Communicating the Ecolabel

EU Ecolabel Helpdesk
Communications Masterclass

23 September 2009
Hello my name is
COMMUNICATIONS LANDSCAPE
“92% of consumers still claim to be willing to pay extra for a product perceived to be ethical”

“Only 10% first considered green issues.”

“alternative-fuelled car sales and are up almost 20 per cent on last month.”

“spending on organic food fell from a peak of nearly £100m a month earlier this year to £81m in the most recent month.”
Climate Concern

Australia: 14% Climate Concern, 86% Not Concerned
Brazil: 6% Climate Concern, 94% Not Concerned
China: 12% Climate Concern, 88% Not Concerned
India: 10% Climate Concern, 90% Not Concerned
USA: 26% Climate Concern, 74% Not Concerned
South Africa: 10% Climate Concern, 90% Not Concerned

May 2008 World Environment Review GMI
‘Businesses should play the leading role in responding to climate change (compared with governments, individuals and NGOs)’

Average = 10%

- France
- UK
- Germany
- US
- Mexico
- Brazil
- India
- China
- Hong Kong

Proportion of people scoring 6-7 on a 1-7 scale of agreement

HSBC
The world’s local bank
It’s time to go on a **low-carbon** diet.

Five years. Five commitments. 100 things to change. Because we’ve only got one world. And time is running out.

**One Earth. ZERO FOOTPRINT.**

- **buy one of these**
- and we’ll plant one of these

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WAL-MART

PSP

Personal Sustainability Project

Join the thousands of Home Office employees in the Personal Sustainability Project. This project is designed to help you reduce your personal impact on the environment.

What’s your PSP?

Donna Batey

CJ Brannan

Dabney Brannon

innocent

Get One Tree

pepinner & Innocent
Share of voice – business
Share of voice – NGOs
Share of voice – Government
the Greenwash guide
How much is there?

ASA adjudications on environmental claims, 2004 - 2007
Worst Offenders

2006

2007

- Utilities
- Holidays & Travel
- Non-commercial
- Motoring
- Computers & Telecoms
- Industrial & Engineering
- Retail
- Business
- Household
<table>
<thead>
<tr>
<th>What advertisers must not do...</th>
<th>AUS</th>
<th>FRA</th>
<th>NOR</th>
<th>USA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mislead consumers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Deceive consumers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Make claims that are unsubstantiated</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Use environmental images capable of making a sweeping claim of</td>
<td>✔</td>
<td>✔</td>
<td>x</td>
<td>x</td>
<td>✔</td>
</tr>
<tr>
<td>environmental benefit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Be vague</td>
<td>✔</td>
<td>x</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Be technically or narrowly correct, without looking at the bigger</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>x</td>
<td>✔</td>
</tr>
<tr>
<td>picture</td>
<td></td>
<td></td>
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<tr>
<td>Present claims as universally accepted when the scientific/basis is</td>
<td>✔</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>under dispute or inconclusive</td>
<td></td>
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<tr>
<td>Give the impression the product has qualities other than is actually</td>
<td>x</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>x</td>
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<tr>
<td>the case</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Overstate the environmental benefit either expressly or by</td>
<td>x</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>implication</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Make claims indicating an environmental benefit that while</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>✔</td>
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<tr>
<td>literally true, is unlikely to happen in practice</td>
<td></td>
<td></td>
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<tr>
<td>Use exaggerating language</td>
<td>x</td>
<td>✔</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Make claims that cannot be verified</td>
<td>x</td>
<td>✔</td>
<td>x</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
1. **Fluffy language**

Words or terms with no clear meaning, e.g. 'eco-friendly'
3.
Suggestive pictures

Green images that indicate a (un-justified) green impact e.g. flowers blooming from exhaust pipes
2. Green products vs dirty company

Such as efficient light bulbs made in a factory which pollutes rivers
4. Irrelevant claims

Emphasising one tiny green attribute when everything else is un-green
5. **Best in class?**

Declaring you are slightly greener than the rest, even if the rest are pretty terrible
6.
Just not credible

'Eco friendly' cigarettes anyone? 'Greening' a dangerous product doesn't make it safe
7. Gobbledygook

Jargon and information that only a scientist could check or understand
8. Imaginary friends

A ‘label’ that looks like third party endorsement ... except it’s made up
9. No proof

It could be right, but where's the evidence?
10. Out-right lying

Totally fabricated claims or data

Trees aren't the only plants that are good for the atmosphere. Nuclear energy means cleaner air.
Be eco-smart.
Choose Finnair’s brand new fleet.
• 40% of citizens recognise label
• 19% purchased labelled product
• 80% think environmental impact of product is important
• 48% don’t trust manufacturers own claims
• 60% believe impact is more important than brand
• Quality and price still most important

*Flash Barometer 2009*
I read a pamphlet

That reduces VOC’s/CHG’s/etc.

I want to drive the macro business case

I shop specifically for the eco-label
I am a good person
This fits my lifestyle
I trust that
I feel better

Consistency factor
Symbolic Self Completion
Retrieval clue
Macro guilt mitigation
<table>
<thead>
<tr>
<th><strong>Assets</strong></th>
<th><strong>Liabilities</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Only EU Wide label</td>
<td>Not widely recognised</td>
</tr>
<tr>
<td>Strict, reliable criteria</td>
<td>Disparate communications</td>
</tr>
<tr>
<td>Considers whole life-cycle</td>
<td>Messages often un-targeted</td>
</tr>
<tr>
<td>Compliant with EU &amp; Green</td>
<td>Diluted message</td>
</tr>
<tr>
<td>Public Procurement</td>
<td>Lack of shared vision</td>
</tr>
<tr>
<td>Some Recognition</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Territories to own</strong></th>
<th><strong>Territories under threat</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate as one</td>
<td>Share of voice</td>
</tr>
<tr>
<td>Reassurance</td>
<td>Trust</td>
</tr>
<tr>
<td>Lifestyle label</td>
<td></td>
</tr>
<tr>
<td>Online/social media</td>
<td></td>
</tr>
</tbody>
</table>
Audiences:

- Manufacturers
- Retailers
- Consumers
- Governments
- Media
- Stakeholders
- ?
1. **THE PURPOSE**
   - Communications objectives.

2. **THE TARGET**
   - Knowing your audience.

3. **THE MESSAGE**
   - What do you need to say?
   - How do you need to say it?

4. **THE TACTICS**
   - How to get your message across.

5. **THE RESULTS**
   - Measurement and evaluation.
1. THE PURPOSE

• Communications Objectives.
Types of objective

• **Project objective**
  What impact do you want their thought or action to achieve?
  *E.g. carbon savings, trees planted, policies changed*

• **Strategic objectives**
  What audience outcome do you want? What should they think, feel and do?
  *E.g. Get people to understand that climate change is a reality, and plant a tree in response.*

• **Tactical objectives**
  What processes do you want to be able to measure during the campaign?
  *E.g. Opportunities to see, web hits, event attendees*
Why are objectives important?

• Target your comms to where they are needed
• Link policy and communications
• Efficient communications
• Allows you to measure the effectiveness of your communications
• Helps you save the world
Eco-label communications objectives

- Manufacturers?
- Retailers?
- Consumers?
- Governments?
- Media?
- Stakeholders?
2. THE TARGET

- Knowing your audience.
Values modes

• **21% Settlers**: Security/sustenance driven, backward looking, yesterday was better

• **44% Prospectors**: Esteem/outer-directed needs, ‘in the now’, fashion, status, success

• **35% Pioneers**: Inner-directed needs, ethical, self-exploration, look forwards, like change and discovery
Do we need to understand?

\[ C\%\Delta_{i,t} = 100 \times \frac{((p_{i,t}/P^F_i)+p_{i,t-1}) \times (q_{i,t} - q_{i,t-1})}{\Sigma_j ((p_{j,t}/P^F_j)+p_{j,t-1}) \times q_{j,t-1}} \]

where \( P^F_t \) is the Fisher price index for the aggregate in period \( t \) relative to period \( t-1 \);
\( p_{i,t} \) is the price of component \( i \) in period \( t \); and
\( q_{i,t} \) is the quantity of component \( i \) in period \( t \).
Hey there! Greenpeace is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving Greenpeace’s tweets.
“Labels are only effective when they are associated with a wider awareness raising process both about the label itself and about the issue it concerns. Effectiveness depends not only on their ability to communicate something desirable about the product, but also something desirable about the person buying it.”

What Assures Consumers, AccountAbility
OVER TO YOU!
3. **THE MESSAGE**

- What do you need to say?
- How do you need to say it?
4 things to hate about green communications
Being unnecessarily complicated
Nagging people

THOU SHALT NOT PARK HERE
AL GORE
knows how many napkins you take

Use of guilt / passive aggressive notes
Being boring
Keep it personal
Keep it positive
Empathy and emotion are powerful tools
Balance language
We’re more worried by loss than gain
Stories work

I had a little nut tree.
Nothing would it bear
But a silver nutmeg
And a golden pear.
The King of Spain's daughter came to visit me
And all for the sake of the little nut tree.
Jargon free
Seeing is believing
Give feedback – say thanks
Make clear direct requests
Message Rules

1. Keep it personal
2. Keep it positive
3. Empathy and emotion
4. Balanced language
5. More worried about loss than gain
6. Stories
7. Jargon free
8. Seeing is believing
9. Thanks and feedback
10. Make clear direct requests
OVER TO YOU!
4.
THE TACTICS

• How to get your message across.
Not all messengers are equal
Remind, remind, remind
Label people
Catch me when I’m open to change
Make it a pleasure
Channels Rules

1. Pick the right messenger
2. Remind, remind, remind
3. Label people
4. Catch me when I’m open to change
5. Pleasure principle
Tactics

Direct marketing

Exhibitions

Word-of-mouth

Advertising

Packaging

Events

Internet/Wireless

Point of Sale

Sponsorships

Stunts

Viral

Features

Launch Events

Webcasting

Interviews

Advertorials

VNRs

E-mail Press Release

Hospitality Events

Corporate Structure

Websites & Portals

Case Studies

Hospitality Events

Websites & Portals

Case Studies
OVER TO YOU!
MAKING IT HAPPEN
Hold the road
Thank You
www.futerra.co.uk