



Engaging with consumers – the vital link

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**A.I.S.E 9th Information Day and 60th
Anniversary**

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Key concept:

❑ **average consumer:** someone who is

“reasonably **well-informed** and
reasonably **observant** and
circumspect”



Consumer challenges on sustainability (and beyond)

- ❑ Gaps in knowledge and skills
- ❑ Present bias (myopia)
- ❑ Consumer awareness and behaviour
- ❑ Consumer trust
- ❑ Confusion and information overload
- ❑ Sustainable choice = (not always) easy choice
- ❑ Framing matters: we notice *packaging* even before *labelling*
- ❑ ...





Food imitating products

Examples



Food and Consumer Product Safety Authority

December 2, 2009

Shower soap





European
Commission





A European Consumer Agenda – sustainable consumption



- Consumers should be **empowered, assisted and encouraged** to make sustainable choices
- Take into account **consumer needs**
- Protection against misleading and unfounded **environmental claims**
- **Availability and affordability** of more sustainable and durable products
- Take into account emerging insights from **behavioural sciences** about how consumers behave in practice



What do consumers look for?

Consumer information

Labels, claims on products,
marketing, advertising....



- ✓ Clear
- ✓ Comprehensive
- ✓ Comparable
- ✓ Credible

= necessary to guide sustainable choices





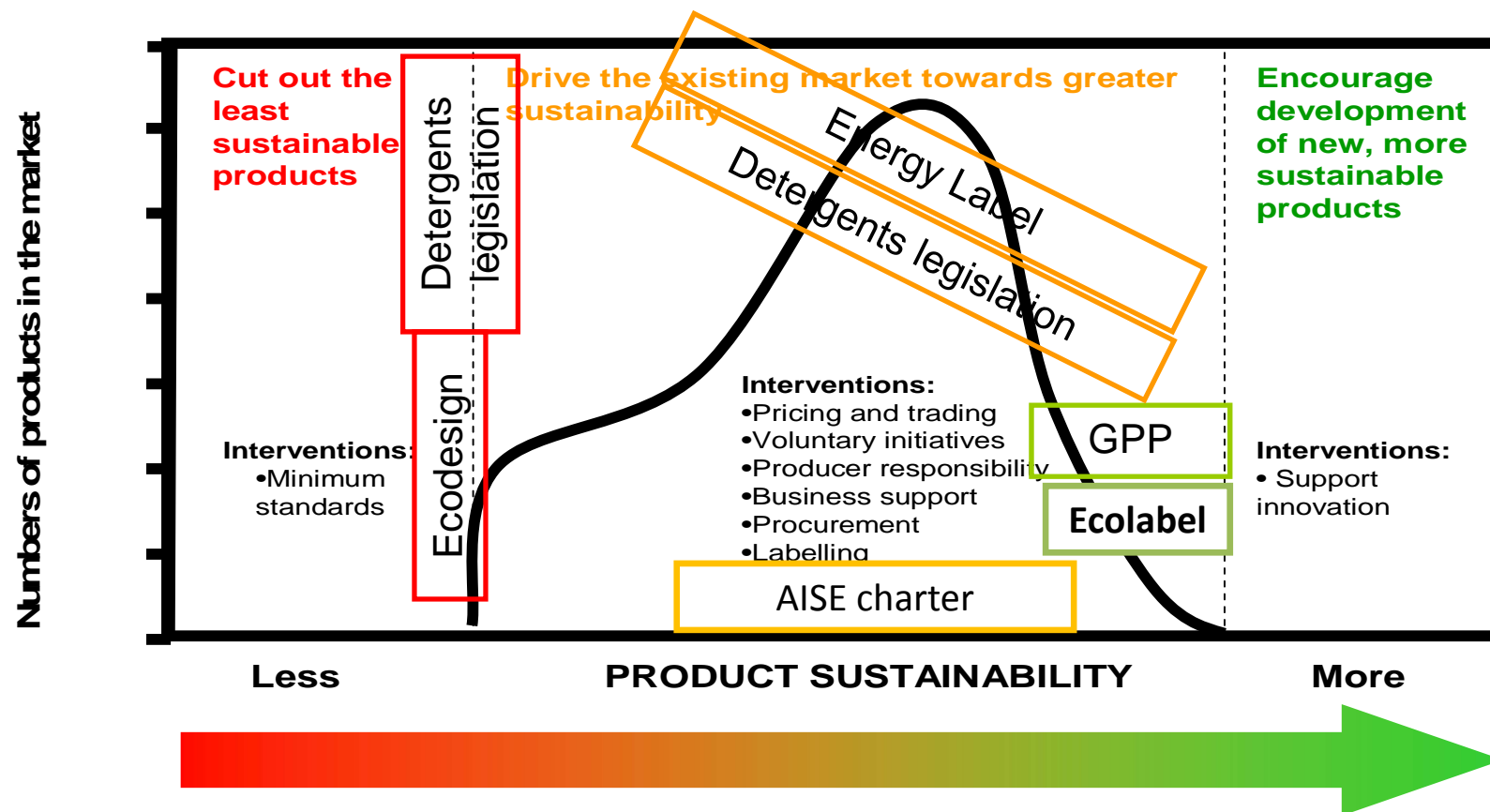
Multi-stakeholder Dialogue on Environmental Claims

- European Consumer Summit 2012 – Greenwashing workshop.
- Exchange of views from different stakeholders
- Follow-ups:
 - Continued dialogue
 - Upcoming studies
 - Report and guidance Unfair Commercial Practices Directive
 - Building Single Market for Green Products





PRODUCT INTERVENTIONS – Overall approach





- ✓ Since 1992 – now 28 product groups
- ✓ New Regulation 66/2010 on EU Ecolabel
- ✓ Voluntary scheme aiming at promoting the products with a lower environmental impact
- ✓ Multi-criteria revised every 3-5 years. Mainly based on Life Cycle Assessment studies. Third party verified
- ✓ Detergents sector successful: 6 product groups and increasing uptake
- ✓ Plenty of good reasons to apply

[illegible]

Thank you

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