A fun, interactive challenge to test your knowledge on what makes a good product sustainability claim! Take the challenge to check how well you are able to identify which green claims are more likely to promote sustainability and empower sustainable consumption decisions, based on the recommendations of the “Guidelines for Providing Product Sustainability Information” by the UN Environment Programme (UNEP) and the International Trade Centre (ITC).

**Introduction**

Nowadays, consumers are becoming more conscious of the impact that their consumption choices can generate to the environment. Therefore, they are looking for better options of products that can contribute to reduce their environmental footprint.

Companies are aware of this change within the consumption patterns and see this switch of mentality as a market opportunity, creating messages that can capture the attention of this new potential consumers. However, as a result of phenomenon, many products are teeming with the broadest array of environmental claims. Therefore, it is needed to provide clear and harmonised approach to communicate product sustainable information by enhancing businesses understanding of how crucial is to provide credible sustainability information to avoid. Misleading and confusing information as well as greenwashing etc.

To strengthen good practices and increase awareness of the relevance of providing clear and reliable consumer information, UN Environment Programme and the International Trade Centre (ITC) launched in 2017 the Guidelines for Providing Product Sustainability Information. The Guidelines aim to benefit both the consumer and the producer by outlining how companies can provide quality information to empower sustainable consumption decisions, and serving as a reference for governments, standard and labelling bodies and NGOs.

Based on these guidelines, and collaboration with UNEP and CI-SCP, UNSSC is proud to present the Product Sustainability Claims Challenge, a learning game that tests your knowledge on what makes for a good product sustainability claim in a competitive and fun way. This game will train businesses on how to provide credible sustainability information and implement the Guidelines’ recommendations.
Objectives

The online learning product seeks to:

- Support transformative action for sustainable consumer information
- Make participants of the challenge aware of the guidelines and principles that could strengthen of their sustainability claims.
- Articulate the standards that would make sustainability claims better.
- Facilitate the understanding of how to apply the 10 principles of sustainable claims to their product and labelling so that they deliver better and more genuine sustainability claims on their products.
- Identify the barriers and enablers to apply the principles to their own labels to recognize how to strengthen their own sustainability claims.

Course methodology

The online learning products are designed to deliver maximum learning outcomes through optimal time investments into carefully chosen high-quality learning materials and are specially tailored to advancing participants’ understanding of how to better communicate their environment claims.

The format of the training will be a self-paced game.

Course contents

Participants are given a series of challenges based on live examples that demonstrate good / bad practice on product sustainability claims. Feedback on their choices makes the link to the guidelines on which the game is based.

Target audience

1. Business and Marketing managers in small to mid-sized private sector firms that are keen to or already make sustainability claims on their products.
2. Members of civil society organizations that are engaged in advocating for product sustainability.
3. Consumers

Cost of participation

This online game is offered free-of-charge.