

International Workshop

Advancing public access to environment-related product information: challenges and opportunities

- Geneva, Palais des Nations, Salle III
- 9 November 2023





THE SUSTAINABILITY PLEDGE

TRACK IT, TRACE IT, WEAR IT!



UNECE Guidelines on Sustainability Claims

United for greater traceability, transparency and circularity in the garment and footwear sector

Context



Global shift towards sustainability



Government and EU commitment



Empowering businesses and consumers



Importance of reliable information



Role of product sustainability information



Benefits for consumers and businesses



Transparency to enhance trust

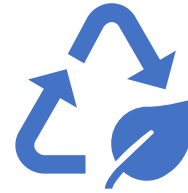
Scope and target audience

The scope of UNECE Guidelines on Sustainability Claims

Primary target audience, including businesses and policy makers

Secondary beneficiaries, such as consumers and NGOs

Policy and regulatory frameworks on sustainability claims



Upcoming EU Legislation addressing sustainability claims



Challenges in regulating sustainability claims



The role of the UNECE Guidelines in facilitating compliance

What Are the Sustainability Claims and their Key Components

What is a claim

High-level statement about a characteristic of a product, or about a process or an organization associated with that product

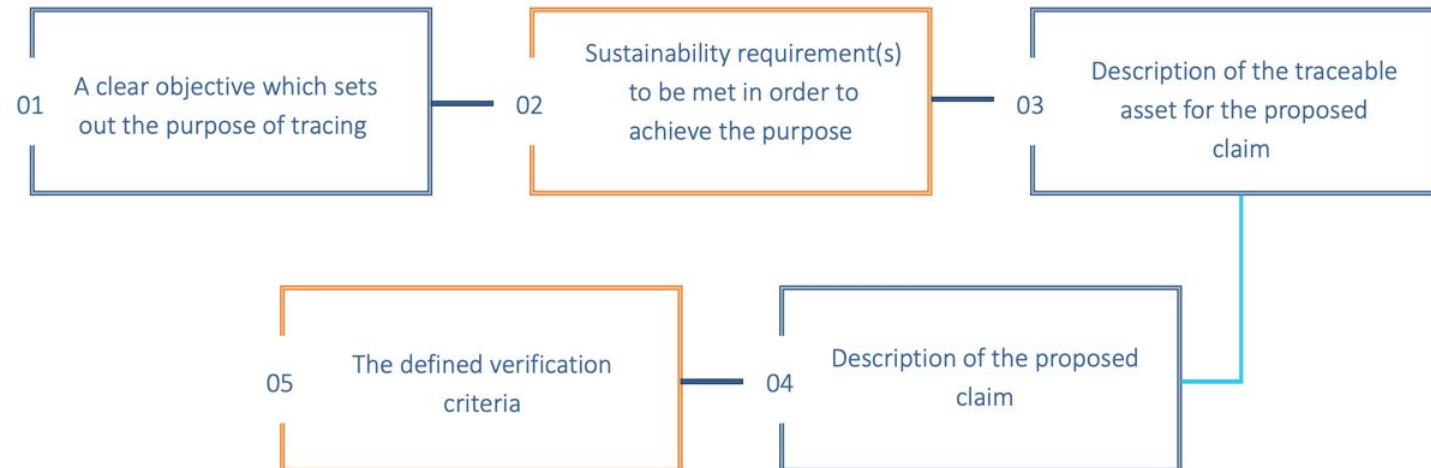
Source: UNECE Draft Policy Recommendation, Guidelines



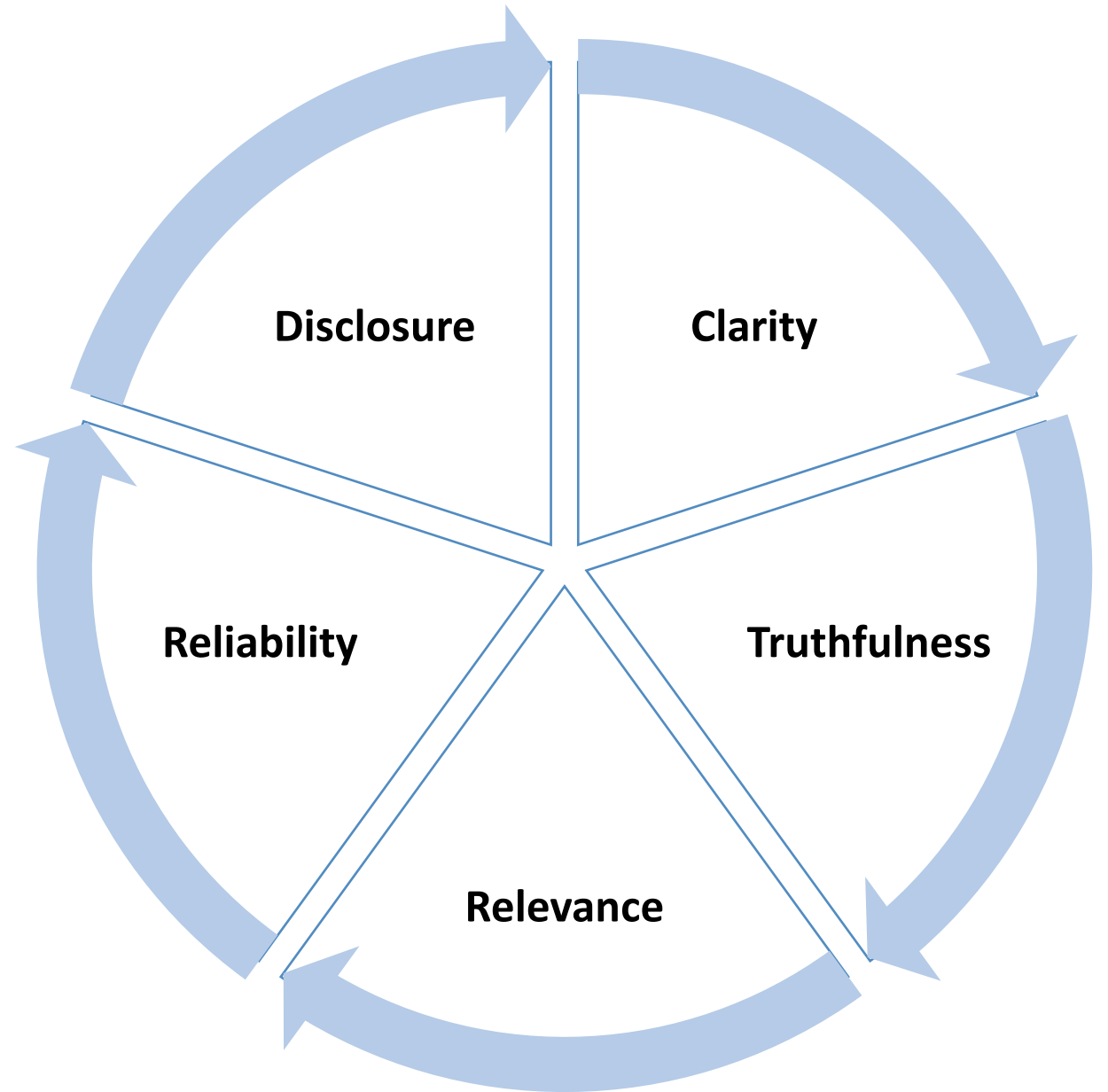
Claim that covers one or multiple sustainability dimensions (economic, environmental, social)

Source: UN Environment Guidelines for Providing Product Sustainability Information

Component of a sustainability claim



UNECE guiding principles on sustainability claims



Example of a claim on recycled content

VIVIENNE
WESTOOD
USE CASE

