



Guidelines for Providing Product Sustainability Information

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



Copyright © United Nations Environment Programme, 2017

This publication may be reproduced in whole or in part and in any form for educational or non-profit purposes without special permission from the copyright holder, provided acknowledgement of the source is made. The United Nations Environment Programme would appreciate receiving a copy of any publication that uses this publication as a source.

No use of this publication may be made for resale or for any other commercial purpose whatsoever without prior permission in writing from the United Nations Environment Programme.

Disclaimer

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the United Nations Environment Programme concerning the legal status of any country, territory, city or area or of its authorities, or concerning delimitation of its frontiers or boundaries. Moreover, the views expressed do not necessarily represent the decision or the stated policy of the United Nations Environment Programme, nor does citing of trade names or commercial processes constitute endorsement.

ISBN: 978-92-807-3672-4



UN
Environment
promotes environmentally
sound practices globally and in
its own activities. This publication
has been published in electronic format
only. Our distribution policy aims to
reduce UN Environment's
carbon footprint.

Guidelines for Providing Product Sustainability Information

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



ABOUT THE 10YFP CONSUMER INFORMATION PROGRAMME

This publication is an output of the Consumer Information Programme of the 10 Year Framework of Programmes on Sustainable Consumption and Production. The Programme is a global platform supporting the provision of quality information on goods and services, to engage and assist consumers in sustainable consumption. It implements and supports projects; undertakes research; shares good practice and policies; and provides collaboration opportunities. The Programme is led by the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Germany; the Ministry of Environment and Forestry of Indonesia, and Consumers International; and brings together a network of public, private and third sector actors. More information, and ways to participate, can be found at www.scpclearinghouse.org/consumer-information-scp.



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



Ministry of Environment and Forestry
Republic of Indonesia



CONSUMERS
INTERNATIONAL

ACKNOWLEDGEMENTS

The Guidelines are the result of an international, multi-stakeholder process, led by UN Environment and the International Trade Centre through a working group of the UN's 10YFP Consumer Information Programme. Between June 2015 and October 2017, the working group comprised of experts and key stakeholders from all regions held seven webinars and a workshop to develop and co-draft the Guidelines in a consensus-based process. The members of the working group included:

Mark Barthel (3keel), Katrin Recke (AIM – European Brands Association), Valérie Séjourné, Sascha Nissen (A.I.S.E. - International Association for Soaps, Detergents and Maintenance Products), Gabriela Yamaguchi, Helio Mattar (Akatu Institute), James Fava (Anthesis Group), Hubert Vendeville (Betterfly Tourism), Richenel Trustfull, Albert Alleyne (Caribbean Consumer Council), Ariel Gustavo Carbajal (Centro Tecnológico para la Sustentabilidad), Kimera Henry Richard (Consumer Education Trust), Katja Wehbi (County Administrative Board of Östergötland, Sweden), Simon Johnson (Department for Environment, Food and Rural Affairs), Jiannis Kougoulis, Lana Žuteliija, Peter Czaga (European Commission, Directorate-General for Environment), Stefan Sipka (European Policy Centre), Ulf Jaeckel (Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, Germany), Bjørn-Erik Lønn (Global Ecolabelling Network), Jim Bracken, Stephan Schaller (Global Standards 1), Masahiko Hirao (Green Purchasing Network Japan), Alexandra Caterbow (HEJSupport), Raelene Martin, Ian Twinn (International Chamber of Commerce), Olga Speranskaya (International POP Elimination Network), Joshua Wickerham (ISEAL Alliance), Joseph Wozniak (International Trade Centre), Charles Duclaux (L'Oréal), Sylvain Chevassus (Ministry for Ecological and Solidary Transition, France), Shorouq Abu Taleb (Ministry of Environment, Jordan), Noer Adi Wardoyo (Ministry of Environment and Forestry, Indonesia), Feng Wang (Life Cycle Initiative), Ricardo Estrada (Ministerio del Ambiente Peru), Euan Murray (The Sustainability Consortium), Elisa Tonda (UN Environment), Claire Kneller (WRAP), Vrilly Rondonuwu (Yayasan Pembangunan Berkelanjutan).

Further, the Guidelines benefitted from the feedback of over 90 stakeholders who participated in a global consultation (listed in Recognitions).

The Guidelines are a key output of the 10YFP Consumer Information Programme. At its annual meeting in February 2017, the Programme's Multi-stakeholder Advisory Committee accepted the Guidelines for publication and road testing. This does not imply an endorsement of the Guidelines by the institutions that form the Multi-stakeholder Advisory Committee, nor those of the working group responsible for the Guidelines' development.

The development of the Guidelines was managed by Bettina Heller (UN Environment), together with Regina Taimasova (International Trade Centre), and with support from Ian Fenn (Consumers International). The Guidelines were drafted by Jan Christian Polanía Giese (THEMA1). Barbara Hennecke (100 Prozent Erneuerbar Stiftung), Svetlana Samayoa (LAC Footprint Initiative, CICOMER) and Jacob Bilabel (THEMA1) supported the project. The design and layout of the Guidelines was completed by Thad Mermer.

The development of the Guidelines was financed by the project "Advancing and measuring sustainable consumption and production (SCP) for a low-carbon economy in newly industrialised countries (Advance SCP)". This project is part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) supports this initiative on the basis of a decision adopted by the German Bundestag.

Supported by:



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

based on a decision of the German Bundestag

Responsible?

Sustainable?

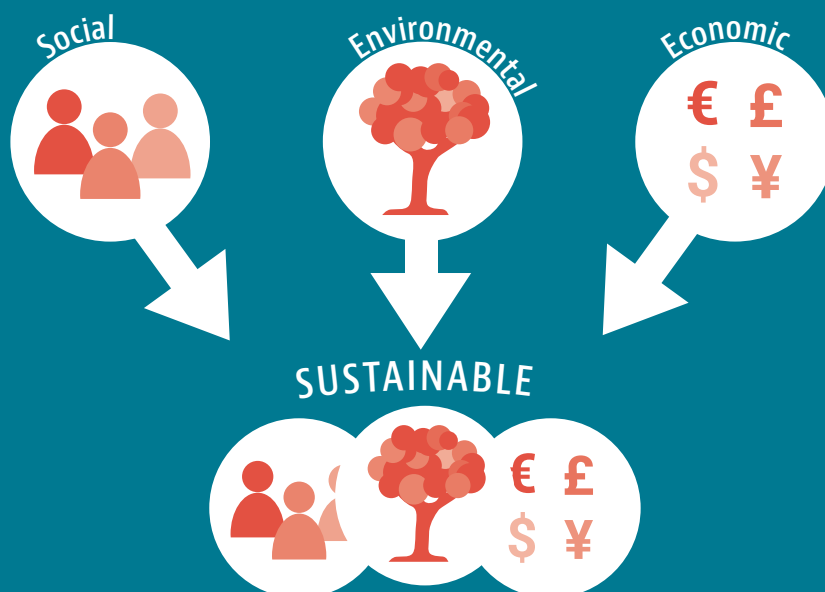
EXECUTIVE SUMMARY

OBJECTIVE

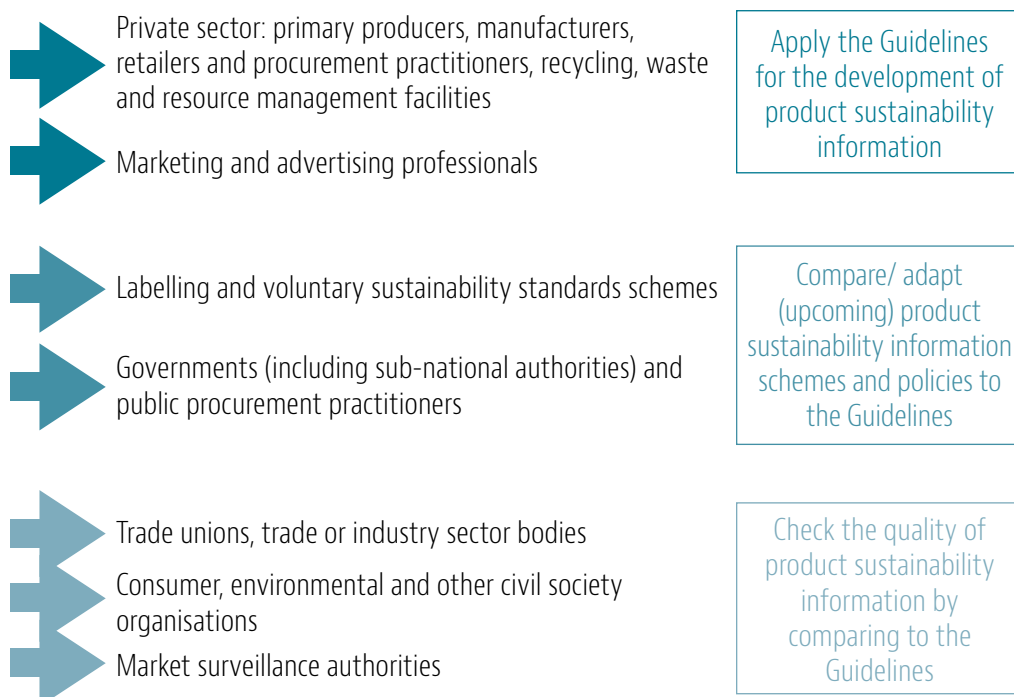
The Guidelines for Providing Product Sustainability Information (short the Guidelines) aim to provide value chain and public sector professionals with clear guidance on how to make effective, trustworthy claims to consumers, on product-related sustainability information. They are applicable to all regions and companies of all sizes. A key, long term objective is to generate global consensus by creating a level playing field for developing new, and revising existing, product sustainability information. Ultimately, the Guidelines aim to empower consumers to make informed sustainable choices.

The Guidelines' focus is on the information provided to consumers, to encourage more sustainable consumption patterns via the selection, usage and disposal of consumer products. This does not imply that the sole responsibility to reduce the adverse effects of product manufacturing and consumption on society and the environment lies with consumers. Sustainable consumption and production can only be achieved if all value chain stakeholders play their parts and commit to more environmentally and socially sound actions.

Product Sustainability Information, as regarded in the Guidelines, covers:



TARGET AUDIENCE



THE DEVELOPMENT PROCESS

The Guidelines build on recognised, well-established national, regional and sectoral guidance. They were developed in an international consensus-finding process under the 10YFP Consumer Information Programme for Sustainable Consumption and Production (CI-SCP)¹. Between June 2015 and October 2017, UN Environment and the International Trade Centre convened a working group comprising over 35 experts from various sectors and regions, which held several virtual meetings and one in-person workshop to develop the Guidelines. Comments received from more than 90 organisations during a two-month global consultation were also vital to the development process. The Guidelines are being road tested with organisations from different sectors and regions in 2017.

THE PRINCIPLES

The Guidelines' structure reflects a dual objective: to establish minimum requirements that must be met when providing product sustainability information to consumers (**fundamental principles**); and to encourage ambition, improvement and sustainability leadership over time (**aspirational principles**).

¹ The Consumer Information Programme is one of six programmes in the 10-Year Framework of Programmes on Sustainable-Consumption and Production Patterns (10YFP), which was adopted by the UN at the Rio + 20 conference. For more information: <http://www.scpclearinghouse.org/consumer-information-scp>

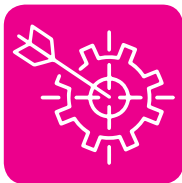
FUNDAMENTAL PRINCIPLES



RELIABILITY

Build your claims on a reliable basis

- Accurate and scientifically true
- Robust and consistent
- Substantiated data and assumptions



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



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

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_22915

