



Guidelines for Providing Product Sustainability Information

A Navigator for Making Reliable Claims

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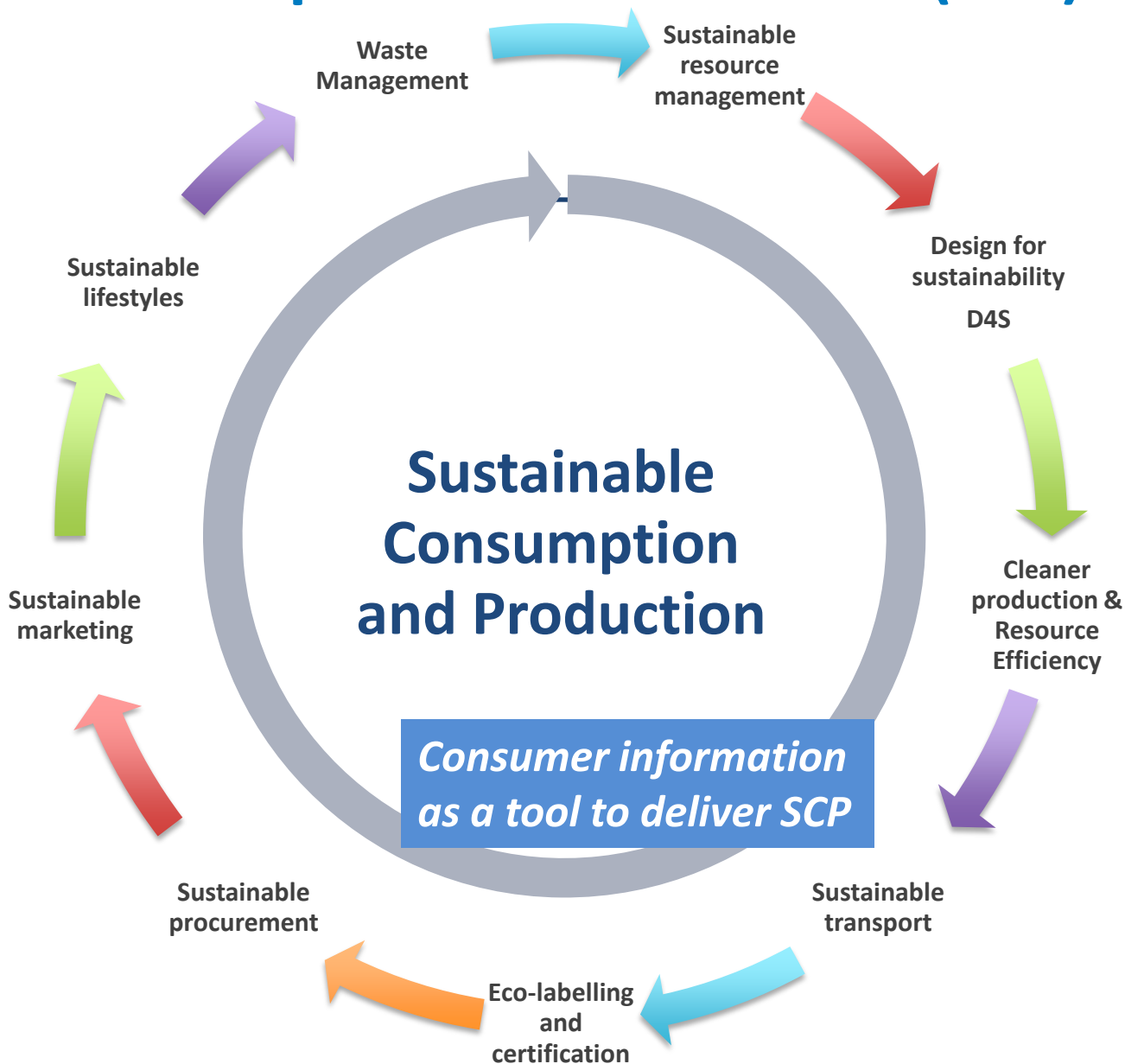
*Federal Ministry of Environment, Nature Conservation,
Building and Nuclear Safety of Germany*





Delivering Sustainable Consumption and Production (SCP)

Secretariat



Objectives of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP)

Accelerate the shift towards **SCP in all countries** by supporting regional and national policies and initiatives

Increase resource efficiency and decouple economic growth from environmental degradation, **creating decent jobs** and contributing to **poverty eradication**

Support **capacity-building** and facilitate access to **financial and technical assistance for developing countries**, to implement sustainable consumption and production (SCP)

Serve as an **information and knowledge sharing platform on SCP** to enable **all stakeholders** to exchange policies, tools, initiatives and best practices on SCP



10YFP Programmes



Sustainable Public
Procurement



Consumer
Information



Sustainable Tourism



Sustainable Lifestyles
and Education



Sustainable Food
Systems



Sustainable Buildings
and Construction



Consumer Information Programme for Sustainable Consumption and Production (CI-SCP)

Goal: Provide global platform to support the provision of quality information on goods and services, and the identification and implementation of the most effective strategies to engage consumers in sustainable consumption

Co-Leads: German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, Indonesian Ministry of Environment and Forestry and Consumers International.



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



Ministry of Environment and Forestry
Republic of Indonesia



Multi-stakeholder Advisory Committee (MAC) of international organizations, governments, intergovernmental organisations, NGOs, networks and private sector.

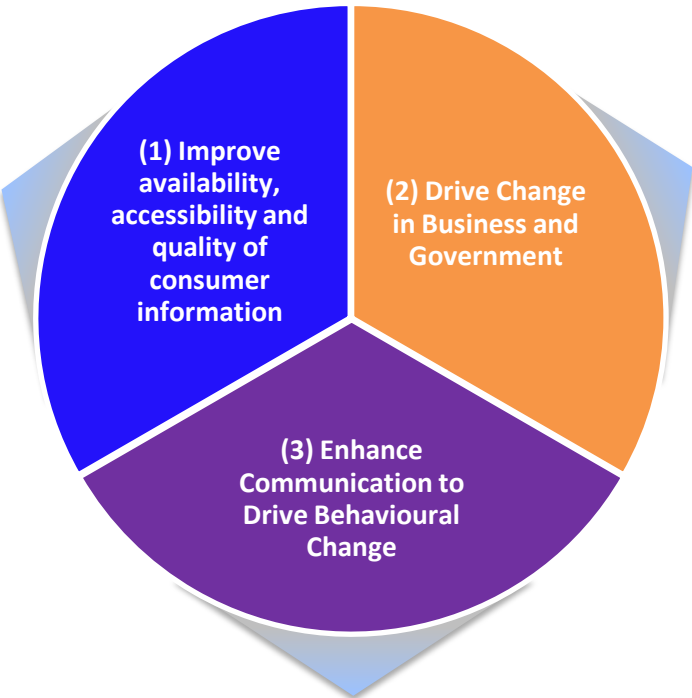
Programme partners, project teams and working group leads and members: Contributing to the programme objectives and/or supported by the programme.



CI-SCP work streams

Objectives

WG1: Guidelines for promoting product sustainability information



Work on product lifetime extension

WG4: Supporting SPP* through ecolabels and sustainability standards, with 10YFP SPP

WG2: Eco-labels type I

WG5: Behavioural science for sustainable consumption

WG6: Social impacts communication

10YFP Trust Fund projects: China, Chile, Sri Lanka

Knowledge sharing through global SCP Clearinghouse, newsletter, webinars

10YFP Flagship projects

* SPP = sustainable public procurement; WG = working group

Working Group 1 participants



Co-Leads

United Nations Environmental Programme (UNEP)
International Trade Centre (ITC)

Facilitators

100 Prozent Erneuerbar Stiftung
THEMA1

Working Group Members

3Keel
International Association for Soaps, Detergents and Maintenance Products (AISE)
European Brands Association (AIM)
Akatu Institute
Caribbean Consumer Council (CCC)
Centro Tecnológico para la Sustentabilidad, Argentina
Consumer Education Trust (Consent), Uganda
Consumers International (CI)
Department for Environment, Food and Rural Affairs (DEFRA), United Kingdom
European Commission, Directorate General for the Environment
European Commission, Directorate General for Justice and Consumers
European Policy Centre (CEP)

Working Group Members

EVEA Tourisme
Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Germany
GEDnet – Global Environmental Declarations Network
Global Ecolabelling Network (GEN)
Global Standards 1 (GS1)
Green Purchasing Network (GPN), Japan
HEJSupport
International Chamber of Commerce (ICC)
International Network of Product Sustainability Initiatives (INPSI)
International POPs Elimination Network (IPEN)
ISEAL Alliance
LAC Footprint
L'OREAL
Ministerio del Ambiente, Peru
Ministry for Environment, Energy and Sea (MEEM), France
Ministry of Environment and Forestry, Indonesia
Product Environmental Footprint (PEF) World Forum
The County Administrative Board of Östergötland, Sweden
The Sustainability Consortium (TSC)
UNEP/SETAC Life Cycle Initiative (LCI)

Development process

- Early 2015: Scoping exercise to identify existing guidance documents, relevant initiatives and stakeholders
- June 2015: Working Group formed with CI-SCP MAC members and other stakeholders identified during scoping
- Development of current draft through a consensus building process through WG members and building on existing documents: 5 webinars and 1 face to face workshop



Development process (II)

- Global online stakeholder consultation was conducted from 23 August – 14 October 2016 to receive feedback from different sectors and regions (*review of feedback received ongoing*)
- End 2016: Endorsement of the Guidelines on the 10YFP CI-SCP level by the Programme's MAC
- Starting in 2017: Pilot testing of the Guidelines to ensure applicability over regions and target groups
- Long term: adoption on a higher level (e.g. UN, tbc)
- One-stop web source to be developed to collect other relevant guidance documents that were reviewed, as well as case studies from pilot testing and beyond



Objectives of the Guidelines

- **Improve the reliability of consumer information for sustainable consumption** through international Guidelines
- **Set a common ground of minimum requirements** to remove the potential for greenwashing
- **Actively encourage** organizations to take a **leadership** position and communicate quality sustainability information in a useful manner 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*



Target audience

Producers
and retailers

Marketing &
advertising
professionals

Procurement
practitioners
(private &
public)

Governments

Labelling
organizations

Consumer
organisations
&
Sustainability
NGOs

**Ultimately: support
informed choice for
consumers...**

Consumer


**...keeping in mind:
consumers are
communicators as well.**



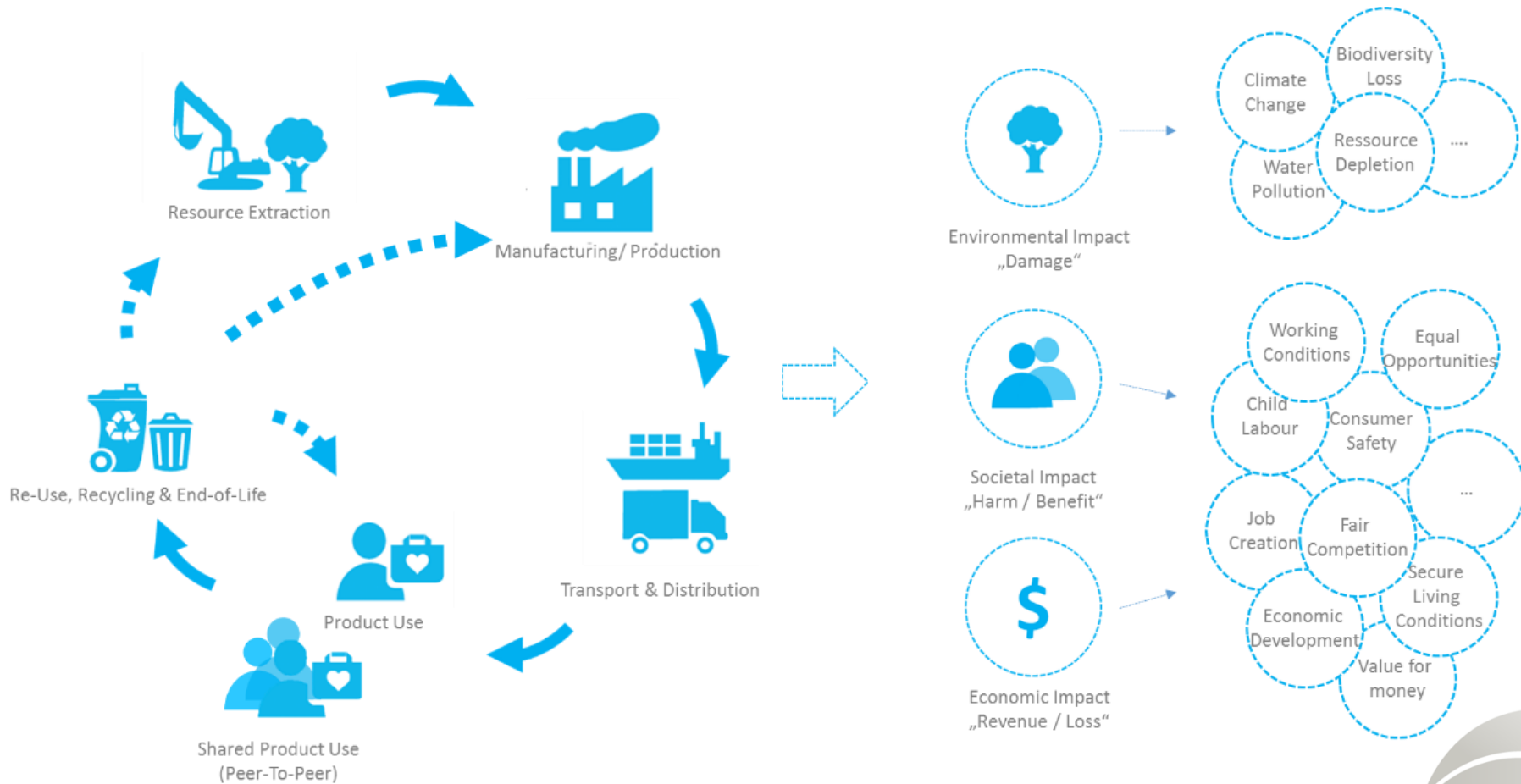
Proposed scope

Guidelines for Providing Product Sustainability Information

International Guidance on making sound environmental, social and socio-economic claims to inform and empower consumers to make sustainable consumption choices

- **Entire supply chain**, i.e. communication to consumers, between suppliers, to retailers, etc. (B2B and B2C)
 - **Focus on products** (goods and services)
 - Addressing **all kinds of communication of product sustainability information** (e.g. labeling, declarations, advertising/ marketing claims, etc.), not a sole focus on any one area
- 

Mindset: *Life cycle thinking*



- Consider the whole life cycle, taking holistic perspective of the product system
 - No unintended trade-offs, no burden shifting

Mindset: *Hotspots approach*

- Identify the most impactful or relevant stages, activities, material and energy flows and impacts within a product's life cycle; focus data collection on those
- Reduces data collection effort, esp. feasible way for SMEs to start applying life cycle thinking
- CI-SCP and UNEP/SETAC Life Cycle Initiative currently producing a methodological framework on hotspots analysis at product and sector level, more information at www.lifecycleinitiative.org/activities/phase-iii/hotspots-analysis/



Mindset: *Governance*

- **Governance** as the **system of interaction and decision-making** among stakeholders to improve the sustainability performance of products.
- Ideally, a product-related sustainability claim becomes an integrated part of the entire **decision-making and management process** for the development and marketing of new or improved products, or of a brand itself.
- Having **clear goals and appropriate processes** in place helps companies to **maintain and improve their products' performance over time** and to apply this logic to other products in their portfolio.



Principles: content/ structure

Each principle includes:

- A **summary box** to explain their essence in non-technical language
- A **list of ‘musts’** (fundamental principles) **or ‘shoulds’** (aspirational principles), and **guiding questions** to help clarify those
- **Examples** to demonstrate **do’s and don’ts**
- A **list of other existing guidance documents** that refer to the principle at hand and are helpful to be consulted for further information
- In the future: **series of case studies** to demonstrate how all principles can be applied and demonstrated



Fundamental principles

‘musts’

Users of the Guidelines are required to comply with all of the fundamental principles, which seek to build and reinforce each other, and lay the foundations for the subsequent ‘aspirational principles’



Set of fundamental principles



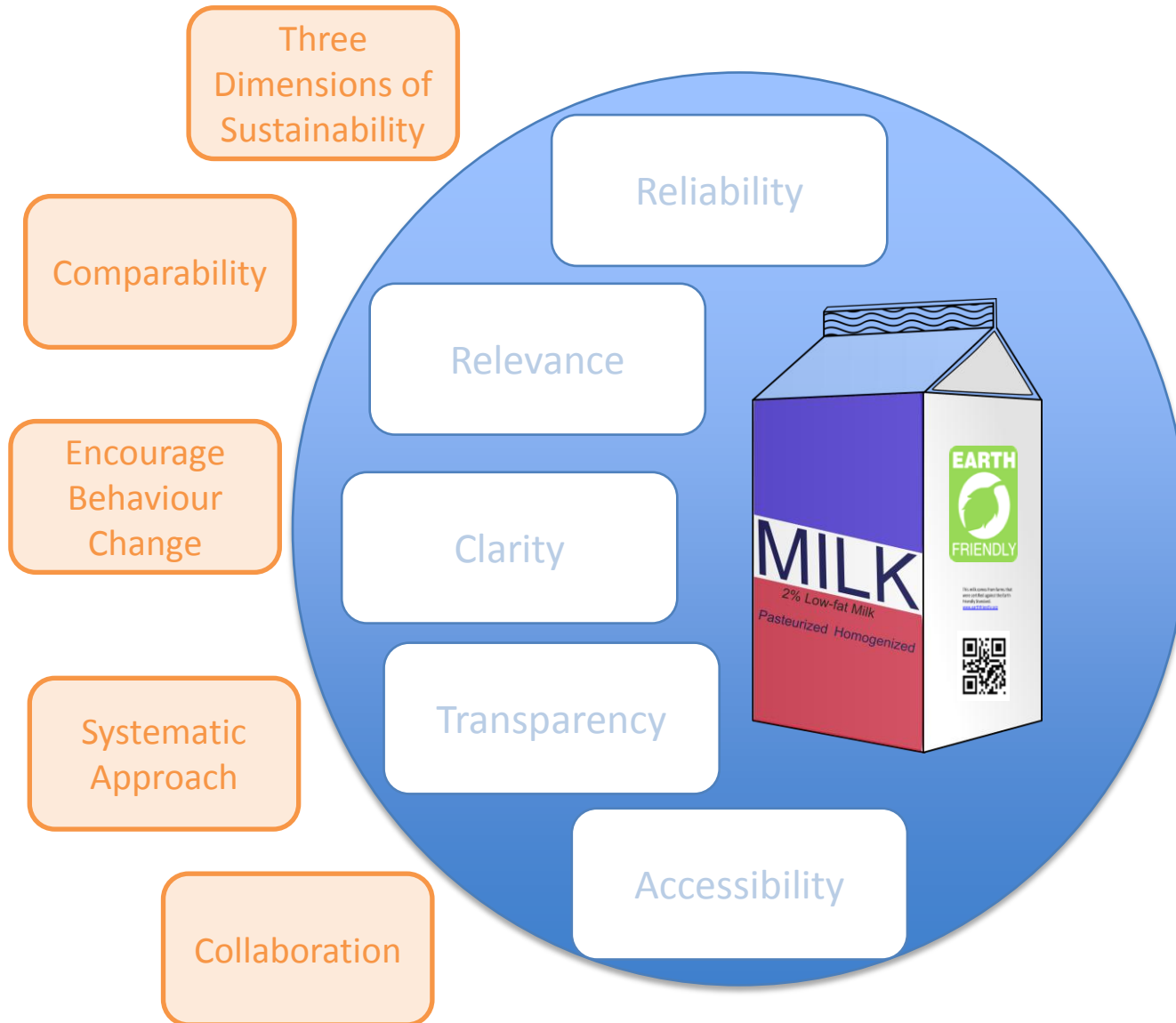
Aspirational principles

‘shoulds’

The aspirational principles are for information providers to go beyond the fundamental principles and to continuously improve the ways in which they communicate to consumers. They are not compulsory to follow the Guidelines, but all users should ultimately aspire to do so. They want to inspire innovation and sustainability leadership.



Set of aspirational principles



Pilot testing *(details available soon)*

- Objective is to ensure the Guidelines are actionable and to test applicability of different provisions in the Guidelines over regions and target groups
- Application of Guidelines by companies to their existing product sustainability information/ by governments, NGOs, associations, etc. to their existing provisions on product sustainability information to test which principles are met and where future improvements of those actors could focus
- Application of Guidelines to accompany the development of new claims
- Build up a library of case studies and lessons learned from different regions and sectors

Sign up to our newsletter to receive the final Guidelines and stay informed on how to participate in the pilot testing and, or email ciscp@unep.org





Thank you!

Sign up to our newsletter and/or become a partner by emailing:

CISCP@unep.org

To learn more about the 10YFP:

unep.org/10yfp

www.scpclearinghouse.org

10YFP Secretariat email: 10yfp@unep.org

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