

# Changing consumption patterns through Sustainability Information

## *SCP Outreach in Asia – the Next Five*



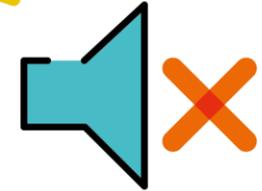
# Before we start



**This session  
is being recorded.**  
If you do not  
wish to be recorded,  
do not turn on  
the camera or  
speak.

**E**

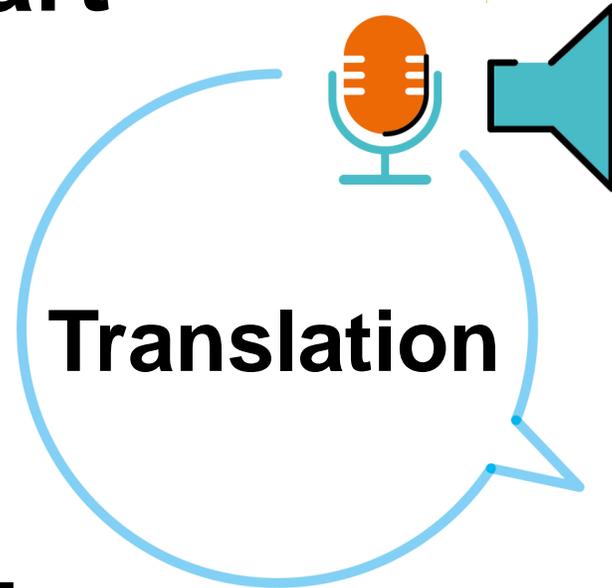
**The meeting  
will be in  
English.**



**MUTE your  
microphone**  
when you are not  
speaking.

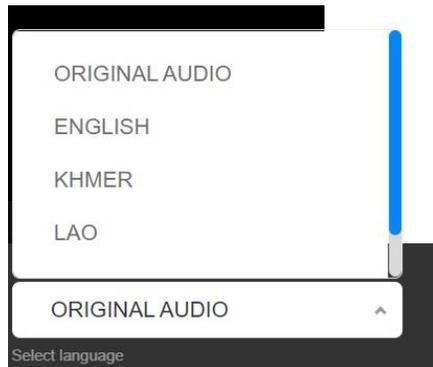


# Before we start



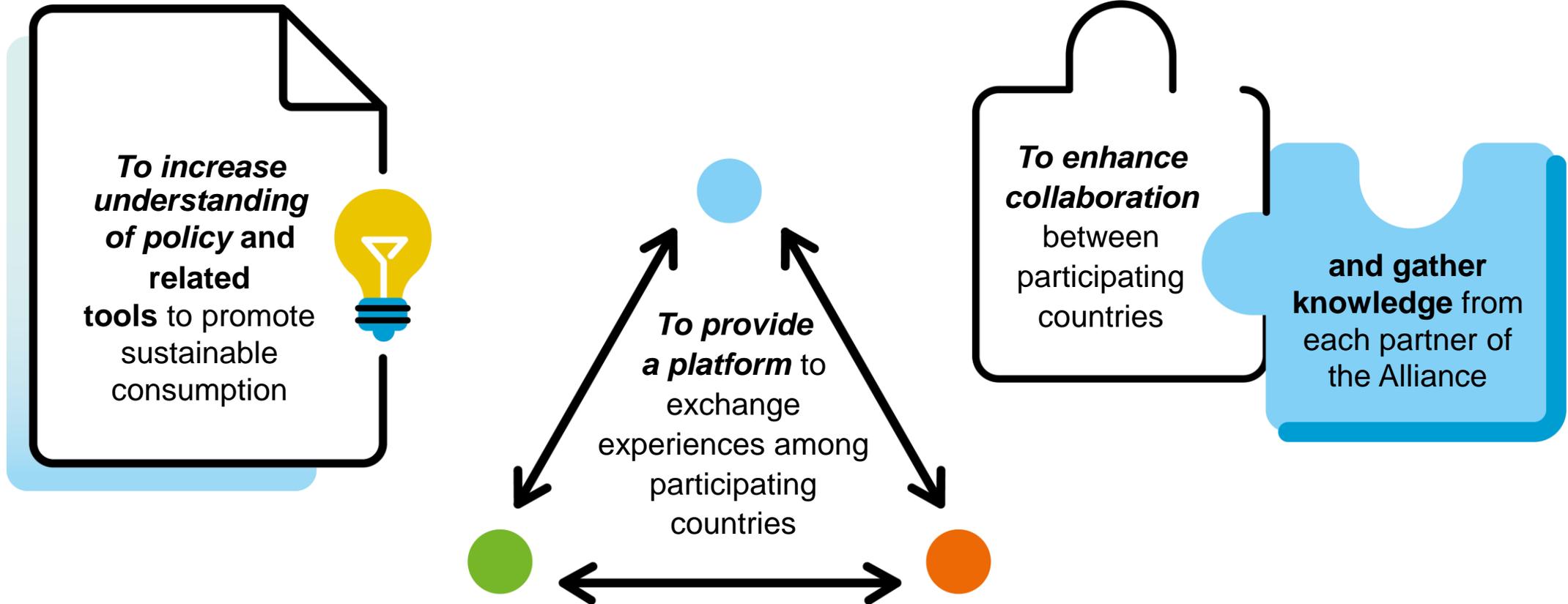
Available in Khmer, Laos, and Vietnamese.

Please **click on the icon** to choose your preferred language.



# Event Objective

---



# T day's Programme

Time	Activity
13:10	<b>Welcome Remark</b> <ul style="list-style-type: none"><li>• Preeyaporn Suwanaged, Deputy Director General of Pollution Control Department, Ministry of Natural Resources and Environment of Thailand</li></ul>
13:15	<b>Opening and Keynote Speech “German and European Policies on Consumer Information”</b> <ul style="list-style-type: none"><li>• Dr. Ulf Jaeckel, Head of Division of Sustainable Consumer Protection, Product-related Environmental Protection, Federal Ministry for Environment, Nature Conservation, and Nuclear Safety, Germany (BMU)</li></ul>
13:40	<b>Session 1: Sustainability Information in Green Public Procurement and Consumer Awareness</b> <ul style="list-style-type: none"><li>• <b>Understanding consumer behaviour (10 mins.)</b> Wilasinee Poonuchaphai, Project Co-Director, Sustainable Consumption and Production (SCP) Outreach in Asia – the Next Five Project, GIZ</li><li>• <b>Policy tools and instruments to influence consumer behavior (20 mins.)</b> Nils Heuer, Associate Programme Officer, Sustainable Consumption and Production Unit, Economy Division, United Nations Environment Programme (UNEP)</li><li>• <b>Green Claims: How green a product really is (15 mins.)</b> Samy Porteron, Programme Manager, Environmental Coalition on Standards (ECOS)</li></ul>
14:25	<b>Q&amp;A</b>

# T day's Programme

Time	Activity
14:40	<b>10-Minute Break</b>
14:50	<b>Session 2: Panel Discussion 'Behaviour Change and Longer-term Impact'</b> <ul style="list-style-type: none"><li>• <b>How to communicate Sustainable Lifestyle through the Green Credit Card of South Korea</b> Hyunhee LEE, Senior Researcher, Korea Environmental Industry &amp; Technology Institute (KEITI)</li><li>• <b>Sustainable Consumption Promotion and Thai Green Card case: challenges and success factors</b> Dr. Pornpimol Varathorn, Director of Public Participatory Promotion Bureau, Department of Environmental Quality Promotion (DEQP), Ministry of Natural Resources and Environment of Thailand</li><li>• <b>IKEA as a Circular shop: Policy, strategies, collaboration with stakeholders</b> Tom Suter, Store Manager, Ikano (Thailand) Limited</li></ul>
15:35	<b>Q&amp;A</b>
15:50	<b>Summary and open questions</b>
15:55	<b>Closing</b> <ul style="list-style-type: none"><li>• Kai Hofmann, Project Director of SCP Hub, GIZ</li></ul>
16:00	<b>End of the programme</b>

# Opening Remark



**Preeyaporn Suwanaged**  
Deputy Director General,  
Pollution Control Department,  
Ministry of Natural Resources  
and Environment, Thailand





**Dr. Ulf Jaeckel** held PhD in environmental economics.

Since 1994, he has been working with **German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety**.

**He is now the Head of Division `Sustainable Consumption, Environmental Product Policy`,** while also serving as the National Focal Point of the United Nations 10 Year Framework of Programmes on Sustainable Consumption and Production, Vice-Chair of the national standardisation body on environmental management and Co-lead of the UN Programme on Consumer Information for Sustainability.



## Opening & Keynote Speech

***“German and  
European  
Policies on  
Consumer  
Information”***



**Dr. Ulf Jaeckel**

Head of Division of Sustainable  
Consumer Protection,  
Product-related Environmental  
Protection, Federal Ministry for  
Environment, Nature Conservation,  
and Nuclear Safety, Germany (BMU)

---



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

# German and European Policies on Consumer Information

**Regional Knowledge Sharing Event**

30 November 2021

Ulf Jaeckel, PhD

Head of Division `Sustainable Consumption, Product-related Environmental Protection`



# International Frame

- Agenda 2030
- **Goal 12: Ensure Sustainable Consumption and Production**
  - 12.1: Implement the 10 YFP Programmes (including Consumer Information Programme)
  - 12.8. Ensure relevant information and awareness for people everywhere by 2030
- Decision UN General Assembly (November 2021)
  - Time Extension of the 10 YFP
  - Renewed pledge to make the needed transformative efforts through sustainable economic models to accelerate progress towards the implementation of SDG 12
  - Need for enabling informed consumer choices for sustainable consumption
  - Need for enhanced international cooperation on SCP



# European Sustainable Product Initiative

- **Goal:** Consumers, the environment and the climate will benefit from products that are more **durable, reusable, repairable, recyclable, and energy-efficient.**
- Use of a mix of instruments including design and information policies
  - Overarching product policy principles and minimum sustainability and information requirements for most relevant products
  - Rules for **designing products** including, providing products as a service, providing repair services, guarantees for spare parts availability)
  - EU rules for requirements on mandatory **sustainability labelling** and disclosure of information to consumers on products along value chains
  - EU rules for mandatory **minimum sustainability requirements on public procurement** of products



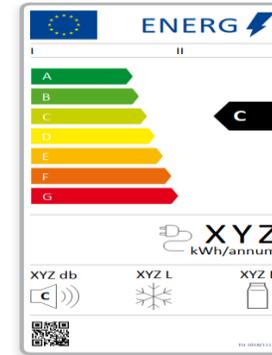
# European Sustainable Product Initiative

- Digital Product Passport
  - Transparency along the value chain
  - Use in business to business
  - Use for consumer information
  - Use for closing the circle
- Green Claim Initiative
  - Market situation makes urgent policy interventions necessary
  - Substantiating sustainability claims/messages
  - Possible use of Product Environmental Footprint



# 'Official' European Labels

- EU Energy Efficiency Label
  - Mandatory for electric appliances
  - Scale A-G
  - Rescaling process
  - Very positive impact
- EU Bio-Label for organic products
  - Based on EU law
  - Voluntary label
  - Available for producers inside and outside EU
- EU Flower
  - Voluntary label
  - 35 product/service groups
  - Usable for producers/retailers inside and outside EU





# National Policy

- National Programme on Sustainable Consumption, adopted in February 2016 by the Federal Government of Germany
  - Aim: Sustainable Consumption should evolve from **niche market into mainstream**
  - Consumers have to be **empowered** to consume sustainably
- Further development of the National Programme with decision of Green Cabinet in May 2021 including goals on consumption related GHG, strengthened use of blue angel etc.
- Use of Sustainable Public Procurement to generate markets for ecolabelled products
- Platform for the assessment of labelling and standard schemes ([www.siegelklarheit.de](http://www.siegelklarheit.de))



# National Program for Sustainable Consumption

- Originally adopted in February 2016 by the Federal Government
- Revision of the program with 45 measures and targets adopted on May 3<sup>rd</sup> 2021 by the Federal Government
- Sustainable consumption plays a central role in achieving Germany's sustainability and climate protection goals.
- **Central goal: Halving the consumption-related GHG emissions per capita by 2030**
- Other goals include:
  - Significantly increase the market share of certified clothing
  - Improving conditions for cycling in order to double share of cycled distances
  - Halving per-capita food waste by 2030
  - Increasing the market share of labelled products in e-commerce to 34% by 2030
  - Increasing the share of sustainably certified food raw materials in food processed in Germany



# National Program for Sustainable Consumption

- **Consumer information measures (examples):**
- Increasing the visibility of sustainable tourism destinations
- Strengthening the use of credible environmental and social labels in particular in e-commerce
- Promoting the introduction of a resource efficiency label on EU level
- Promoting the use of digital product passports also for consumer information
- Promoting a mandatory manufacturer declaration regarding the expected lifetime of their products
- Improving consumer information about sustainable food consumption
- Promotion of a balanced diet and of greater animal welfare also by enhanced consumer information
- Promoting the dissemination of sustainable consumption practices through societal discourse and support of relevant business models
- Adoption of a general administrative regulation for the procurement of climate-friendly products and services in summer 2021



# Blue Angel



- First ecolabel in the world
- Logo given by United Nations
- Well known (90%) and taken into account for purchasing decisions (about 40%)
- More than 100 product groups
- More than 12000 products and 1000 companies
- Most important product groups: Paints, printers, recycled paper
- Blue Angel stands for environmental quality and credibility
- Blue Angel also used by international companies and on international markets



## How does the Blue Angel work?

- 1. **The Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety** – is the owner of the label and regularly informs the public of the decisions of the Environmental Label Jury.
- 2. **The Federal Environment Agency** – develops the technical criteria for the Basic Award Criteria for the Blue Angel and acts as the office of the Environmental Label Jury.
- 3. **The Environmental Label Jury** – is an independent decision-making body composed of representatives from environmental and consumer associations, trade unions, industry, trade, crafts, local authorities, science, media, churches and federal states.
- 4. **The RAL gGmbH** – organises and holds the expert hearings. It is also responsible for reviewing applications and awarding the ecolabel on the basis of the existing award criteria for products and services.



# Benefits for consumers



- A third part proved information they can trust
- Easy way of recognizing environmentally friendly products and services
- No need to deal with every single detail
- A guideline and orientation in everyday life
- A label which empowers consumers to choose a sustainable product



# Benefits for Companies



- To demonstrate the company's commitment on environmental issues: good reputation, credibility
- To communicate the good environmental performance of their products
- A marketing tool also supported by the labelling scheme partners and campaigns of the label owner (Ministry)
- Advantages in certain public tenders
- Recognition by the political level





# International Activities



- Long term member of GEN
- Cooperation of Blue Angel with other labelling schemes (e.g. China, Japan, Thailand, South Korea, Nordic Swan, European Flower etc.
- Co-lead of the Programme on Consumer Information for Sustainability in the One Planet Network of the UN (10YFP) incl. a working group on ecolabel
- Support of the development of ecolabelling schemes in South-East Asia, Africa and Latin America through projects of the German International Climate Initiative
- Support of the implementation of SDG 12, in particular 12.8



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

**Thank you.**

[ulf.jaeckel@bmu.bund.de](mailto:ulf.jaeckel@bmu.bund.de)



**Group photo**

# Session 1:

## ‘ Sustainability Information in Green Public Procurement and Consumer Awareness ,







## ***Wilasinee Poonuchaphai***

*Since 2005, she has been working with GIZ for various projects. Her expertise is in environmental and energy management and sustainable development.*

*Previously, she led an EU-funded project on “Sustainable Freight Transport and Logistics in the Mekong Region”.*

*Currently, she is **Co-Director of Project ‘SCP Outreach in Asia – The Next Five Countries’** which is financed by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), focusing on **eco-labelling and green public procurement**.*





# Understanding Consumer Behaviour

*By Wilasinee Poonuchaphai  
Co-Director, SCP Outreach Project, GIZ*



# Who are the consumers

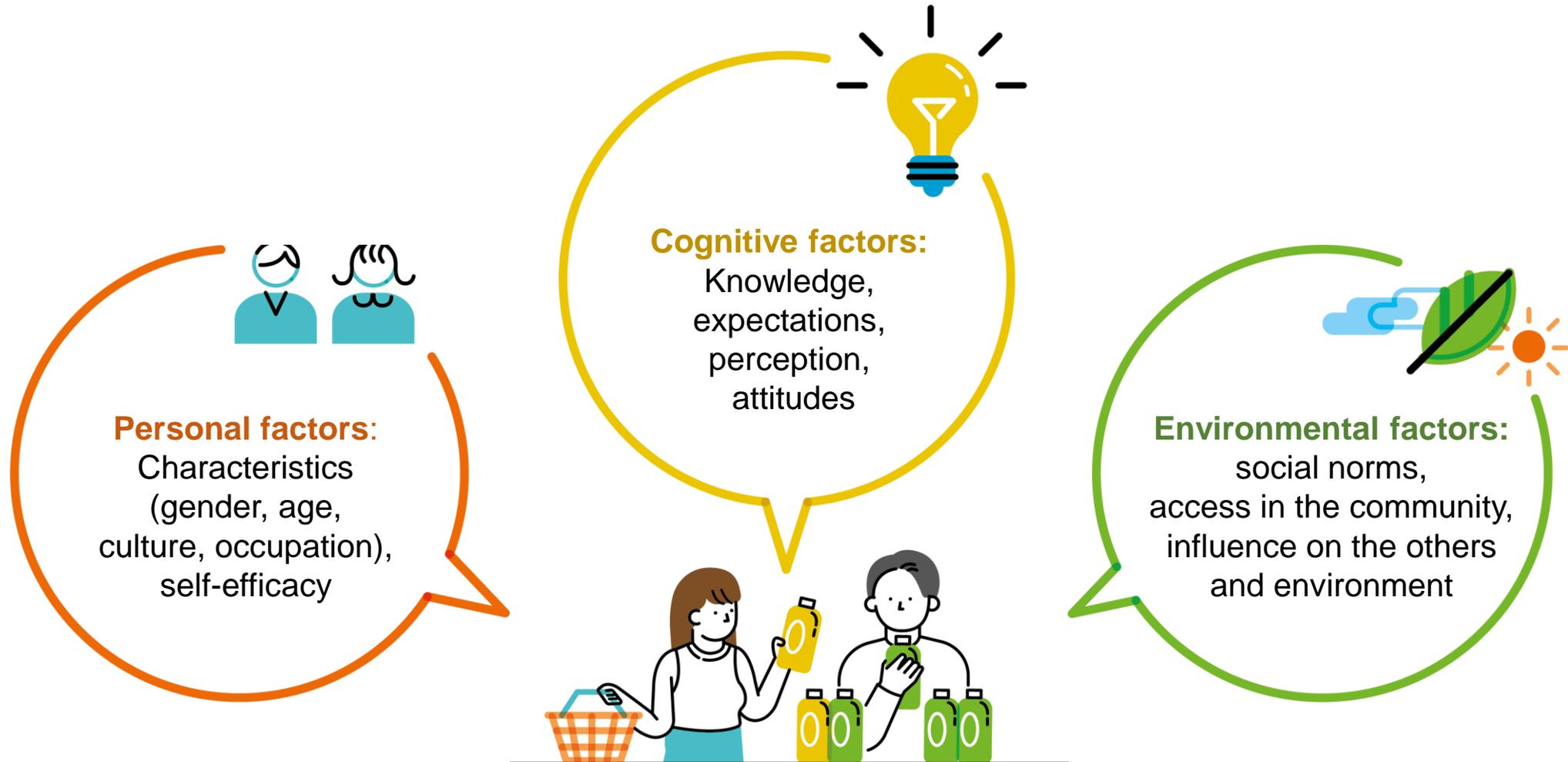
Person or organization **purchasing, using** and/or **disposing** of goods and services for private or commercial purpose (includes individuals working in a private sector as well as in public sector such as private company or public procurement for instance).

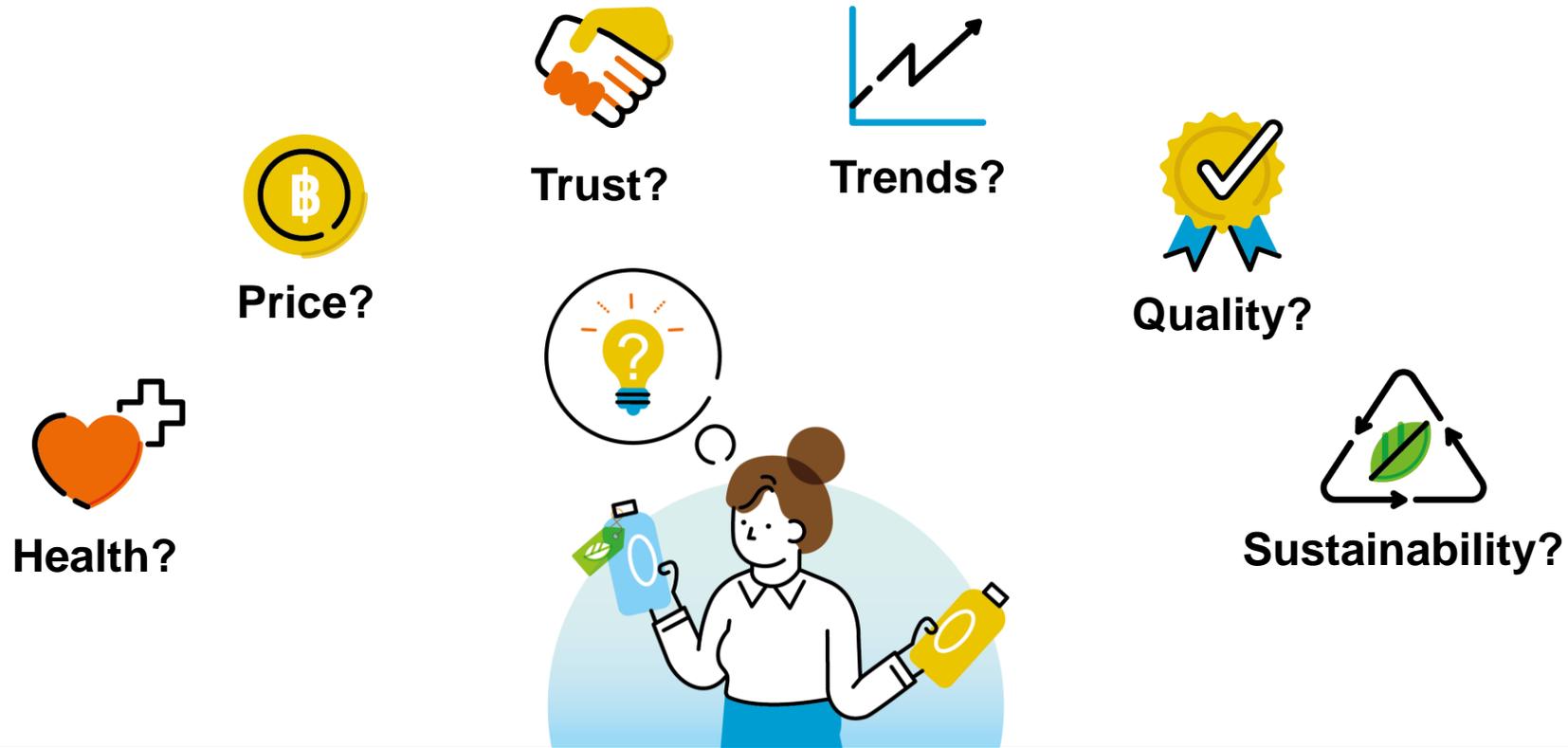
***Understanding Consumer behaviour is essential for driving the consumption change to be more sustainable.***

- *How people make decisions when they purchase, helps businesses and marketers capitalise on these behaviours by predicting how and when a consumer will make a purchase.*
- *It also helps to identify what influences these decisions, as well as highlight strategies to proactively manipulate behaviour.*

# Cognitive Approach to Consumer Behaviors

---





---

# What influence the consumer on buying decision

Source :Guidelines for Providing Product Sustainability Information, 2017



- Who purchases your products and services?
- Who makes the decision to purchase your products and services?
- Who influences the decision to purchase the products?
- How is the purchase decision made?
- Why does the consumer buy a product?

# Analysing Buyer Behaviour

- Why does a consumer prefer one brand over another?
- Where do customers purchase the product?
- When do consumers buy a product?
- What is the consumer's opinion of the product?
- What is the role of consumers' lifestyle in their buying behaviour?



# Shifting Consumers to Behave Sustainably



## Social Influence

- Social norms
- Social identities
- Social desirability

## Habit formation

- Discontinuity to change bad habits
- Penalties
- Making it easy
- Prompts
- Incentive

## The Individual self

- Self-concept
- Self-consistency
- Self-interest
- Self-efficacy

## Feelings and Cognition

- Negative emotions
- Positive emotions
- *Information, learning and knowledge*
- *Eco labeling*
- Communication

*Thank  
you*





**Nils Heuer** holds a Master's Degree in Sustainable Development and Environmental Governance.

He is now an **Associate Programme Officer working on Consumer Information and Ecolabelling in UNEP's Economy Division based in Paris**, and is coordinating the **One Planet network Consumer Information Programme** to strengthen consumer information for more sustainable consumption and production globally.

Before joining UNEP, he has worked as an Ecolabel Account Officer at the Marine Stewardship Council in London, UK.



# Policy Tools and Instruments to Influence Consumer Behaviour



**Nils Heuer**  
Associate Programme Officer,  
Sustainable Consumption and  
Production Unit, Economy  
Division, United Nations  
Environment Programme

# Policy Tools and Instruments to Influence Consumer Behaviour

Nils Heuer, UN Environment Programme  
30 November 2021



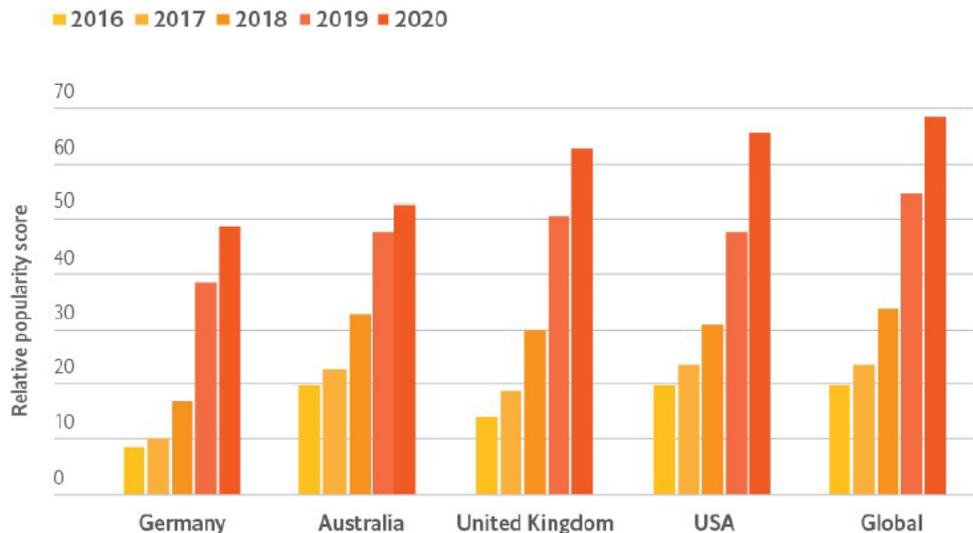
**One planet**  
inform with care

# Why consumer information? Why ecolabelling?

Increased interest and demand for sustainable products

The Economist INTELLIGENCE UNIT

**Shopping sustainably?**  
The popularity of Google Searches for sustainable products in the 'shopping' category. All countries. English. Yearly average.



Source: An Eco-wakening: Measuring global awareness engagement and action for future

Source: The EIU, Google Trends



However, consumers are still subject to unfair practices, especially **greenwashing**:

- 42% of environmental claims made on websites are exaggerated (EU Commission, 2021)
- 39% of consumers say business claims about the environment are not accurate (GFK, 2011)

**Conclusion: governments and businesses need support to achieve more effective and reliable communication**

# What is Consumer Information?



Information that consumers need to make an informed choice



To enable sustainable consumption choices, consumers need accurate and credible sustainability information



To claim that a product is sustainable, one needs to assess its sustainability impacts. Consumer information tools are the means to communicate this assessment information.



The assessment should be based on a holistic approach with a life-cycle perspective



**THE GLOBAL GOALS**  
For Sustainable Development

**12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION**



SDG 12.8

Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature





# What are Consumer Information Tools?

All tools and systems that seek to guide consumers to make more sustainable choices on goods and services

- Standards, certifications and ecolabels
- Self-declared environmental claims
- Ratings, rankings and benchmarks
- Life-cycle and footprint assessments
- Consumption and lifestyle calculators
- Consumer information campaigns
- Digital tools such as apps, games or web platforms



## What is their purpose?



### Businesses

- A Marketing Tool
- A Supply Chain and Risk Management Tool



### Governments

- Consumer Protection
- A market-based approach to sustainable consumption
- Demand can be driven through public procurement



### Consumers

- Guidance for sustainable consumption choices



# Eco-labelling: one of the existing Consumer Information Tools

## Why Ecolabels?



Type-1 eco-labels (ISO 14024) are based on **key principles** that strengthen their credibility

- **Voluntary**
- **Life cycle based**
- **Third party independence**
- **Transparent**
- **Accessible / obtainable**
- **Rigorous / measurable / verifiable**

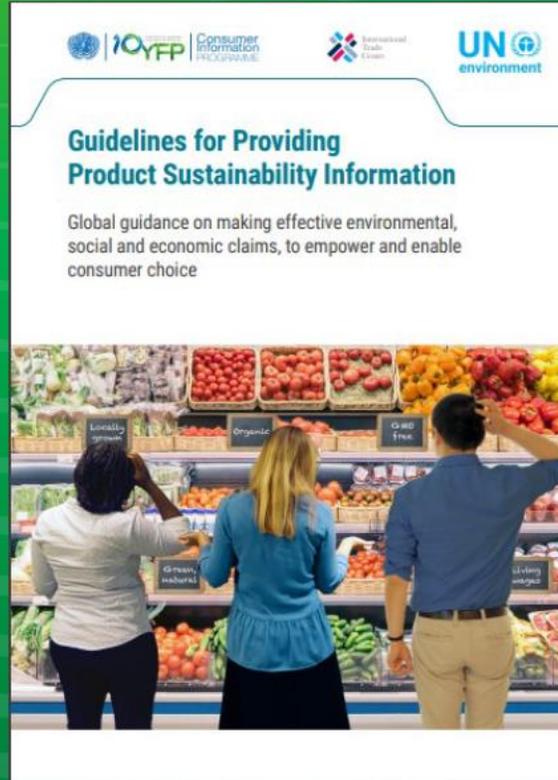


## How Ecolabels Function

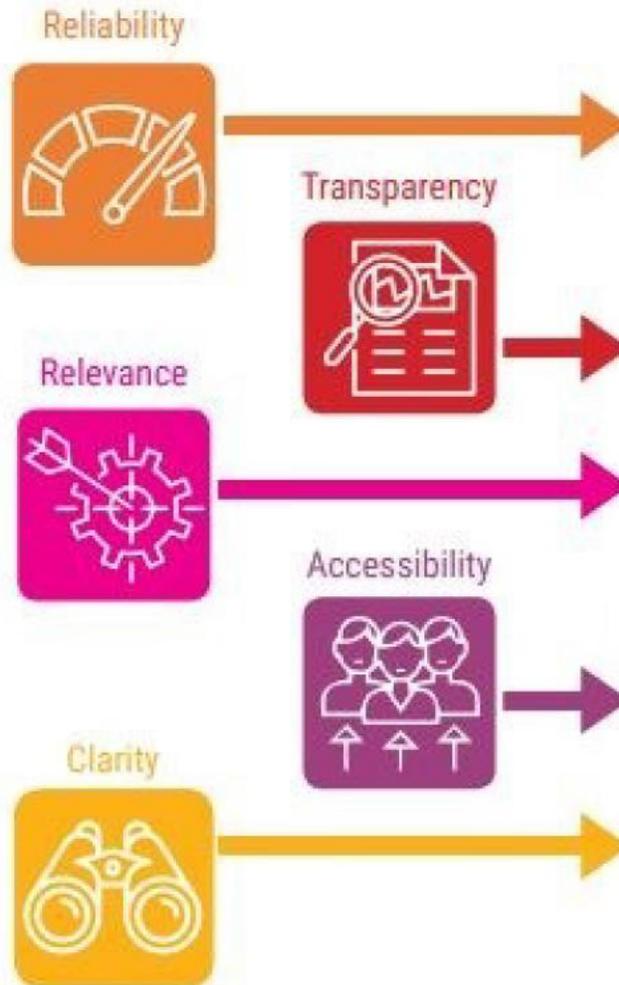
- Provide **reliable** information on the 'world behind the products'
- Use environmental and ethical values of consumers as a market incentive for producers to improve their environmental and social performance
- Provide competitive advantage for producers in the market-place
- Dynamic displacement process  $\Rightarrow$  continuous environmental improvement through a pull effect

# The Guidelines

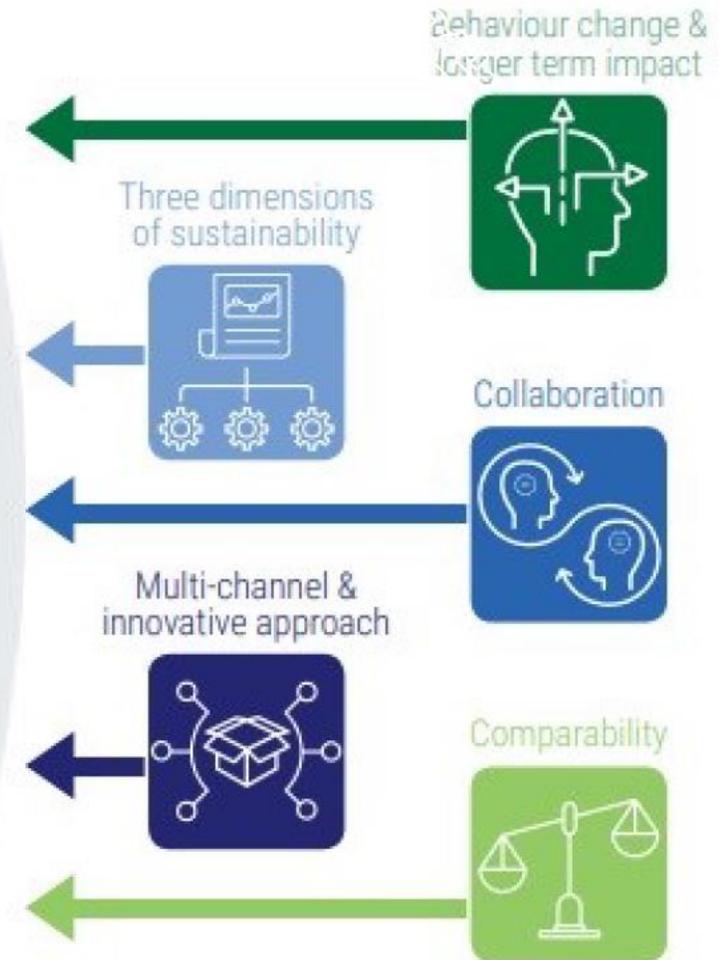
Ten principles to level the playing field and communicate in a reliable, fair and transparent way



## The 'Fundamental Principles'



## The 'Aspirational Principles'



# Tools at your disposal

Use these tools to promote the **Guidelines** and work with them!



<https://www.oneplanetnetwork.org/consumer-information-scp/product-sustainability-information-hub>



# Guidelines for Providing Product Sustainability Information in E-Commerce



- Develop **specific guidance for e-commerce platforms** to improve their product-related sustainability information
- In collaboration with Multi-stakeholder Working Group 1 of the One Planet network Consumer Information Programme

# Interviews with e-commerce stakeholders

- 9 interviews were conducted for this project
- Customers increasingly demand sustainability information
- Most interview partners are in pilot phases regarding the provision of sustainability information
- Huge differences with respect to reliability of sustainability information and focus areas
- Request for standardized information

amazon adeo

**FARFETCH**

JUMIA  ebay

 avocadostore

**PHILIPS** Rakuten

 zalando

# The Guidelines for Providing Product Sustainability Information in E-commerce

**Reliability**  
Build your claims on a solid foundation.  
- Accurate and verifiable facts  
- Reduce and avoid exaggeration  
- Substantiate claims and sources

**Relevance**  
Talk about major improvement areas that matter.  
- Significant aspects (challenges)  
- Be realistic, your product isn't perfect  
- Focus on what you can do  
- Consider benefit areas you can't control

**Clarity**  
Make the information easy to understand.  
- Be concise and avoid too much detail  
- Explain and use easy language  
- Avoid jargon and technical terms

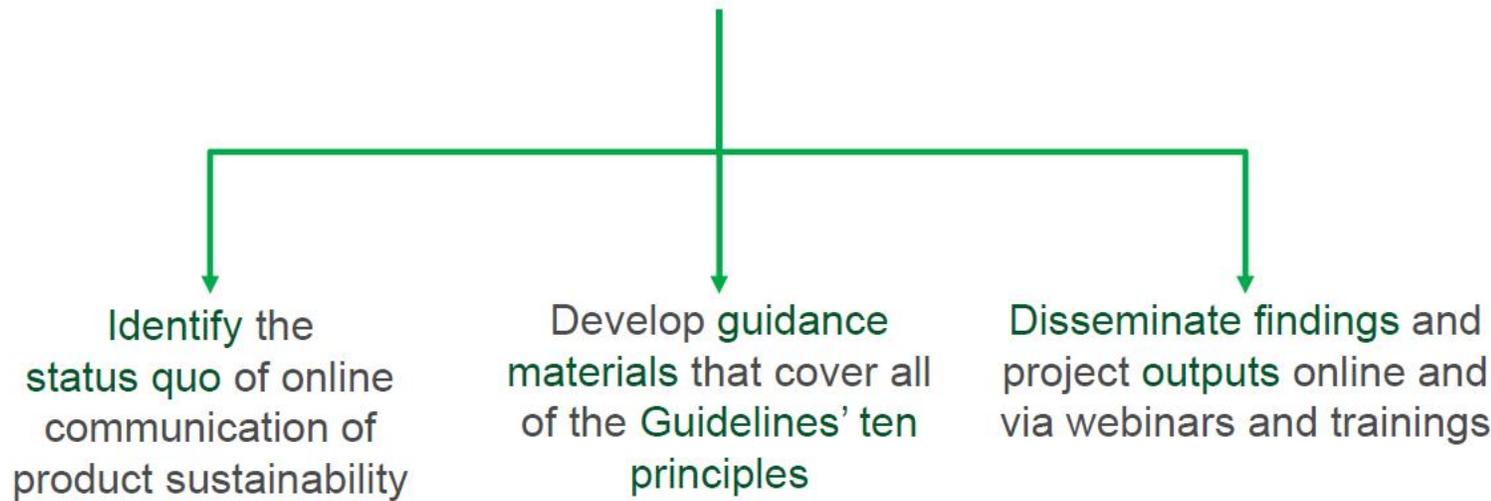
**Transparency**  
Provide the information and do not hide it.  
- Acknowledge the limitations of the information  
- Transparency and openness of the claims (methods, sources, etc.) is essential  
- Conflicting information open to comparison

**Accessibility**  
Let the information get to the consumer, not the other way around.  
- Clearly visible and easily located claim  
- Easily accessible claim (close to the product, at a relevant time and location)

**What are common obstacles to Reliability in an e-commerce setting?**  
- Substantive claims are often made without providing evidence  
- Claims are not substantiated with evidence  
- Claims are not substantiated with evidence

**How to ensure Reliability in an e-commerce setting?**  
- Provide evidence for your claims  
- Be realistic and avoid exaggeration  
- Substantiate claims and sources

## Development of Guidance materials to support the application of the Guidelines to an E-Commerce Setting



**Three Dimensions of Sustainability**  
Show the complete picture of product sustainability.  
- Environmental, social, and economic dimensions  
- Consider the entire value chain  
- Consider the entire lifecycle

**Behaviour Change and Longer-Term Impacts**  
Help move from information to action.  
- Provide actionable advice  
- Encourage active engagement  
- Long-term relationship with customer

**Multi-Channel and Innovative Approach**  
Engage with consumers in diverse ways.  
- Use various communication channels  
- Offer user-generated content  
- Offer user-generated content

**Collaboration**  
Work with others to increase trust and credibility.  
- Share information and expertise  
- Joint communication initiatives  
- Increase transparency and accountability

**Comparability**  
Help consumers choose between similar products.  
- Provide comparable information  
- Use consistent metrics  
- Provide clear and objective information

**What are common obstacles for Three Dimensions of Sustainability in an e-commerce setting?**  
- Lack of information on environmental, social, and economic dimensions  
- Lack of information on the entire value chain  
- Lack of information on the entire lifecycle

**How to ensure the Three Dimensions in an e-commerce setting?**  
- Provide information on environmental, social, and economic dimensions  
- Provide information on the entire value chain  
- Provide information on the entire lifecycle

The Guidelines for E-commerce were officially launched on 22 & 23 November 2021

# Consumer information on plastic packaging

The “**Can I Recycle This?**” report is an output of the **Consumer Information Programme** and its preparation was led by **Consumers International** and the **UN Environment Programme**

- **On-package communications** to consumers about the sustainability of **plastic packaging** and disposable plastic food-ware
- Focus on **labels** and **claims** found on plastic packages and the **standards** and **certifications** behind them
- Geographically **global**



**Download:**

<https://www.oneplanetnetwork.org/resource/can-i-recycle-global-mapping-and-assessment-standards-labels-and-claims-plastic-packaging>

# Report approach and methodology

**Identification** and categorization of **standards, labels** and **claims** on plastic packaging

**Consultation** with **33 global experts** to **assess** the **labels** against the ten principles of the **Guidelines** for Providing Product Sustainability Information

**Analysis of results** and development of **recommendations** for different stakeholders

## Categories

- Biodegradable
- Compostable
- Recyclable
- Recycled Content
- Bio-based Content
- Ocean Plastic



Positive

experts were generally positive in their evaluations



Mixed

experts had divergent opinions



Neutral

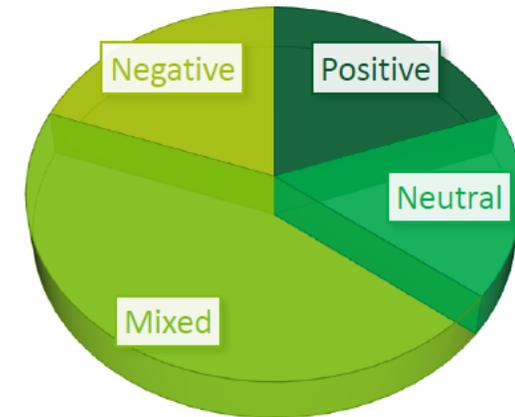
experts' scores were generally in the mid-range of the scale



Negative

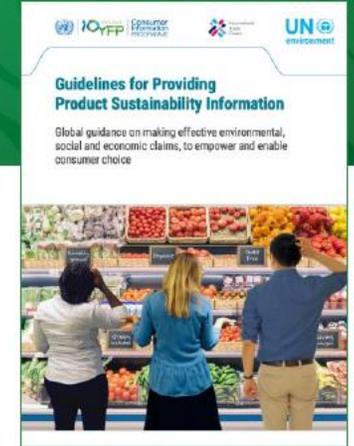
experts were aligned in their negative scores

## RESULTS



# Key Findings & Recommendations

1. Businesses should **follow the Guidelines for Providing Product Sustainability Information** (2017) in their plastic packaging communications
2. **Definitions** about content and disposal of plastic packaging need to be **harmonized at a global level**
3. Standards, labels, and claims need to better **reflect actual conditions**
4. The use of the '**chasing arrows**' symbol should be **restricted** to indicating recyclability
5. Informative and **verified** recycling **labels** should be adopted and their proper use enforced



SOURCE		RINSE BEFORE RECYCLING		
SLEEVE	TRAY	SLEEVE	FILM	TRAY
 FSC® C020000	MADE FROM A MINIMUM <b>35%</b> PLASTIC THAT YOU RECYCLED	 PAPER WIDELY RECYCLED	 PLASTIC NOT RECYCLED CURRENTLY	 PLASTIC WIDELY RECYCLED

# Additional Materials

## Additional materials

- **3 Key message papers** providing specific recommendations for action for businesses, governments and standard setters and labelling organizations
- **5 Case studies** of labels with detailed assessments against the five fundamental principles

Available at: <https://www.oneplanetnetwork.org/consumer-information-scp/consumer-information-and-plastic-packaging>



# The One Planet Network (10YFP)

A multi-stakeholder network that is building the global movement for sustainable consumption and production through 6 Programmes



One planet  
handle with care



611  
Programme  
Partners



One planet  
eat with care



One planet  
live with care



One planet  
build with care



One planet  
inform with care



One planet  
procure with care



One planet  
travel with care



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



130  
National  
Focal Points

**The 10-year Framework of Programmes on sustainable consumption and production** is the commitment made in 2012 to accelerate the shift to SCP.

**The One Planet network** is the implementation mechanism: the multi-stakeholder network that formed to support the implementation of this commitment

**One Plan for One Planet: 2018-2022 Strategy**  
[https://www.oneplanetnetwork.org/sites/default/files/strategy\\_one\\_planet.pdf](https://www.oneplanetnetwork.org/sites/default/files/strategy_one_planet.pdf)



One planet  
inform with care

# The Consumer Information Programme (CI-SCP)

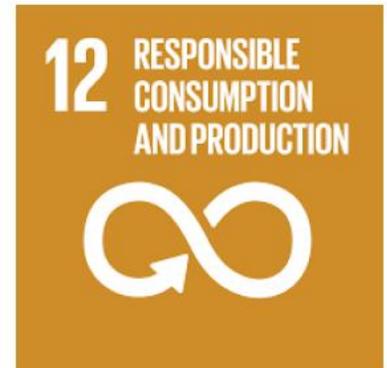


## The Objective:

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

## The aspirational target:

Working towards companies providing **credible sustainability information** on at least **50% of their products** and services at the point of sale



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



# 22 MAC members and a global network of over 100 partners

The programme is supported by a multi-stakeholder advisory committee (MAC), which provides technical and strategic advice; and a global network of partners implementing projects and contributing to working groups.

**Legend:**

- MAC (Blue)
- Co-leads (Yellow)
- Partners (Green)

[list of organizations](#)

# CI-SCP Working Groups

**WG 1**  
**Guidelines for Providing  
Product Sustainability  
Information**



**WG 2**  
**Type-I Ecolabels**



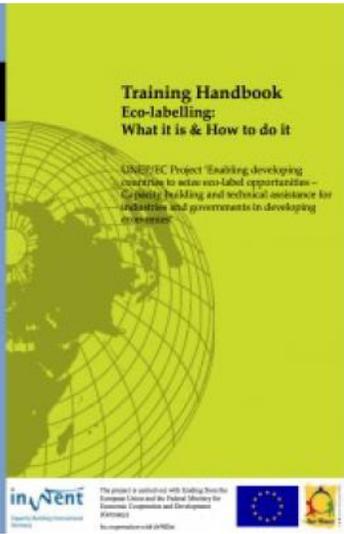
**WG 3**  
**Product Lifetime  
Extension to Advance  
Circular Economy**



**WG 4**  
**Biodiversity  
Communication**



# New Ecolabel Training Material under development by UNEP and GEN



## Webinars, Events, Presentations

The CI-SCP organizes and coordinates several webinars, events and presentations throughout the year. Partners can join or take on an active role and provide input or speakers.

## Newsletter

- Sent out quarterly to **over 1000 experts** on SCP and consumer information
- **Partners** of the programme can **feature** their **updates** in the newsletter



# CI-SCP

## Programme Communication

Newsletter



Presentations



Webinars



Events



Website

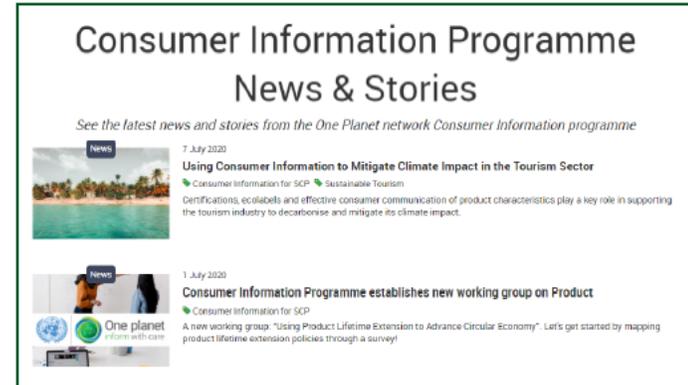


## Social Media

- Follow us on twitter **@10YFP**
- Follow us on **LinkedIn**

## Website

The CI-SCP website informs about everything that happens in the programme and the **News and Stories** section is regularly updated with current initiatives. All **partners** can **publish news** on the website by contacting the [ciscp@un.org](mailto:ciscp@un.org).



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

**More information:**

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

Send an e-mail to [ciscp@un.org](mailto:ciscp@un.org) to join our network or sign up to our newsletter!



**One planet**  
inform with care

Thank  
You



**One planet**  
inform with care



**Samy Porteron** has a broad experience in **climate and environmental policy**, working previously as a policy analyst and researcher for European Union policy-makers and international NGOs like C40 Cities and the World Green Building Council.

He is now a **programme manager at Environmental Coalition on Standards (ECOS)**, where he has worked since December 2020 on the topic of green claims, plastics and chemicals, packaging, and the bioeconomy.



# Green Claims

*How green a product really is*



**Samy Porteron**  
Programme Manager,  
Environmental Coalition  
on Standards (ECOS)



# About ECOS

## ENVIRONMENTAL COALITION ON STANDARDS



international environmental NGO



technical expertise for environmentally friendly technical standards, policies and laws



network of members & experts



# 52

## ECOS MEMBER ORGANISATIONS

### National member organisations

#### Austria

- Umweltdachverband
- Global 2000

#### Belgium

- Bond Beter Leefmilieu Vlaanderen (BBLV)
- Inter-Environnement Wallonie (IEW)
- RepairTogether
- Repair & Share

#### Bulgaria

- Institute for Ecological Modernisation (IEM)

#### Croatia

- DOOR – Society for Sustainable Development Design

#### Czech republic

- Zelený Kruh (Green Circle)

#### Cyprus

- Terra Cypria – The Cyprus Conservation Foundation

#### Denmark

- The Danish Society for Nature Conservation (DN)
- Danish Ecological Council (Det Økologiske Råd)

#### France

- Zero Waste France
- Women in Europe for a Common Future (WECF-France)
- Halte à l'Obsolescence Programmée (HOP)
- CLER – French Energy Transition Network
- Ethikis

#### Germany

- Bund Für Umwelt und Naturschutz Deutschland (BUND)
- Bundesverband Bürgerinitiativen Umweltschutz (BBU)
- Deutscher Naturschutzring (DNR)
- Nature Friends Germany (NaturFreunde Deutschlands)
- Deutsche Umwelthilfe
- Runder Tisch Reparatur

#### Greece

- Ecocity Greece

#### Hungary

- Clean Air Action Group (CAAG)

#### Italy

- Legambiente

#### Ireland

- Community Reuse Network Ireland (CRNI)

#### Latvia

- Friends of the Earth Latvia (Zemes Draugi)

#### Lithuania

- Žiedinė ekonomika

#### Luxembourg

- The Luxembourg Ecological Center (Oekozerter Lëtzebuerg)

#### Netherlands

- Stichting Natuur en Milieu (SNM)
- Leefmilieu

#### Norway

- BELLONA Norway

#### Poland

- Polish Foundation for Energy Efficiency (FEWE)
- ClientEarth Poland

#### Portugal

- ZERO

#### Slovakia

- REPAIRABLY

#### Spain

- ECODES

#### Sweden

- The Swedish Society for Nature Conservation (SCNC/SNF)

#### Switzerland

- WWF Switzerland

#### United kingdom

- Energy Saving Trust (EST)
- UK Sustainability Network for Standardisation

#### USA

- Green Science Policy Institute

### Pan-european member organisations

#### Bellona

- Bellona Europe

#### EEB

- European Environmental Bureau

#### FoEE

- Friends of the Earth Europe

#### HCWH

- Health Care Without Harm Europe

#### HEAL

- Health & Environmental Alliance

#### RREUSE

- European umbrella for social enterprises with activities in reuse, repair and recycling

#### T&E

- European Federation for Transport & Environment

#### WWF-EPO

- WWF – European Policy Office

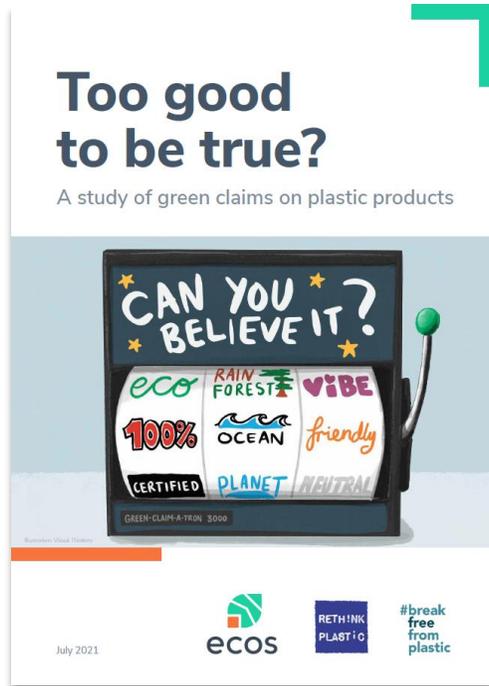
#### ZWE

- Zero Waste Europe





# The report



82 products selected for high waste volumes & high impact

Product types

<b>Bottles &amp; jugs</b> 	<b>Clothing</b> 	<b>Sachets &amp; pouches</b> 	<b>Film &amp; bags</b> 	<b>Plastics in food service</b> 	<b>Diapers &amp; wipes</b> 
--	--	---	---	--	---

Claim types

<b>Reusable or refillable</b> 	<b>Recyclable</b> 	<b>Recycled content</b> 	<b>Compostable</b> 	<b>Biodegradable</b> 	<b>Bio-based content</b> 
--	---	---	--	--	--





# Fundamental Principles

## RELEVANCE



- of claims
- of product characteristics

## RELIABILITY



- substantiated
- verified

## CLARITY



- informative
- transparent
- accessible

Example: bio-based wipes



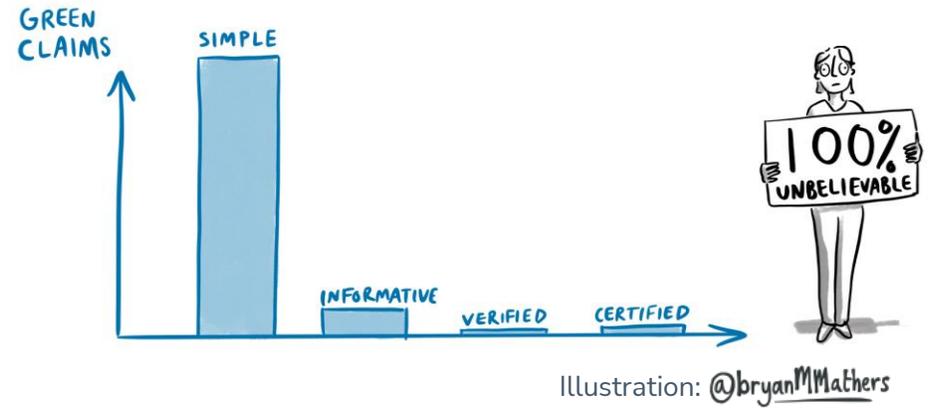
Based on UNEP Guidelines for Providing Product Sustainability Information





# Findings

- About **half of claims** assessed to be misleading
- **8 products** fulfilled all criteria



**82**  
plastic items  
analysed



✗ do not meet  
relevance criterion



✗ do not meet  
clarity criterion



✗ do not meet  
reliability criterion



✗ appear not to be  
third-party verified





Here is a taste of what we found



**Most frequent claims**

Biodegradable, compostable, bio-based and plastic-free

We analysed these carefully



**Products with the greatest number of vaguest claims**

Diapers and wet wipes. **Featuring:** carbon balanced, eco-natural, green, vegan, earth friendly and protecting rainforests...

Green hygiene!



**Most greenwashed products**

Beverage and non-beverage bottles. **Featuring:** ocean plastic, biodegradable, plant-based...

How about we end single-use and reuse instead?



**Most ridiculous claim**

Biodegradable bottles...

To help turn beaches into landfills?



**Most interesting claim**

Edible sachets

Bon appetit!



# Key findings

## Example – Biodegradability and compostability claims

- A 'license to litter' for consumers
- 1. Reduce, 2. Reuse, 3. Recycle
- Biodegradation is often irrelevant for the environment



Illustration: @bryanMMathers

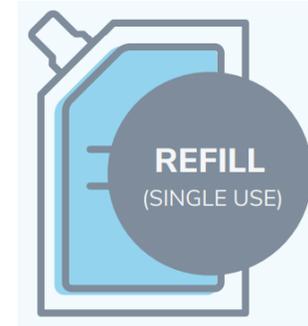




# Key findings

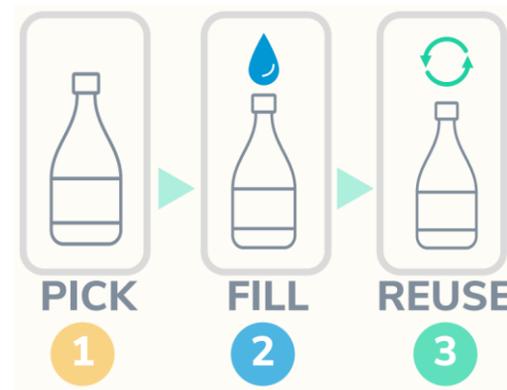
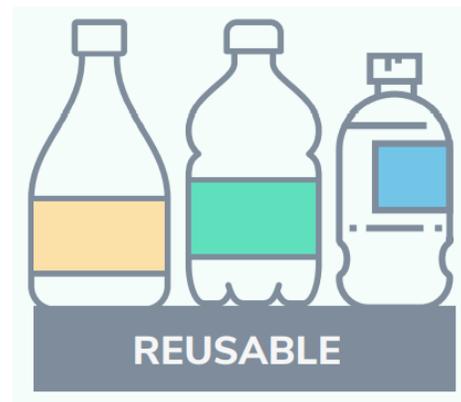
## Example – Reusability claims

'Reusable' dishware  
**Misleading**



Single-use refill pouch  
**Still single-use**

Firm-operated bottle  
return system  
**Truly reusable**



In-store refillables  
**Truly reusable**



# Our recommendations

## Key recommendations



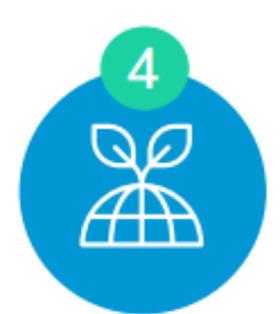
Eliminate loose and stretchable definitions



Legislate explicitly on what market actors may or may not claim



Strengthen legislative enforcement and sanctions against greenwashing



Make sustainable products the norm

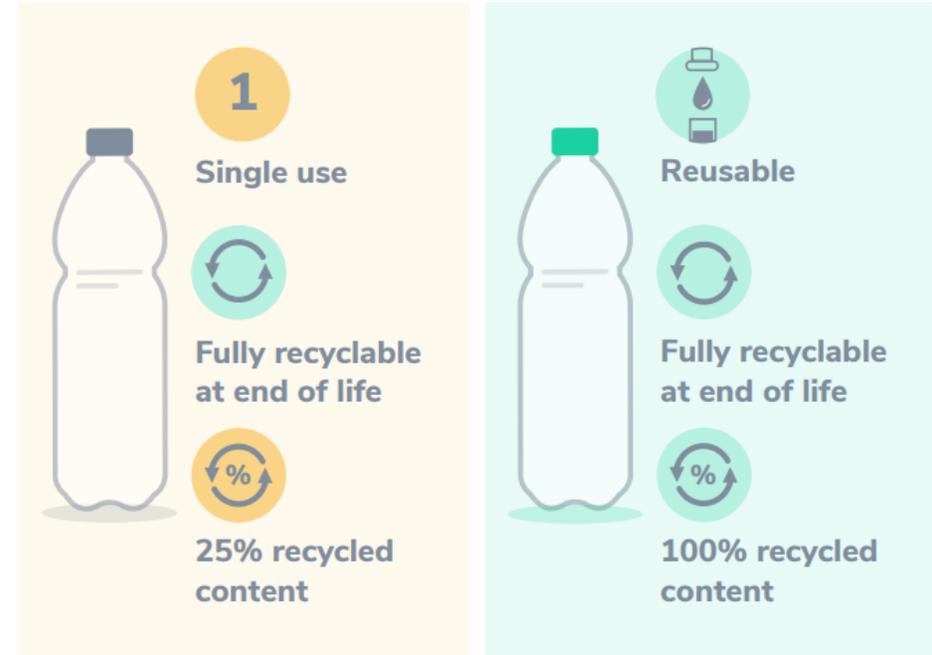




# Our recommendations

## Key policy principles and tools :

- Use existing guidelines, including ECOS Ideal Claims Checklist
- Circularity hierarchy:
  1. Reduce
  2. Reuse
  3. Recycle
- Harmonised environmental labelling
- Ban least sustainable products



Different products, same labelling formats





# Read our report!

**Too good to be true?**  
A study of green claims on plastic products

Illustration: Visual Thinking

July 2021

In cooperation with



#break  
free  
from  
plastic

## End of Session 1:

‘ Sustainability information in Green Public Procurement and Consumer Awareness ,



Q & A

The image features the text "Q & A" in a bold, blue, sans-serif font. The letter "Q" is stylized with a white question mark inside its circular part. To the right of the "A", there is an orange speech bubble with a white outline, containing three white circles arranged horizontally, representing an ellipsis or a list of items. The entire graphic is set against a light blue background.

# Break



# Session 2: *Panel discussion on* ‘Behaviour change and longer-term impact’



**Hyunhee LEE,**  
Senior Researcher,  
Korea  
Environmental  
Industry &  
Technology  
Institute (KEITI)



**Dr. Pornpimol  
Varathorn,**  
Director of Public  
Participatory Promotion  
Bureau, Department  
of Environmental Quality  
Promotion (DEQP),  
Ministry of Natural  
Resources and  
Environment of Thailand



**Mr. Tom Suter,**  
Store Manager,  
Ikano (Thailand)  
Limited





**Hyunhee Lee** is a Senior Researcher at **Korea Environmental Industry & Technology Institute (KEITI)**.

She is currently **in charge of the Green Credit Card** and has been involved in several programs such as Carbon Footprint Labeling to spread sustainable lifestyle.



# How to communicate Sustainable Lifestyle through the Green Credit Card of South Korea



**Hyunhee LEE**  
Senior Researcher,  
Korea Environmental  
Industry & Technology  
Institute (KEITI)

# How to Communicate Sustainable Lifestyle through the Green Credit Card of South Korea

Hyunhee Lee  
Senior Researcher  
Office of Green Transition

**KEITI** Korea Environmental  
Industry & Technology Institute

# Contents

1. **Concept and Working Mechanism**
2. **Eco-Money Point System**
3. **Major Outcomes**



# 1. Concept & Working Mechanism

## Main Concept and Benefits



**Credit or debit card to promote sustainable consumptions and lifestyles by providing economic incentives(Eco-Money point) for..**



### Eco-friendly Consumption

Up to 24% of a product's price is provided as reward points by manufactures, retailers and MOE



### Saving on utilities

Up to USD 100 for saving electricity, water and gas at home is provided as reward points by MOE and municipalities



### Public transportation

Up to 20% of public transportation expenses is provided as reward points by BC card



# 1. Concept & Working Mechanism

## 🌿 Legal Basis

- Article 15, Act on the Promotion of Purchase of Green Products

## 🌿 Major Milestones

- January 2011 : Launched Seoul City Eco-mileage Card (pilot project)
- April 2011 : Designated BC Card Co. as system manager  
& banks and card companies as issuer of the Green Credit Card
- July 2011 : Launched Green Credit Card (Ver.1)
- October 2016 : Launched Green Credit Card (Ver.2)



# 1. Concept & Working Mechanism

## Working Mechanism



### Operator

**Ministry of Environment & KEITI**

**Design the overall scheme & coordinate the stakeholders**



### System Manager

**BC Card**

**Develops and operates Green Point of Sale(POS) & the Eco-Money point system**



### Issuer

**20 Financial Institutions**

**Issues Green Credit/Debit Cards**

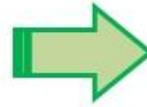


### Businesses

**over 4,500 eco-labeled products from 203 brands  
23 retailers set up the Green POS system**

## 2. Eco-Money Point System

### Green POS(Point of Sale) System



## 2. Eco-Money Point System

### Green POS(Point of Sale) System



- Over 4,500 eco-labeled products including food, beverage, detergent produced by 203 brands are affiliated.
- The Eco-money points are accumulated at over 49,000 stores equipped with Green POS.

Receipt		
Green MART		
Items	Unit	Amount
♠ Seasoning	2	4 \$
Carbonated drink	1	1 \$
♠ Detergent	1	5 \$
♠ Water	5	10 \$
♠ Washing-up liquid	1	7 \$
♠ Agricultural Product	2	5 \$
♠ Liquid Body wash	2	18 \$
Orange Juice	1	4 \$
♠ Biscuit	1	10 \$
♠ Tea	3	24 \$
***** <b>Eco-money Points</b> *****		
The items with ♠ icon are the ones awarded the eco-labels that provides Eco-money points		
Eco-money points accumulated		27.32 \$
<b>Total amount of Eco-money points</b>		<b>425 \$</b>
Up to 24% of a product's price are awarded as Eco-money points		
*****		
<b>Total Purchasing Price</b>		<b>203 \$</b>

## 3. Major Outcomes

### Key Statistics (as of end of 2020)

#### Card Issued

20.21 million cards issued cumulatively

7.57 million valid card

#### Eco-Money Point \* 1 point = 1 KRW

10.38 billion KRW(8.79 million USD) accumulated

6.09 billion KRW (5.16 million USD) used

#### Green POS

49,127 Green POS installed in the nationwide retail stores

#### Sales of eco-friendly products

5.22 billion KRW (4.42 million USD) in annual sales of eco-friendly products

#### GHG Mitigation

CO<sub>2</sub> reduction equivalent to 0.45 million tons per year

**Thank You for your attention! 😊**





**Dr. Pornpimol Varathorn** holds a doctoral degree in Technical Science, Division of **Environmental Engineering** from Asian Institute of Technology AIT.

Currently, she is a **Director of the Bureau of Public Participation Promotion, Department of Environmental Quality Promotion, Ministry of natural resources and environment, Thailand.**



# Sustainable Consumption Promotion and Thai GREENCARD case



*Challenges and success factors*



**Dr. Pornpimol Varathorn**

Director of Public Participatory Promotion Bureau,  
Department of Environmental Quality  
Promotion (DEQP), Ministry of Natural Resources  
and Environment, Thailand



Making 24 hours ECO Life

# Thai GREENCARD Case

## Consumer Behavior



# WHY Green Card App.



Green Card Application will help customer to find the Thai environmental friendly products and services certified by the trusted organization.



Consumers have easier access to more environmentally friendly way of consumption.

Encourage manufacturers to produce more environmentally friendly products.



Take care of environment by Green Card App. as a tool to bring benefits and motivation.



**รักชินี แลกแต้มได้นะ**  
สะสมแต้มผ่าน Green Card App.

**สะสมแต้มง่ายๆ เพียง**

- นำแก้วมาเอง ในร้านที่ระบุ
- ใช้สินค้าและบริการ ที่เป็นมิตรกับสิ่งแวดล้อม
- ไม่รับถุงพลาสติก

\*ค้นหาสินค้าและบริการที่เป็นมิตรกับสิ่งแวดล้อมได้ใน Green Card App.

**วิธีการแลกคะแนน แต้มมีค่า**

- กดเข้า Green Card App.
- กดเพิ่มคะแนนสะสม
- ถ่ายรูปใบเสร็จรับเงินที่แสดงรายการสินค้า อัปโหลดใบเสร็จเข้าใน Green Card App.

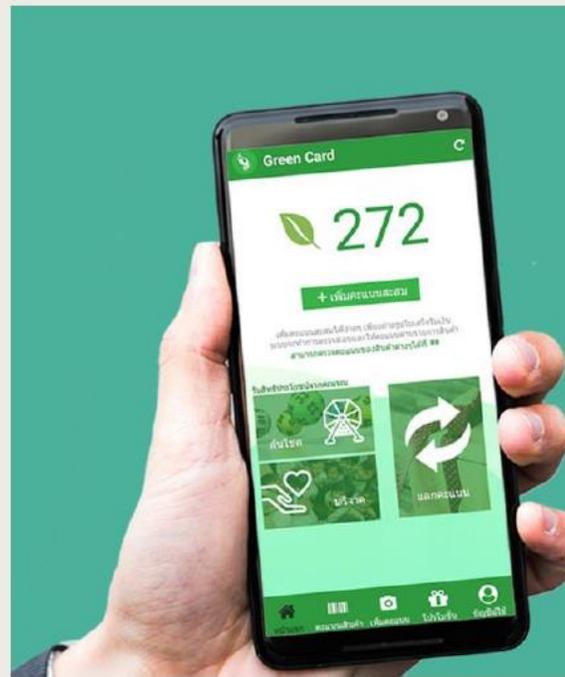
- แลกเที่ยวฟรี
- ใช้เป็นส่วนลดซื้อสินค้าและบริการ
- ลุ้นโชคทุกเดือน

ที่รับแต้มไปเลย

สามารถดาวน์โหลด Green Card App. ฟรีได้ที่

Available on the App Store | GET IT ON Google Play

ร่วมขับเคลื่อนชีวิตวิถีใหม่ ใส่ใจสิ่งแวดล้อมเพื่อโลกใบนี้ของเราทุกคน

# ค้นหาสินค้า ที่เป็นมิตรกับสิ่งแวดล้อม

พร้อมสะสมคะแนน รับสิทธิพิเศษมากมาย

ดาวน์โหลดแอปฯ Green Card  ฟรี!

Download on the App Store | GET IT ON Google Play



## GREEN CARD APPLICATION

- ค้นหาสินค้า**: ค้นหาสินค้าและบริการที่เป็นมิตรกับสิ่งแวดล้อมจากอัลบั้มบาร์โค้ด
- สะสมคะแนน**: เพิ่มข้อได้ใจในครั้งถัดไปสำหรับสินค้าและบริการที่เป็นมิตรกับสิ่งแวดล้อม
- โปรโมชัน**: สิทธิพิเศษมากมายจากนิทรรศการ ร้านค้า ไรเดอร์ ที่รวบรวม
- Lucky Draw**: ลุ้นรางวัลทุกสัปดาห์ เป็น 18 20 คะแนนต่อการสแกน 1 ครั้ง

ช่วยให้การรักชินีโลก เป็นเรื่องง่าย

**รักชินีโลก**  
ทำได้ง่ายที่ปลายนิ้ว

เพียงค้นหาคำว่า **GREEN CARD** ใน Google Play / App Store และกดติดตั้ง

สแกน QR Code ได้เลย ที่นี่ 

แอปพลิเคชันรักษ์โลก

**Thai Eco-Products**  
@ThaiEcoProducts · Community

Contact Us





Green Card



1

Explore  
Eco product  
&  
Service



2

Green Reward

ทำรูปใบเสร็จรับเงิน ที่แสดงรายการสินค้าชัดเจน กรณีที่ไม่เสร็จมีความยาว สามารถเลือกหลายรูปได้ โดยกดปุ่ม "+"



3

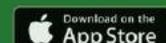
Promotion  
& Discount



4

Lucky draw !

Free download





# Green Card Application Product Catalogue

- Food and Beverage
- household item
- electronic equipment
- clothing and Textile
- office item
- industrial products
- hotel and resort
- transportation
- cleaning service
- health and beauty
- building Supplies
- national park
- restaurant



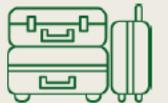
PRINTING

energy, water, gas



FOOD & DRINKS

EQUIPMENT



TRAVEL



WASTE

landfill, recycling, composting

รักษ์โลกง่ายๆ เพียงแค่ปลายนิ้ว

# GREEN CARD

Application



**ฉลาดซื้อ ฉลาดเลือก**  
ผลิตกันที่คุณภาพ เป็นมิตรกับสิ่งแวดล้อม

ค้นหาผลิตภัณฑ์ที่ได้รับรอง  
ฉลากสิ่งแวดล้อมได้ที่แอปฯ  
**Green Card Application**

Download on the App Store  
GET IT ON Google Play

[www.thaiecoproducts.com](http://www.thaiecoproducts.com)

# Green Card Application

- Incentive for consumer to access green products and services
- List of 158,967 green products and services are available for consumer
- Member of Green card App. 15,210 cases
- Upload the receipt 28,839 times 371,817 points.



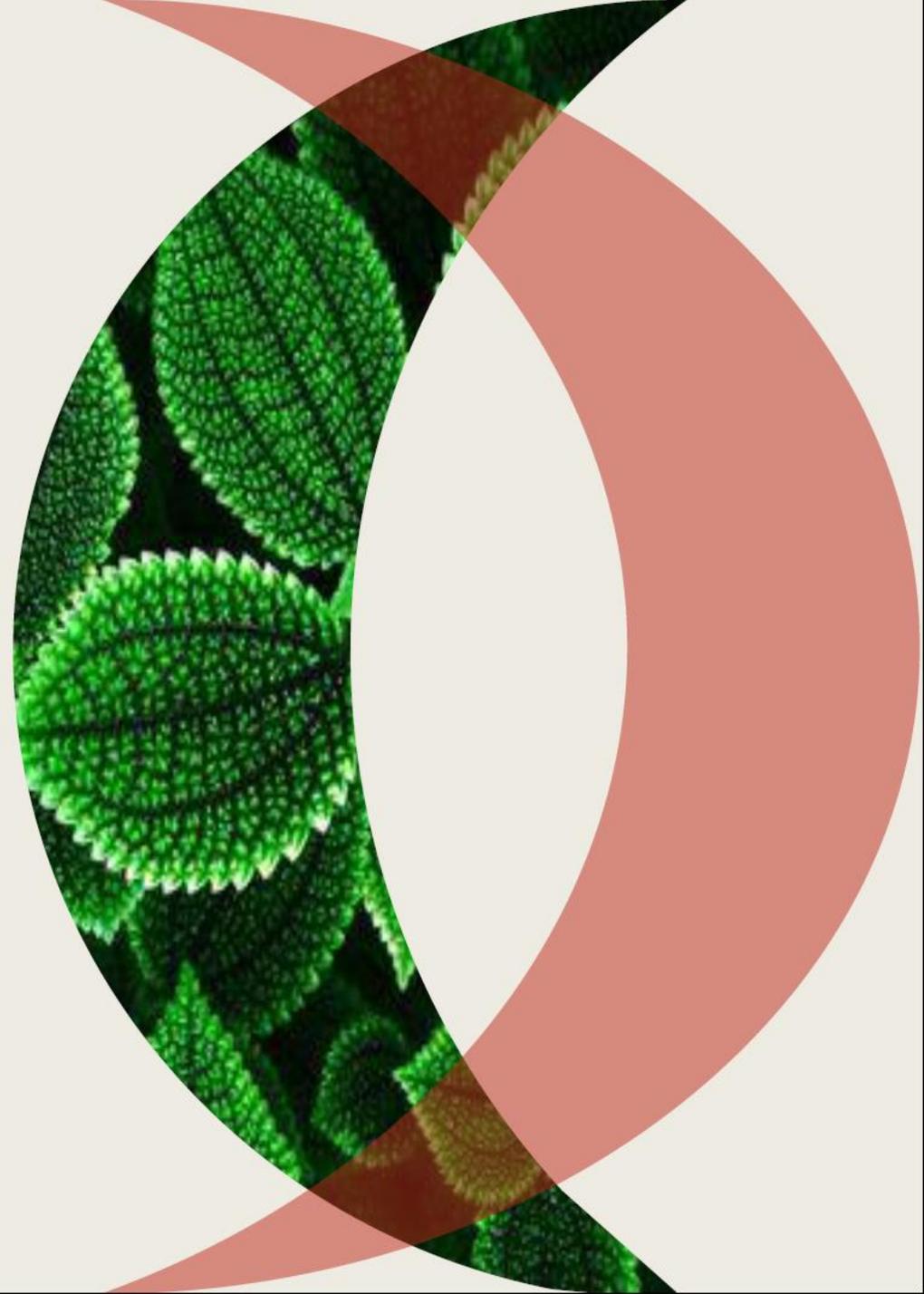


ชีวิตวิถีใหม่ ใส่ใจสิ่งแวดล้อม

# Awareness

---

## Raising





green marketplace

Joined ▾

+ Invite



**น้ำมันมะพร้าวหมักหมม บอระเพ็ด**

แก้คันระงับกลิ่นกาย บอระเพ็ด

ส่วนผสม: น้ำมันมะพร้าวสกัดเย็น, น้ำมันบอระเพ็ด, น้ำมันลาเวนเดอร์

สรรพคุณ: บำรุงผิว, ฆ่าเชื้อแบคทีเรีย, ฆ่าเชื้อรา, ฆ่าเชื้อไวรัส, ฆ่าเชื้อปรสิต

**แชมพูสระผม บอระเพ็ด**

แก้คันระงับกลิ่นกาย บอระเพ็ด

ส่วนผสม: น้ำมันบอระเพ็ด, น้ำมันลาเวนเดอร์, น้ำมันยูคาลิปตัส

สรรพคุณ: บำรุงผม, ฆ่าเชื้อแบคทีเรีย, ฆ่าเชื้อรา, ฆ่าเชื้อไวรัส, ฆ่าเชื้อปรสิต

ธรรมชาติแท้ 100%

**แชมพูสระผม บอระเพ็ด-อัญชัน-มะกรูด**

แก้คันระงับกลิ่นกาย บอระเพ็ด

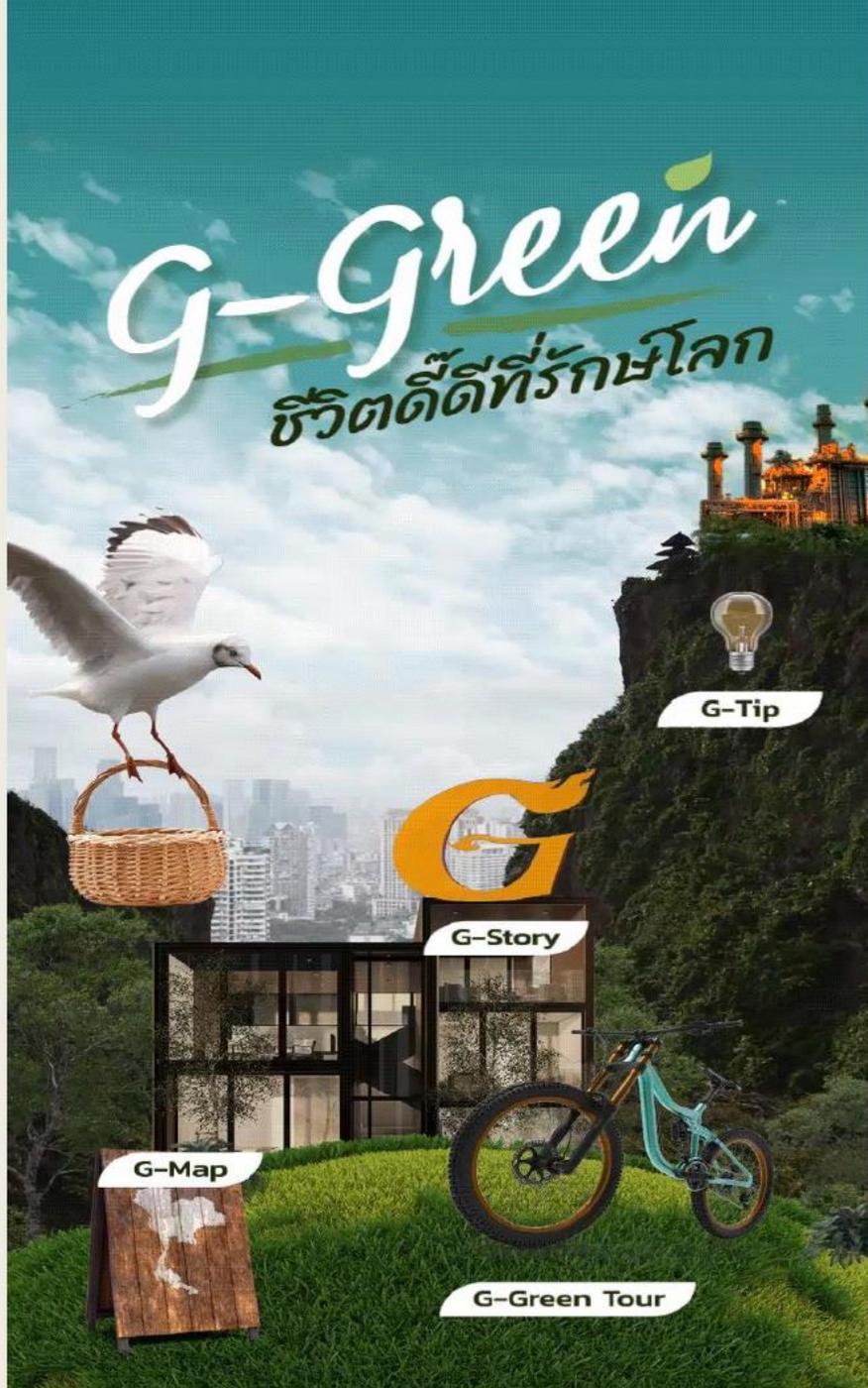
ส่วนผสม: น้ำมันบอระเพ็ด, น้ำมันอัญชัน, น้ำมันมะกรูด, น้ำมันลาเวนเดอร์

สรรพคุณ: บำรุงผม, ฆ่าเชื้อแบคทีเรีย, ฆ่าเชื้อรา, ฆ่าเชื้อไวรัส, ฆ่าเชื้อปรสิต



**GREEN MARKETPLACE**





## Green Market Place

- Today's consumers are raising awareness of environmentally friendly products and services. We can see from the total number of media views from VDO Content, Advertorial Content, Photo Caption approximately 1,628,415 people.
- Organized two Facebook Live G-Green activities via Facebook fanpage of the DEQP. Entrepreneurs invite to talk and exchange experiences, success factor, problems and obstacles to join G-Green, audience can join to discuss the improvement and inspiration to transform their businesses into a greener environment.
- Develop the function of Green Card Application. According to the survey data, it was found that most users felt that it was difficult to use and lacked the motivation to collect points. If there are improvements in the design and modify the functional menu and methods of accumulating points including public relations for consumers both offline and online. It will help the green card application to reach more users.

# ธุรกิจสายกรีน ทำไงถึงทำเงิน?

## แนวคิดผู้ประกอบการต้นแบบสายกรีน

### ธุรกิจโรงแรม

โรงแรมสยามเบย์ฮอว์ร์ รีสอร์ท พัทยา

สำคัญมากคือ การหาจุดเด่นของตัวเอง  
และดึงศักยภาพชุมชนมามีส่วนร่วม  
เป็นระบบเกื้อกูลที่สร้างอาชีพยั่งยืน  
และเป็นจุดขายที่แข็งแกร่ง



### ธุรกิจร้านอาหาร

ร้านยามเย็น ถนนอุทยาน

เราต้องเน้นการสื่อสารกับลูกค้า  
ให้เข้าใจว่าเราทำเพื่อทุกคน เพื่อโลก  
ถ้าเขาเข้าใจเรา เขาก็จะกลับมาซื้อซ้ำ  
และสนับสนุนเรา



### เพ็ญโสม บิโรบุญญาพันธ์

### ธุรกิจโปรดักต์

ร้าน Folkcharm

เพื่อนธุรกิจสายกรีน ไม่ใช่คู่แข่ง  
การรวมกลุ่ม สร้างเครือข่ายที่ดี  
มีพลังมากกว่าชายคนเดียว



### ภัทสรวิ โคะดากะ

แนวคิดส่วนหนึ่งจาก

live G-GREEN INSPIRATION TALK 02



# INSPIRATION TALK 1



### คุณอลิสร่า ศิวيارร

ผู้บริหารโรงแรมศิวาเทล กรุงเทพฯ  
โรงแรมสีเขียว บริหาร และบริการ  
อย่างไรให้เป็นมิตรต่อโลก



### คุณณัฐวัฒน์ นุยศรีรา

นักวิชาการป่าไม้ชำนาญการพิเศษ  
หัวหน้าอุทยานแห่งชาติหมู่เกาะอ่างทอง  
พัฒนา "อุทยานฯ สีเขียว"  
ยกระดับสู่มาตรฐานสากล



### คุณบุญชัย กาญจนพิมาย

ผู้อำนวยการอาวุโส ธนาคารแห่งประเทศไทย  
ธนาคารกลางที่ได้รับการรับรอง  
เป็น Carbon Neutral

### ดำเนินรายการโดย

### ใบตอง จริรัตน์ เพชรโสม

พิธีกร/นักกิจกรรม ด้านสิ่งแวดล้อม



วันที่ 21 พฤษภาคม 64 14:30 น.

Live

ดูสดพร้อมกันที่  กรมส่งเสริมคุณภาพสิ่งแวดล้อม



- Created a Facebook Group “Green Marketplace” within the past 6 months. There are 349 members with a total of 91 posts. Posts selling products found that the income from selling the green products is about 15,000 baht.

- Lack of communication and public relations channels.

- Distribute the news to various media or influencers/KOL who are interested in the environment.

- It also requires continuous communication within the group, such as inviting talks, posting information or organizing activities within the group such as special promotions.

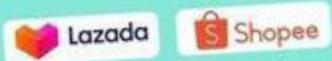


SIAM DISCOVERY THE EXPLORATORIUM ECOTOPIA

# GREEN PRODUCT



วางจำหน่ายแล้วที่  
ECOTOPIA สยามดิสคัฟเวอรี ชั้น 3  
ออนไลน์ทาง



24 ก.ย.  
ต.ค.  
2564 เท่านั้น

สินค้าสุดกรีน ราคาสุดจัด ช้อปเลย





## Way Forward for Thai Green card Application

- Automatic update of green products database
- Improved automatic earning point system by connecting data to the store/shop
- Increase feature by redeem points with carbon/green activities, friend get friend and green card business
- Design to be attractive and easy to use





# Thank You

Department of Environmental Quality

Promotion

Website: [www.deqp.go.th](http://www.deqp.go.th)





**Tom Suter** has been with IKEA globally for 17 years, starting as a part time coworker in the Canadian Market. He has worked in 3 different stores and run two different large projects for IKEA.

He is currently **the store manager of IKEA Bang Yai**, the 2<sup>nd</sup> largest store in SEA, and the **self-described Deputy Chief Sustainability Officer for IKEA Thailand**.



# IKEA as a Circular Shop



*Policies, strategies and collaborations  
with stakeholders*



**Tom Suter**  
Store Manager,  
Ikano (Thailand) Limited



# *Background*

- IKEA operates as a franchisee model, with nearly **500 locations** around the world
- We directly **employ more than 225,000** people
- FY21 global sales surpassed **EUR 41 billion**
- Our vision is to **create a better everyday life for the many people**
- Our sustainability strategy covers all aspects of our business, and has commitments to be reached by 2030



# IKEA's People & Planet Positive Strategy





## Two distinct strategies – Globally and Locally

*Globally, by 2030*



- We are aiming to use only renewable or recycled materials
- We are designing our products with circularity in mind
  - Adaptable
  - Movable
  - repairable



## Two distinct strategies – Top-down & bottom-up

*Locally,*



- We facilitate the **secondhand market**
- We encourage recycling through incentives
- We educate
- We provide solutions for people around the home, that are easy on the wallet
  
- IKEA Bang Yai is also LEED Platinum certified. One key feature is the solar panels on our roof



# The IKEA Circular Shop and the secondhand market

*Good for our customers and good for business*

- Secondhand market represents 10% of total market share (IKEA globally has a 4.2% share)
- IKEA products are resold 1 to 3 times
- Opens new market with 'thinner wallets'



*How do we move*  
**it forward ?**

- **Government support** – incentives for production, for retailers and for consumers
- **Business support** – freely sharing of knowledge and best practices, and seeing the business need
- **Retail support** – continue to develop the convenience and see the business opportunity
- **Consumer support** – developing the trend of secondhand love, through education and influence

# TACK!

( that's how we say  
'Thanks' in Swedish )



# Session 2: *Panel discussion on* ‘Behaviour change and longer-term impact’



**Hyunhee LEE,**  
Senior Researcher,  
Korea  
Environmental  
Industry &  
Technology  
Institute (KEITI)



**Dr. Pornpimol  
Varathorn,**  
Director of Public  
Participatory Promotion  
Bureau, Department  
of Environmental Quality  
Promotion (DEQP),  
Ministry of Natural  
Resources and  
Environment of Thailand



**Mr. Tom Suter,**  
Store Manager,  
Ikano (Thailand)  
Limited





What are **the success factors**  
of the Green Credit Card?  
Or, **the strengths** of the scheme?



What are the **lessons learned/ challenges** during the implementation of the **Thai GREENCARD?**

# Challenges :

- Lack of communication on the market benefit on getting an green label certification
- Education and awareness raising to consumers
- Limit volume and value of green products and services
- High cost of green label certification fees and high prices of green products
- Clear policy and supporting measures from government sector
- Cooperation among concerned stakeholder
- DEQP joins hands with the Federation of Thai Industries Supporting the **"Eco Plus Label"** to incentive and increase choices for consumers.





From the private sector perspective,  
what **policy support** would you like  
to see from the government?



What is **your recommendation** to other countries who would like to launch similar scheme?

Q & A

The image features the text "Q & A" in a bold, blue, sans-serif font. The letter "Q" is stylized with a white question mark inside its circular part. To the right of the "A", there is an orange speech bubble with a white outline, containing three white circles arranged horizontally, representing an ellipsis. The entire graphic is set against a light blue background.

# Closing Remark



**Kai Hofmann**  
Project Director,  
Sustainable Consumption and  
Production Hub, GIZ

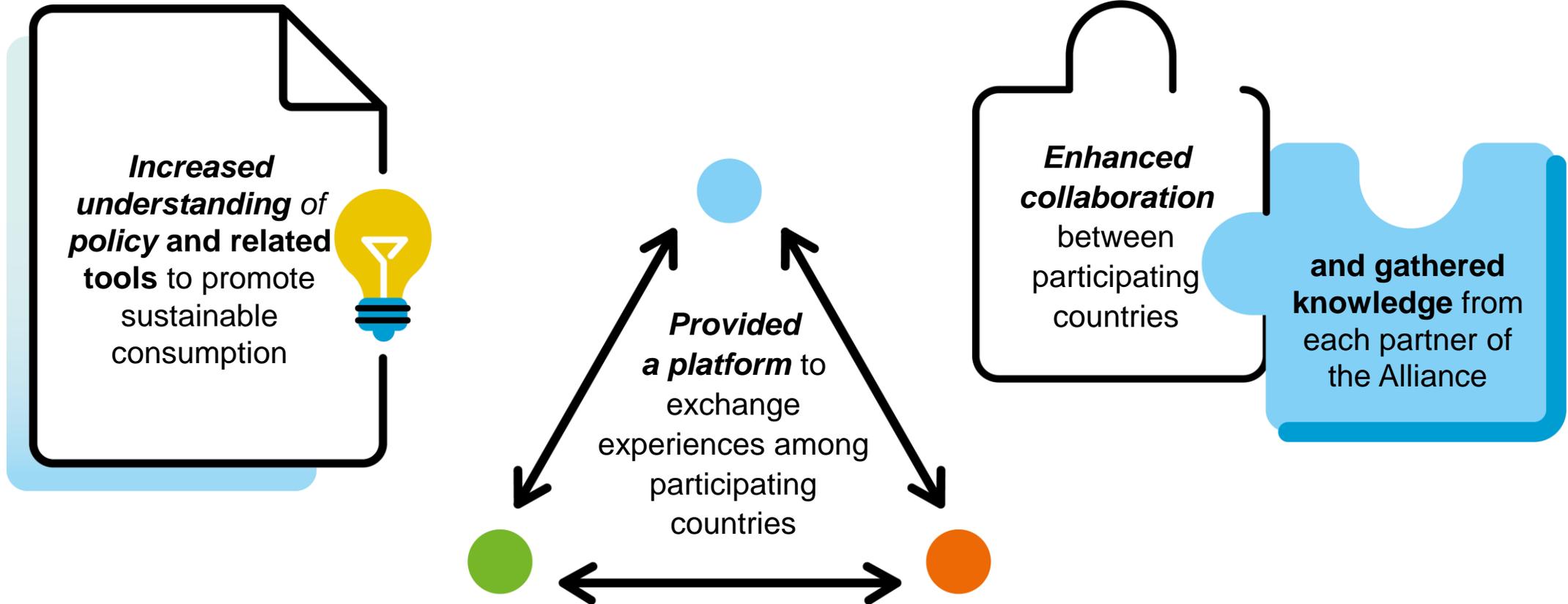


# IMPLEMENTING CIRCULAR ECONOMY GLOBALLY MAKES PARIS TARGETS ACHIEVABLE



# Event Objective

---



Thank you  
very much!

