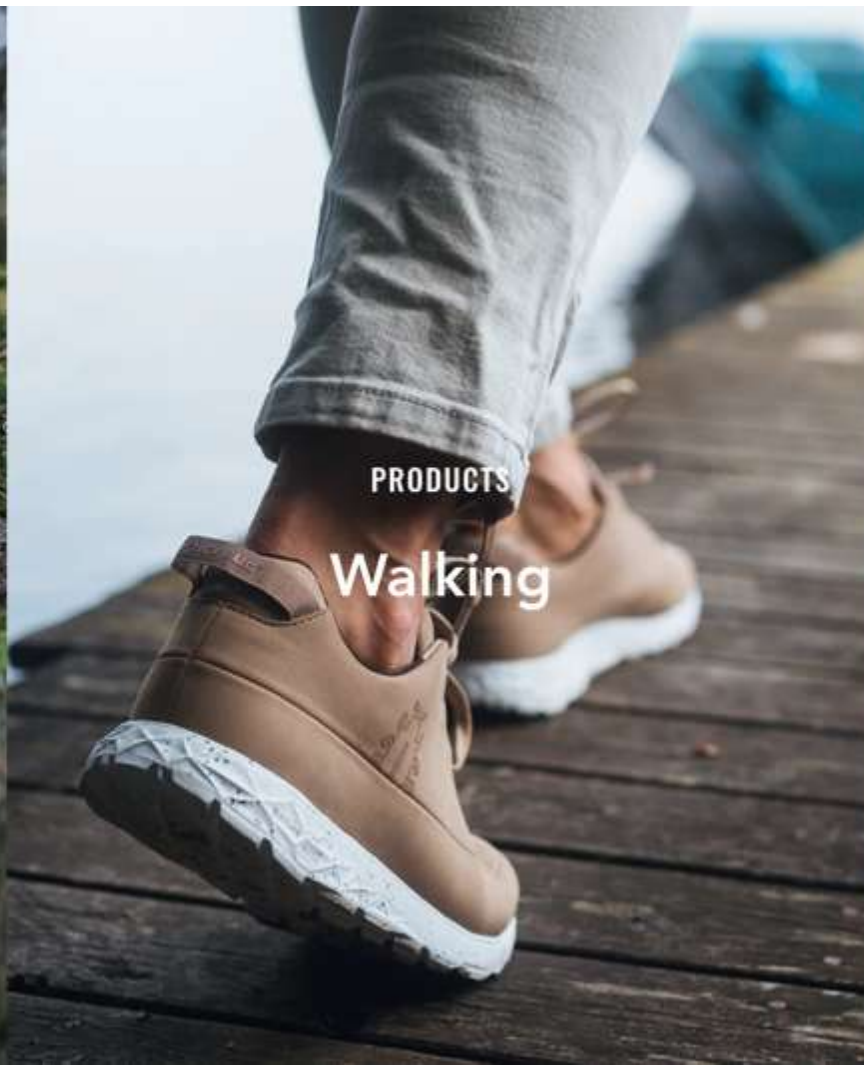


**ICEBUG®**



PRODUCTS

Hiking



PRODUCTS

Walking



PRODUCTS

Running



**Massive small commitments!**  
Send your engagement pledge to:  
*[communications@quantis-intl.com](mailto:communications@quantis-intl.com)*



## CHAPTER 1. GATHERING YOUR (UNLIKELY) ALLIES

Internal engagement to drive comprehensive  
change from the inside

# internal engagement # culture for change # motivating & empowering  
# empowering teams # sustainability buy-in # cross-cultural understanding

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# sustainability brand story  
# from reason to believe  
# addressing your mission

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# consumer communities  
# opportunity to build trust

# nudging habit changes  
# making sustainability sexy  
# change makers

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Consumer Information Resources and Markets Branch - **UN Environment**



# Chapter 3

**CHOOSE**   
YOUR OWN **ADVENTURE**

## ARMING YOUR TEAM FOR GOOD WITH SMART TOOLS

Achieving next-generation eco-design in the consumer goods sector



- + LISTEN WITH ATTENTION
- + SPEAK WITH INTENTION
- + AND HAVE FUN

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**CHOOSE**   
**YOUR OWN ADVENTURE**



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*Senior Sustainability Consultant  
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**Dimitri Caudrelier**  
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**Quantis**



**Gregory Arnal**  
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**L'OREAL**



**Carole Neyrinck**  
*Global Lead  
Sustainable Development*

**Boehringer Ingelheim**





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+ Boehringer Ingelheim + Le Slip Français + UN Environment

**CHAPTER1.** Gathering your (unlikely) allies

**CHAPTER2.** Finding your collective battle cry

**CHAPTER3.** Arming your team for good with smart tools

**CHAPTER4.** Building a community engaged to change





Where you are on your EcoDesign journey ?



VOTE TIME!





OR



**WHERE WOULD YOU LIKE TO FOCUS ON?**

Eco-design *is* defined as the integration of environmental perspective into products' and services' design and development.





Quantia



VOTE TIME!



**REDUCING PLASTIC**

OR

**WORK ON INCLUDING  
BIO-BASED MATERIALS**



**WHERE WOULD YOU LIKE TO FOCUS ON?**





USING NATURAL  
INGREDIENTS

OR



WORK ON  
GETTING A LABEL



WHERE WOULD YOU LIKE TO FOCUS ON?

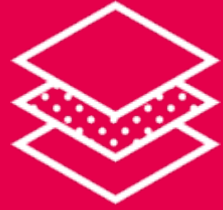
**GAME OVER**

**DO YOU WANT TO CONTINUE ?**

**▶ YES**

**NO**





# ECODESIGN SHOULD BE ...



Clearly  
Understood  
by all



Integrated in  
product  
development



Supported by  
tools adapted  
to each function



Metric-based



VOTE TIME!



**ORGANIZATIONAL  
CHANGE**

OR

**TOOLS &  
NPD INTEGRATION**

**CHOOSE**   
YOUR OWN **ADVENTURE**



**WHERE WOULD YOU LIKE TO START?**



Boehringer  
Ingelheim







- + Benchmarking
- + Consumer insights
- + Workshops
- + Business Cases

**LEADERSHIP & STAKEHOLDERS**

**MANAGERS**

**INNOVATORS**

**DOERS**

- + Training
- + Webinars
- + Tools

- + Hackaton
- + Innovation Labs

**EMPLOYEES**

- + Gamification
- + Community
- + Events



**Build the culture of eco-design across your organization by using adapted communication channels and creative methods**

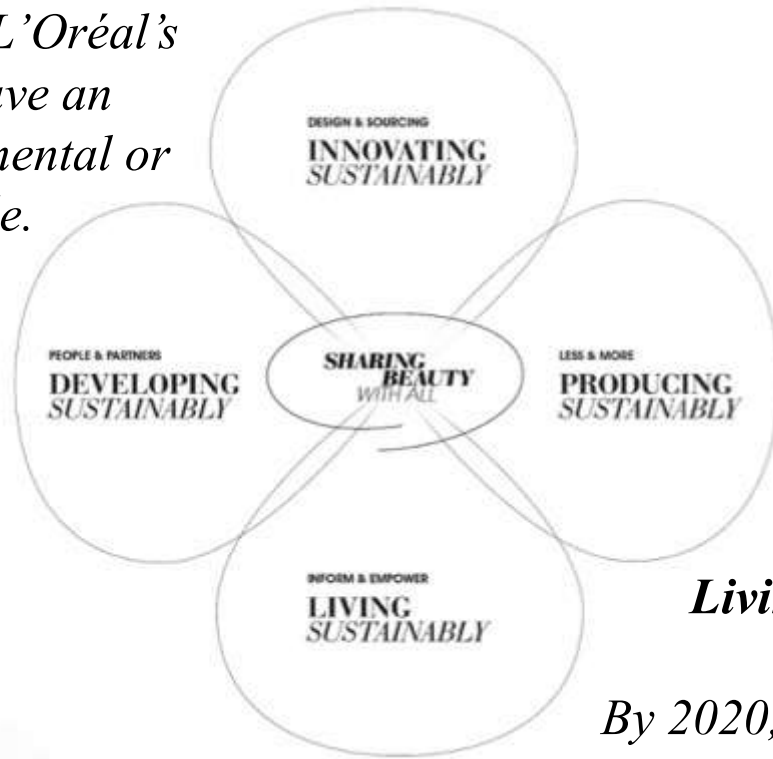
L'ORÉAL





## *Innovating sustainably*

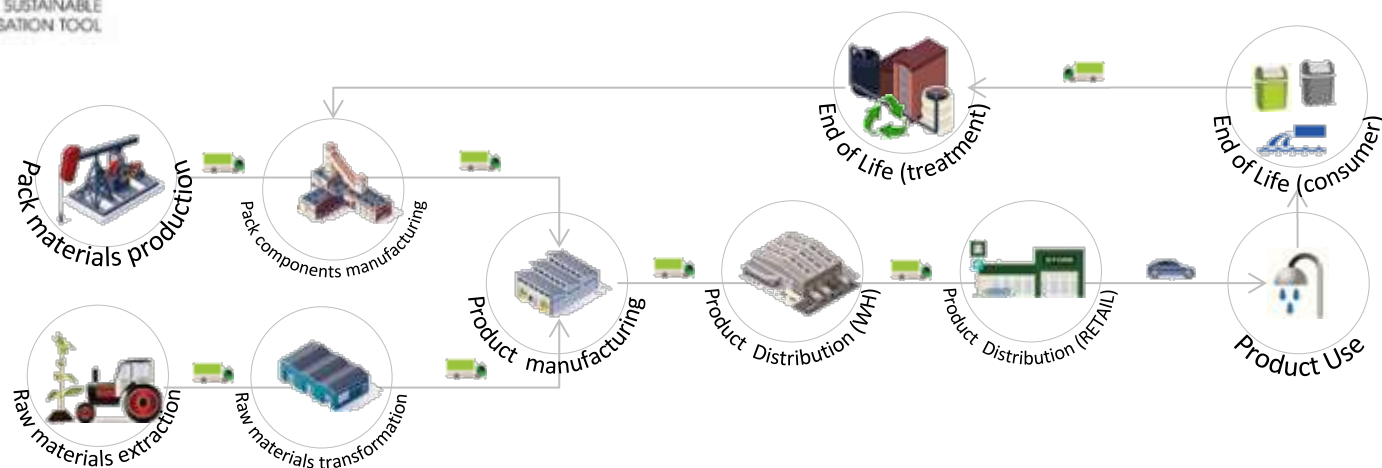
*By 2020, 100% of L'Oréal's products will have an improved environmental or social profile.*



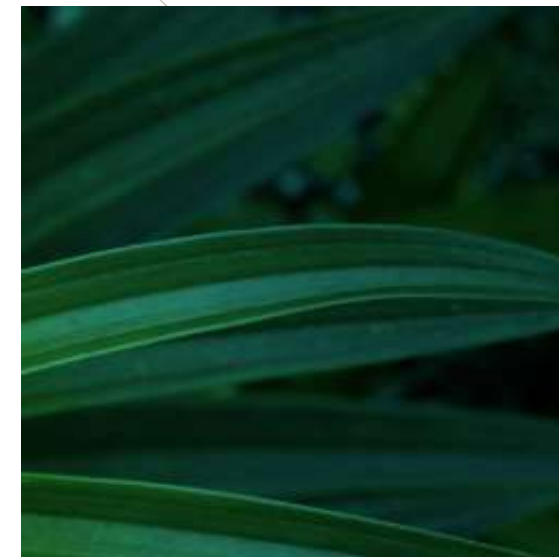
## *Living sustainably*

*By 2020, L'Oréal will make information relating to the environmental and social profile of every product available to consumers, for sustainable consumption choices.*





**Multi-criteria** aggregated footprint into **1 single score**  
For easy, daily and robust **decision making** approach



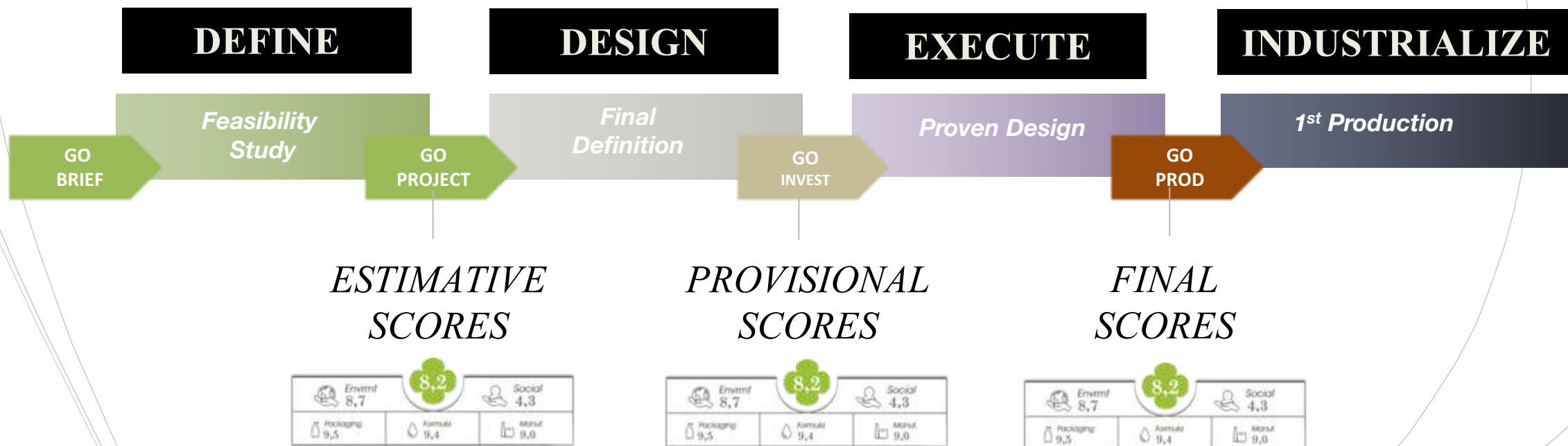
Sustainable  
Product  
Optimization  
Tool



# DRIVING DECISION MAKING ACROSS ALL STAGES OF PRODUCT DEVELOPMENT

*SPOT is used by all product designers, at each stage of product development to incorporate sustainability improvements and drive sound Marketing's decisions.*

*SPOT is fully embedded in the daily routine of NPD.*





# SPOT

SUSTAINABLE  
PRODUCT OPTIMISATION TOOL

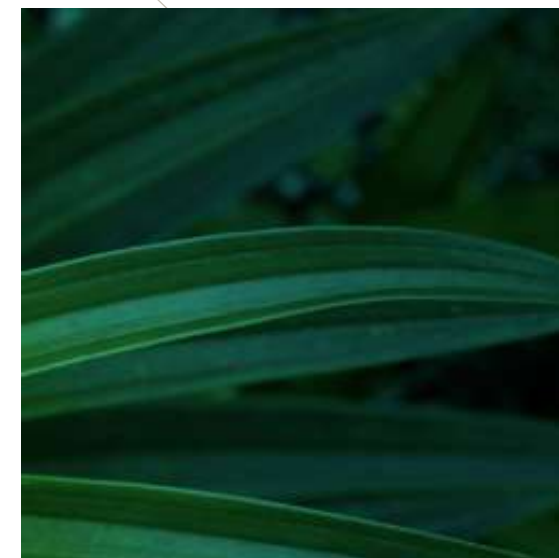
## MEASURING PRODUCT IMPROVEMENT: *Kerastase Aura Botanica shampoo*



Formula 95% **Biodegradable** with 94%  
of renewable ingredients including  
39% from **Green chemistry**

Plastic bottle made from **100% recycled PET**

1 ingredient resulting from **Solidarity Sourcing** program



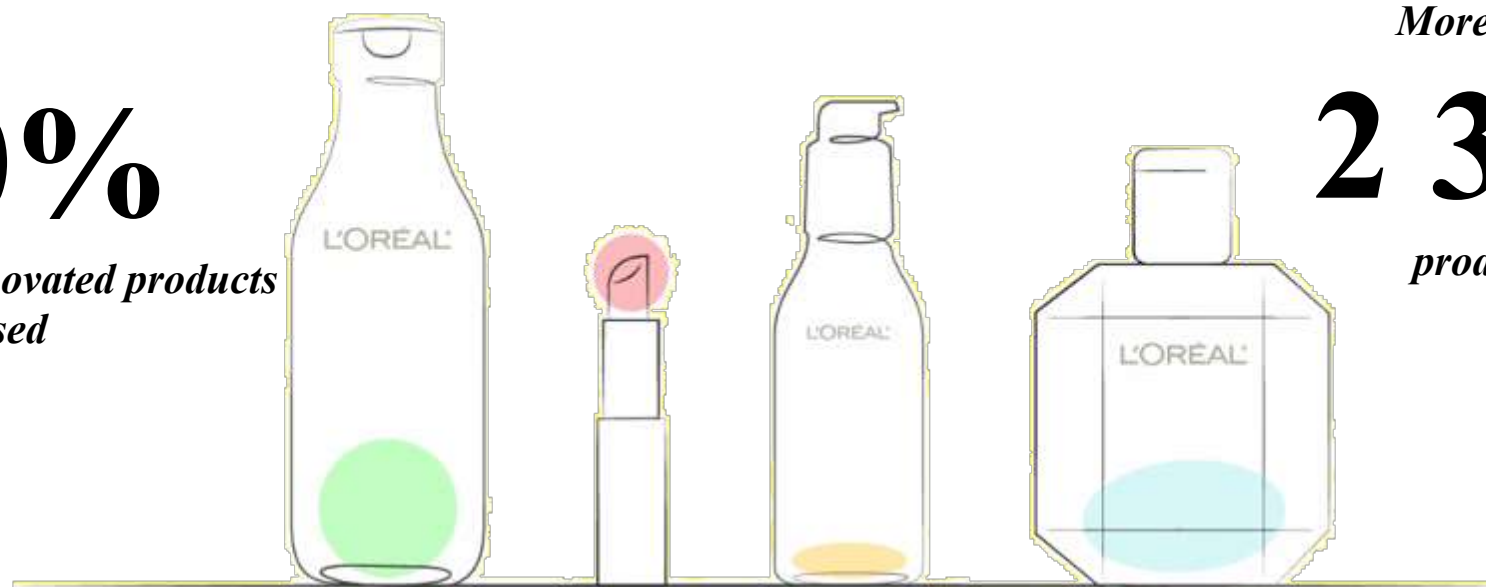
Sustainable  
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Tool



# SPOT ROLL-OUT 2018

**100%**

*of 2017 new or renovated products  
assessed*



*More than*

**2 300**

*products*

**79%**

*have been improved*

## SPICE CO-FOUNDERS

L'ORÉAL Quantis

## CORPORATE MEMBERS

Aptar

AVON  
the company for women

CHANEL

GROUPE  
CLARINS

COTY  
BEAUTY CELEBRATED & LOVED

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Committed to Safety  
Quality & Innovation

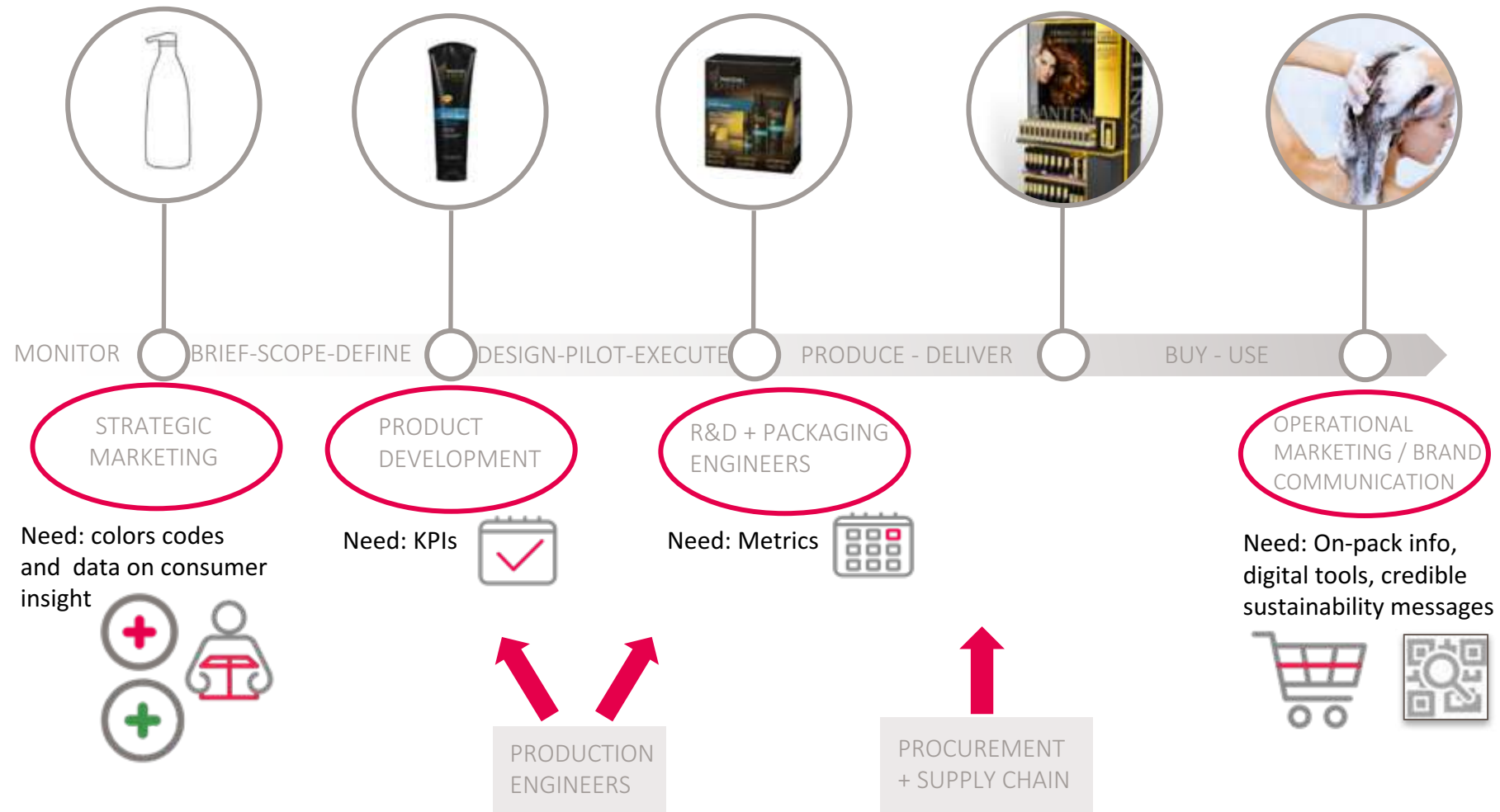


Sustainable  
Product  
Optimization  
Tool

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# INFUSING NEW PRODUCT DEVELOPMENT WITH SUSTAINABILITY





VOTE TIME!



**PLAYING WITH  
BUILDING BLOCKS**



OR

**LISTENING TO DIMITRI WHILE  
HE READS ISO 14 006 ON  
ECODESIGN**



**HOW WOULD YOU LIKE TO LEARN?**



*Let's play !*





# ECO-DESIGN *is* SUCCESSFUL WHEN

**1 > STRATEGIC** plans are hard-wired with eco-design, innovative thinking

**2 > OPERATIONAL** process and practices for product innovation are powered by metrics and useful tools.

**3 > ORGANIZATIONAL** The entire organization has buy-in, skills and inspiration to deploy change

## CHAPTER 1. GATHERING YOUR (UNLIKELY) ALLIES

Internal engagement to drive comprehensive  
change from the inside

# internal engagement # culture for change # motivating & empowering  
# empowering teams # sustainability buy-in # cross-cultural understanding

**CHOOSE**  
YOUR OWN ADVENTURE  
with Quantis

Madeline Honoré, Bledina Brand Manager - Bledina  
Elodie Parre, CSR Director - Bel Group

## CHAPTER 2. FINDING YOUR COLLECTIVE BATTLE CRY

Building true and credible sustainable  
brand positioning that responds to the greater need

# embedding values  
in brand actions  
# sustainability brand story  
# from reason to believe  
to reason for being  
# addressing your responsibility

**CHOOSE**  
YOUR OWN ADVENTURE  
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Helene Coulbault, Corp comm and marketing (PRI) - Nespresso France  
Dick Ivarsson, Head of Communications - IceBug

## CHAPTER 3. AR FOR GOOD WITH

Achieving next-g  
in the consu

# game-based training  
# sustainable pro  
# so

**CHOOSE**  
YOUR OWN ADVENTURE

Gregory Al  
Corpc  
Carole Neyri

# CHAPTER 4. BUILDING A COMMUNITY ENGAGED TO CHANGE

Communicating with consumers to make  
smarter lifestyle choices

# driving societal change through purpose  
# consumer communities  
# using credibility to build trust

# nudging habit changes  
# making sustainability sexy  
# change makers

**CHOOSE**  
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with Quantis

Violette Wattine, General Manager - Le Slip Français  
Beatriz Martins Carneiro, Programme Management Officer - Ecolabelling &  
Consumer Information Resources and Markets Branch - UN Environnement



# Chapter 4



**BUILDING A COMMUNITY ENGAGED TO CHANGE**

**Communicating with consumers to make smarter lifestyle choices**



**Amanda Martin**  
*Lead Sustainability  
Communications Consultant*

**Quantis**



**Camille Mouly**  
*Sustainability  
Consultant*

**Quantis**



**Violette Watine**  
*General Manager*

**Le Slip Français**



**Beatriz Martins Carneiro**  
*Programme Management Officer -  
Ecolabelling & Consumer Information  
Resources and Markets Branch*

**UN Environnement**



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- # empowering teams
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- + Madeline Honoré, Bledina Brand Manager - **Blédina**
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- + Helene Coulbault, Corp comm and marketing (PR) - **Nespresso France**
- + Dick Ivarsson, Head of Communications - **IceBug**

## CHAPTER 3. ARMING YOUR TEAM FOR GOOD WITH SMART TOOLS

Achieving next-generation eco-design in the consumer goods sector

- # game-based training
- # sustainable products and packaging
- # metrics-based decision-making
- # ecodesign as way of working



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WITH Quantis

- + Gregory ARNAL - Deputy Group Purchasing Director & Corporate Packaging Sourcing Director - **L'Oréal**
- + Carole Neyrinck - CSR Director - **Boehringer Ingelheim**

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- # consumer communities
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- # making sustainability sexy
- # change makers



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WITH Quantis

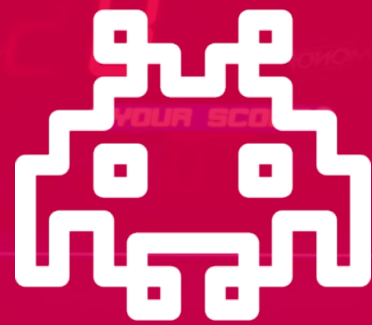
- + Violette Wattine, General Manager - **Le Slip Français**
- + Beatriz Martins Carneiro, Programme Management Officer - Ecolabelling & Consumer Information Resources and Markets Branch - **UN Environnement**





- + 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



**One planet**  
inform with care

Supported by:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

based on a decision of the German Bundestag



MINISTÈRE  
DE LA TRANSITION  
ÉCOLOGIQUE  
ET SOLIDAIRE



International  
Trade  
Centre

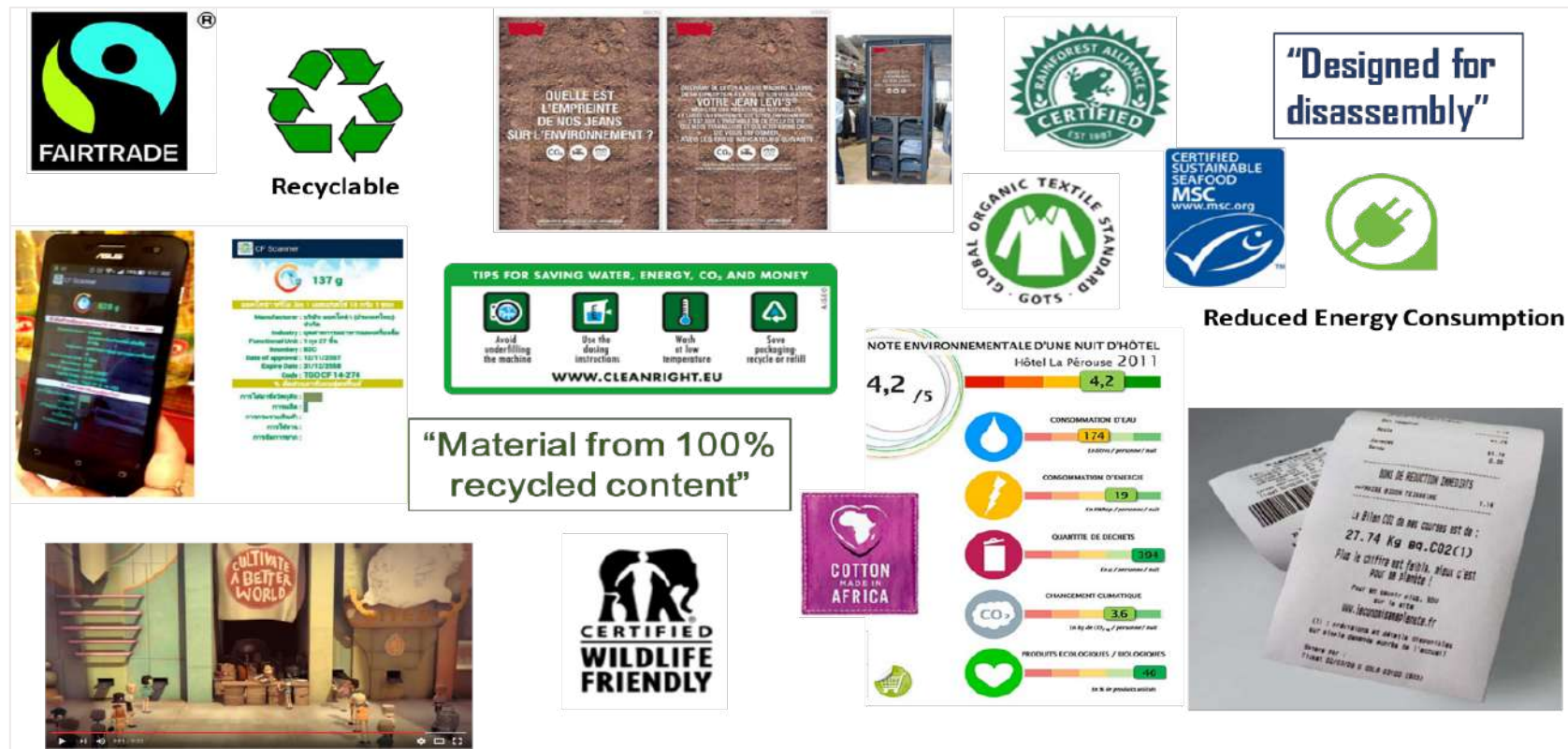


<http://www.oneplanetnetwork.org/consumer-information-scp>

# 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:

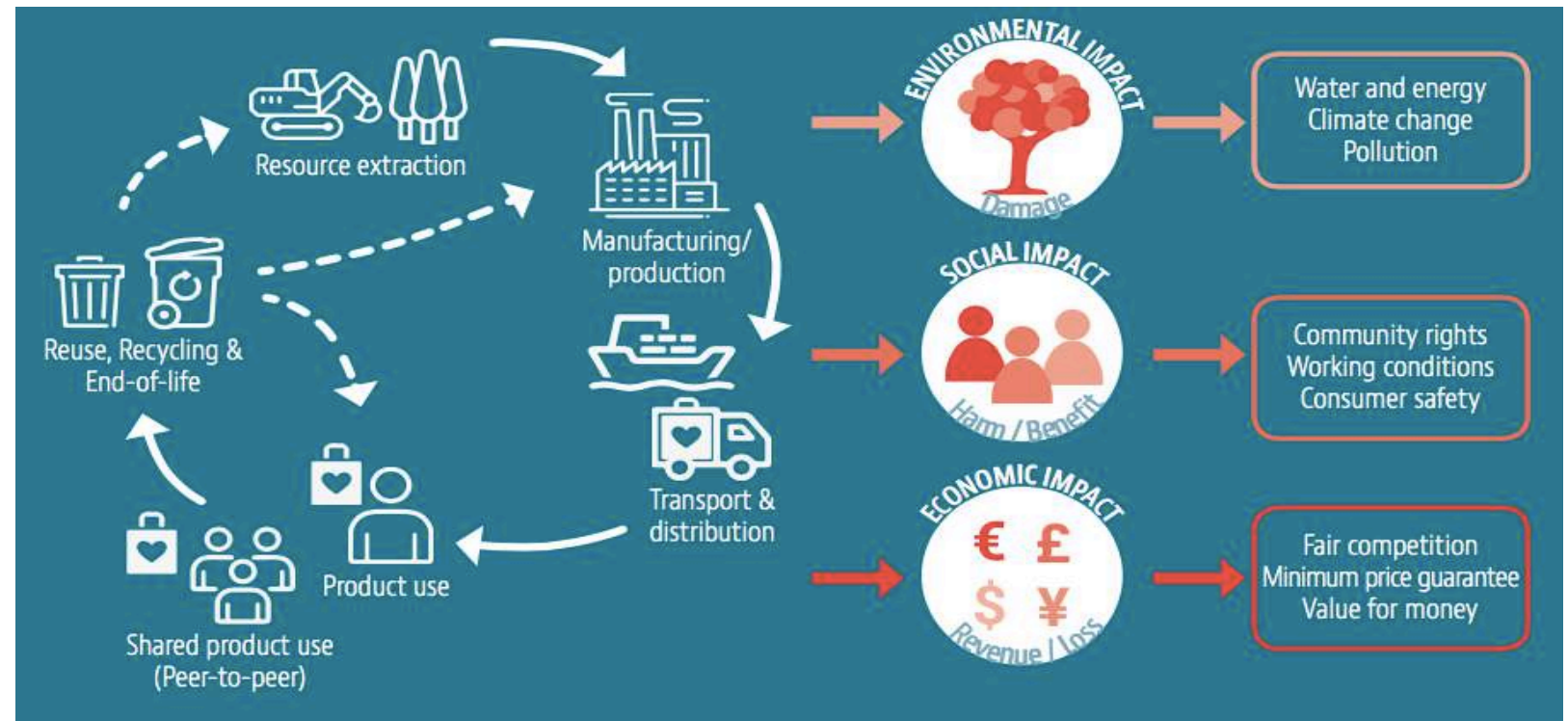
E.g.: ecolabels, voluntary standards, product declarations, marketing claims, foot printing, and other ways of **communicating with consumers on environmental, social and economic issues connected to products**





# The Mindset

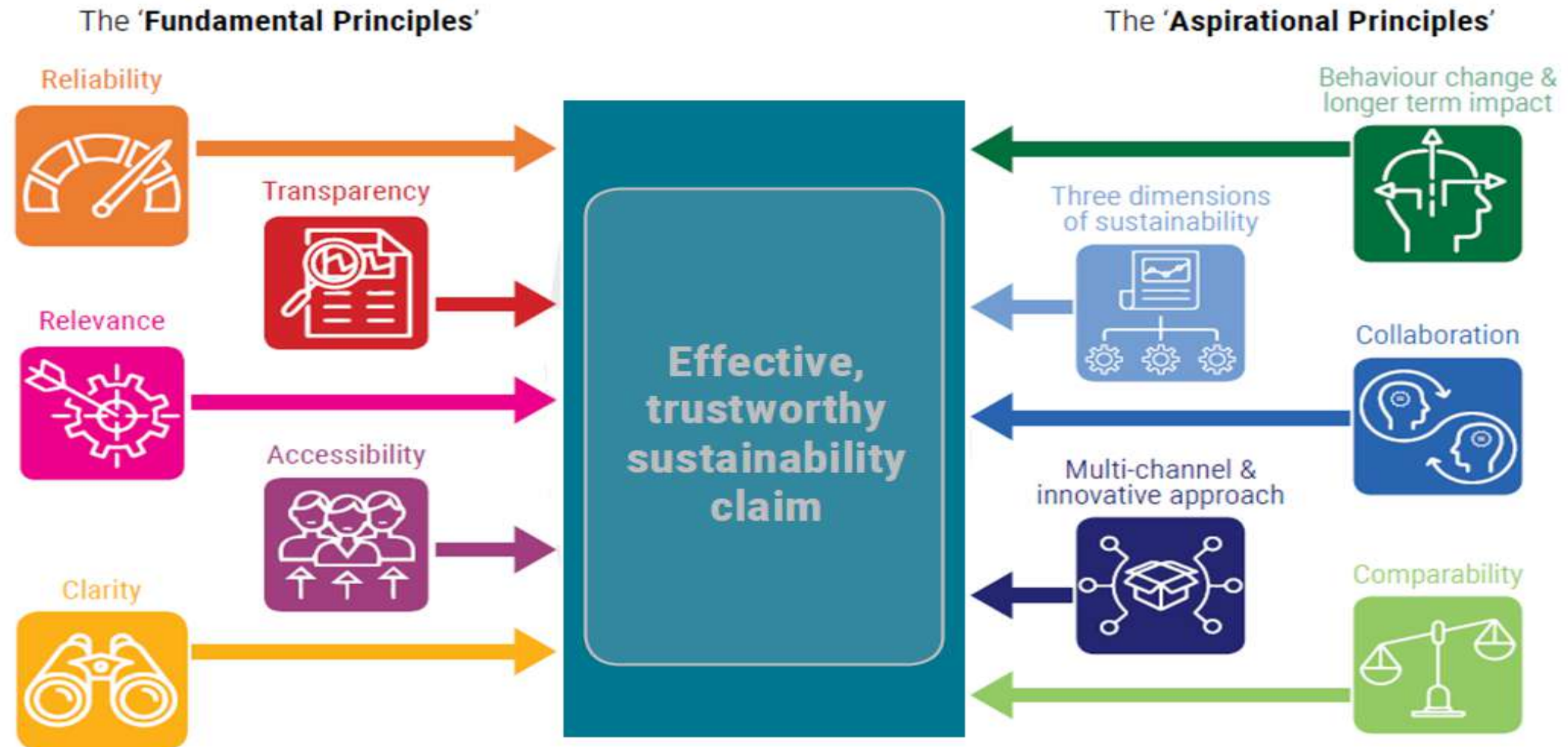
## Life Cycle Thinking



**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.

# The 10 Principles







# 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	<p>"Our T-Shirts are organic"</p>  <p>Method: GOTS Version 5.0</p>	<p>"Our T-Shirts are organic"</p>  <p>Method: [Hypothetical] RTS Standard</p>



# 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)
 <p>"Our mattress is eco-friendly and good for your health."</p>	 <p>"Our mattress is ozone friendly."</p>





# 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

Do (company A)	Don't (company B)
	
<p>Concise visual information, complemented by simple text, helps the consumer to understand not only if the product packaging is recyclable but also whether</p>	<p>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 <i>all</i> of</p>



# 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)
<p>"Tea bearing the Fairtrade mark meets the internationally-agreed social, environmental and economic Fairtrade Standards"</p> 	<p>"Our tea producers receive fair payment"</p> <p>No further information is provided on or close to the product.</p>





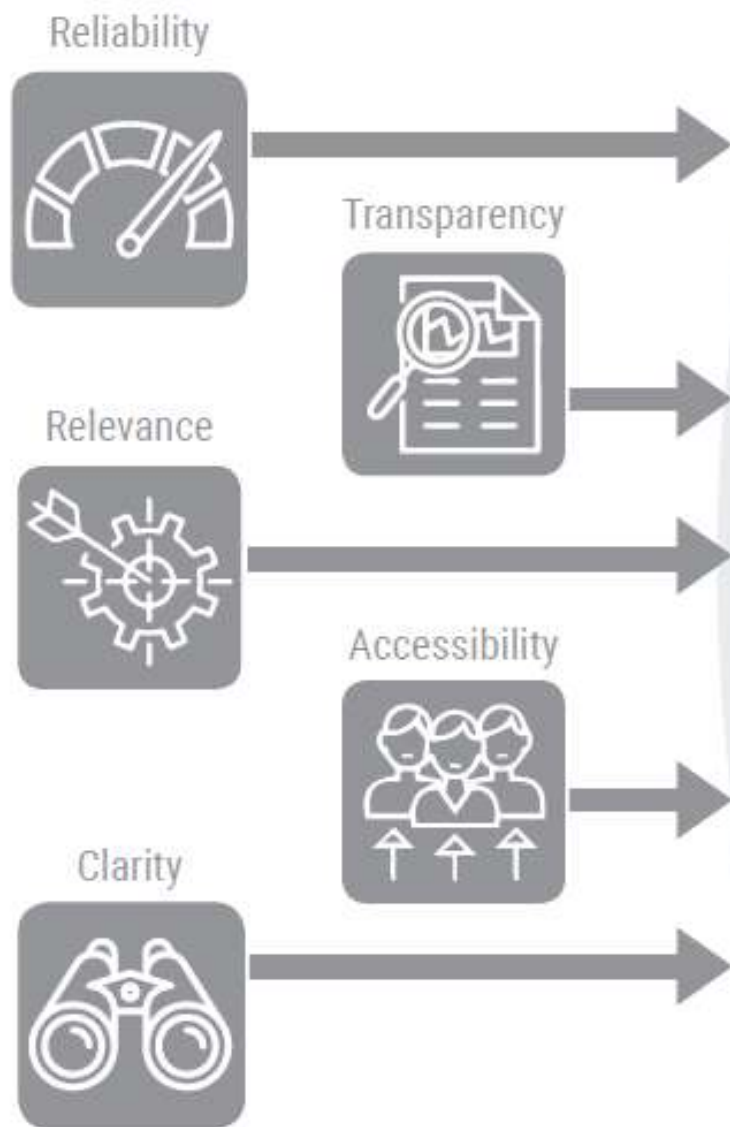
# Accessibility

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 <sub>2</sub> label  QR code for additional information	 On-pack CO <sub>2</sub> label

## The 'Fundamental Principles'



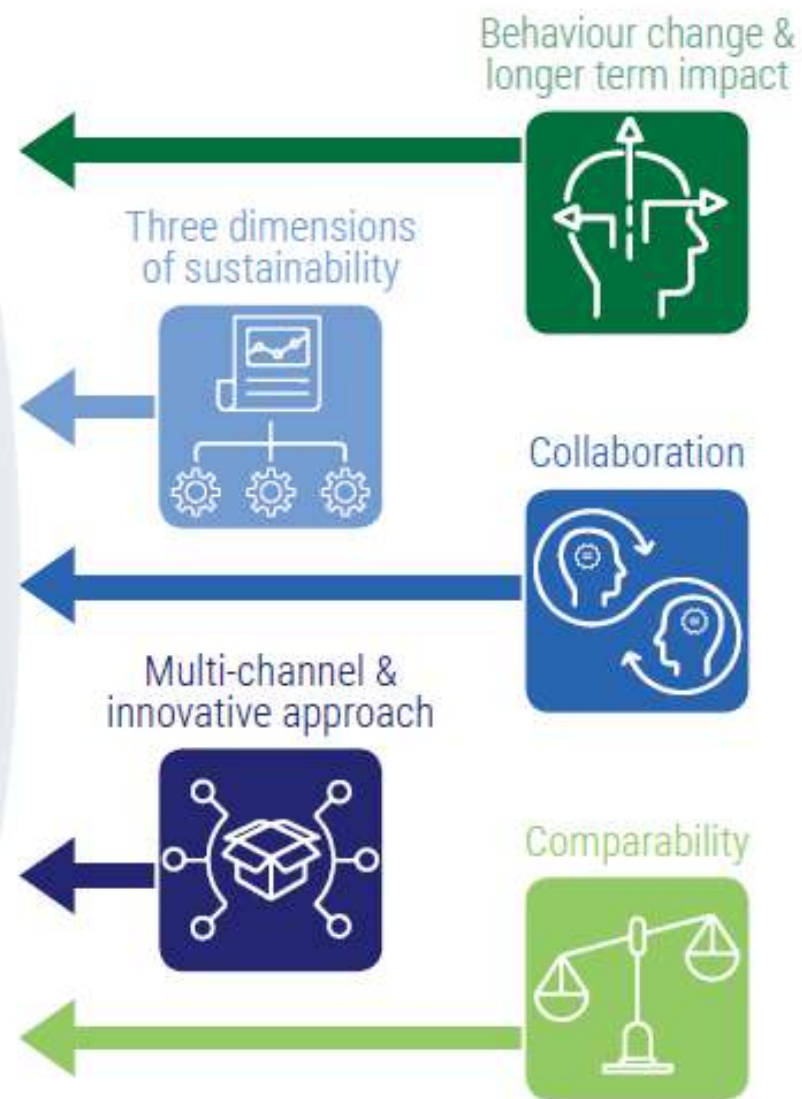
EXAMPLE



This milk is produced to certified organic standard from cows free to roam with their calves. Find out more [www.ourmilk.org](http://www.ourmilk.org)



## The 'Aspirational Principles'








# 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	
Discussion	<p>The Fair Trade Tourism certification raises a set of social, economic and environmental criteria for the following issues:</p> <ul style="list-style-type: none"><li>• Business practice and human resources</li><li>• Community resources</li><li>• Cultural heritage</li><li>• Environmental practice</li></ul> <p>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.</p> <p>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: <a href="http://www.fairtrade.travel/Downloads">www.fairtrade.travel/Downloads</a>.</p>



# 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	 <p><i>*with courtesy of Procter &amp; Gamble</i></p>
Discussion	<p>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°.*</p> <p><small>* The case study is part of the Nudging for Good initiative and available online: <a href="http://www.nudgingforgood.com/2015/06/05/how-ariel-make-consumers-saving-energy-by-switching-from-40-or-60-to-30-degrees/">http://www.nudgingforgood.com/2015/06/05/how-ariel-make-consumers-saving-energy-by-switching-from-40-or-60-to-30-degrees/</a></small></p>

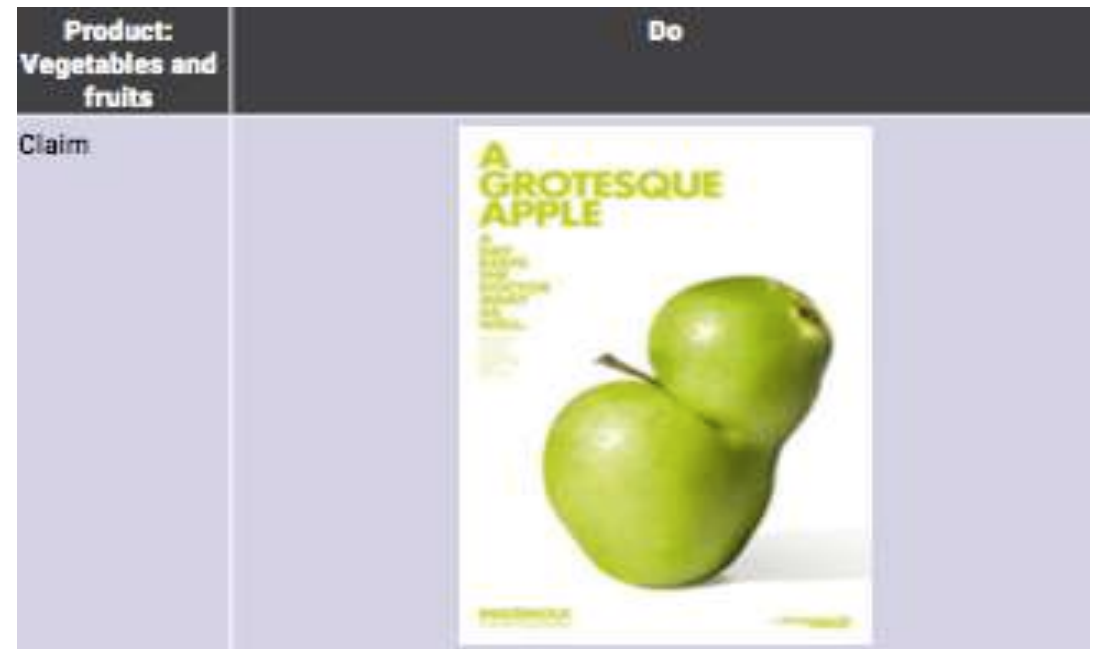




# Multi-Channel and Innovative Approach

## 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

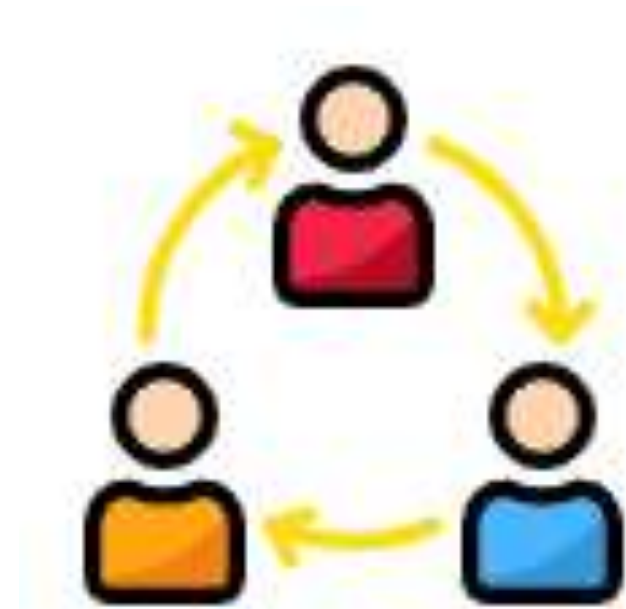




# Collaboration

## 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



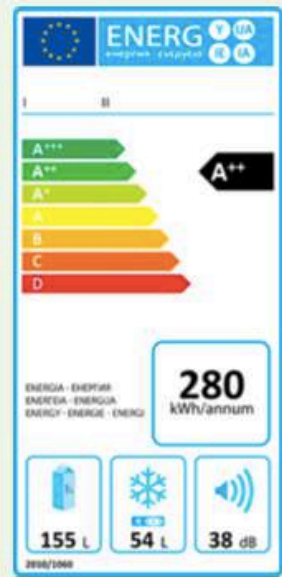




## Comparability

### Help consumers choose between similar products

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

Product: Refrigerator	Do
Claim	
Discussion	<p>The energy class rating (from A+++ to D) is a relative rating scheme and helps the consumer compare refrigerators within a similar product class based on refrigerator volume. The absolute annual consumption figure supports consumers which 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 1060/2010 supplementing Directive 2010/30/EU (European Commission 2010).</p>

# THE 'ROAD TESTERS'





# 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 ?

OR



A CHOCOLATE BAR ?



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?
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- 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





CHOOSE  
YOUR OWN ADVENTURE





**CHOOSE** THE  
YOUR OWN **ADVENTURE**







LET'S PLAY !



READ THE FULL 40 PAGES  
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COMMUNICATION'S RULES?

OR

BEATRIZ TO TELL YOU ABOUT HOW TO  
MAKE ROBUST COMMUNICATION?



WHERE WOULD YOU LIKE TO FOCUS ON?





1

**GIVE THEM A NUDGE !**



**CHOOSE**  
YOUR  
OWN **ADVENTURE**



2

**TELL A STORY YOUR AUDIENCE CAN  
IDENTIFY WITH!**







3

**BECOME A NEW HABIT!**

# SOUTHWEST DOUBLE-CHEESE GARDEN FRESH PROTEIN BURGER



# TRADITIONAL CHEESEBURGER





4



ELIMINATE THE TRADE-OFF !



**CHOOSE**   
YOUR OWN **ADVENTURE**





5

**Focus on the experience and relationship!**





CHOOSE  
YOUR OWN  
ADVENTURE





Make it sexy!







7

**Build and engage a community!**



## SUCCESSFUL WAY OF ENGAGING CONSUMERS *is* :

1 > Give them a nudge

2 > Tell a story your audience can identify 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](mailto: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