

Challenges in the evaluation of the impact of consumer stakeholders on the environmental dimension of product sustainability

Namy Espinoza-Orias
The University of Manchester

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Outline of the presentation

Product sustainability

Key concepts

Challenge 1: Identification of consumer stakeholders

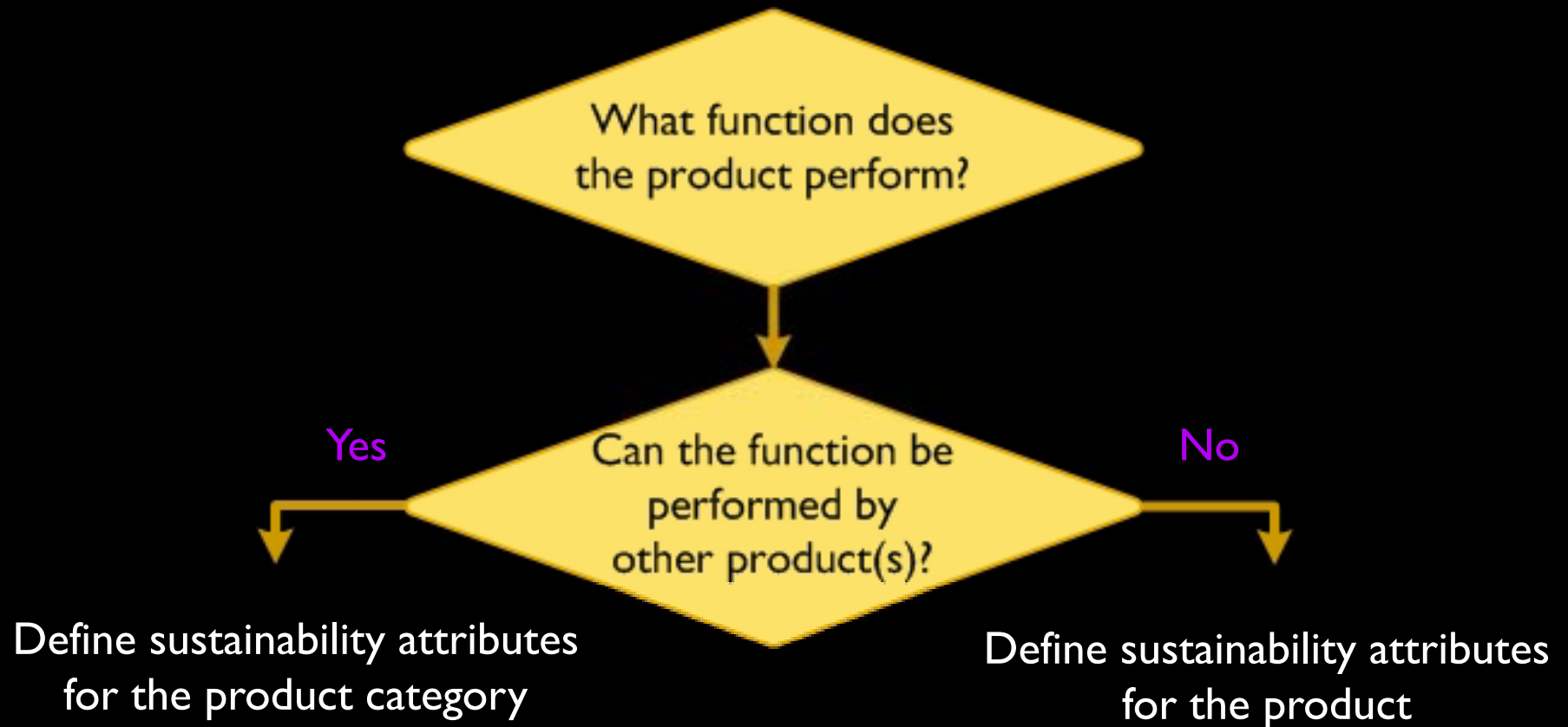
Challenge 2: Engagement of consumer stakeholders in
product characterization

Challenge 3: Definition of logical framework of the
evaluation project

Conclusions

Product sustainability

Product: a good or a service



Product system

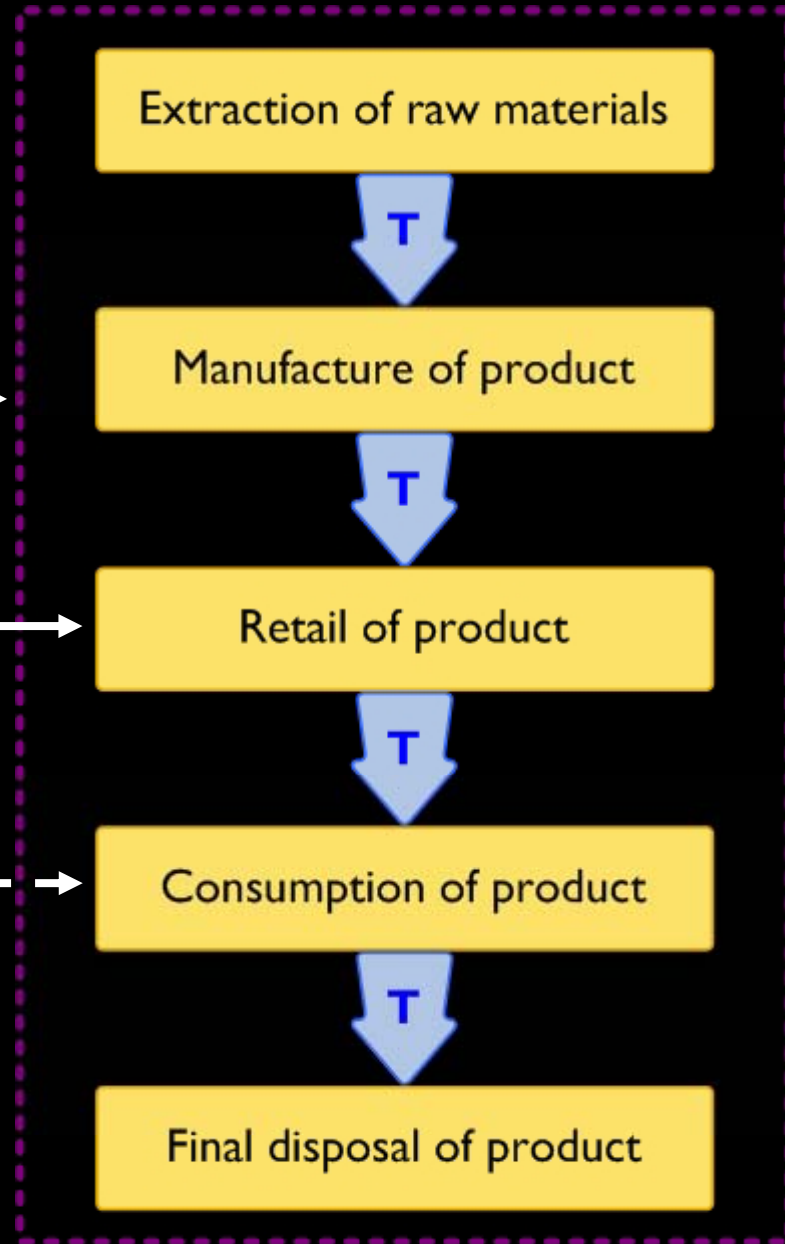
System boundary



Stage



Stakeholders



Evaluation of the environmental dimension of product sustainability

Life Cycle Assessment (LCA) (ISO 14044:2006)

Environmental labels and declarations

- Type I** 3rd party standards for environmental performance of products
- Type II** Self-declared environmental declarations about an environmental aspect of the product
- Type III** Quantified environmental information about a product based on LCA

Evaluating the environmental dimension of product sustainability

Carbon Footprint

Carbon Reduction Label

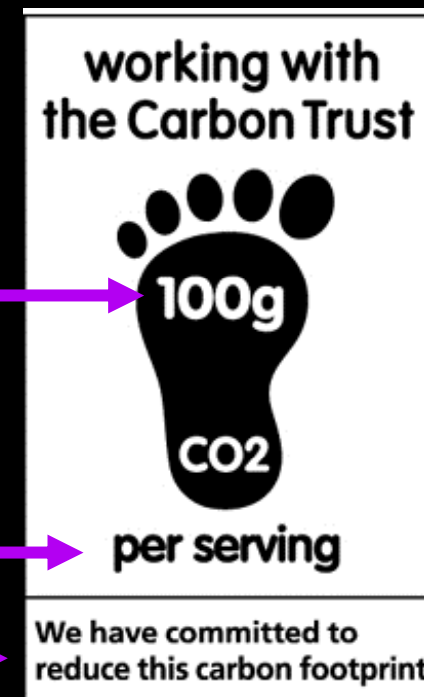
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Measurement

Functional unit

Reduction
commitment

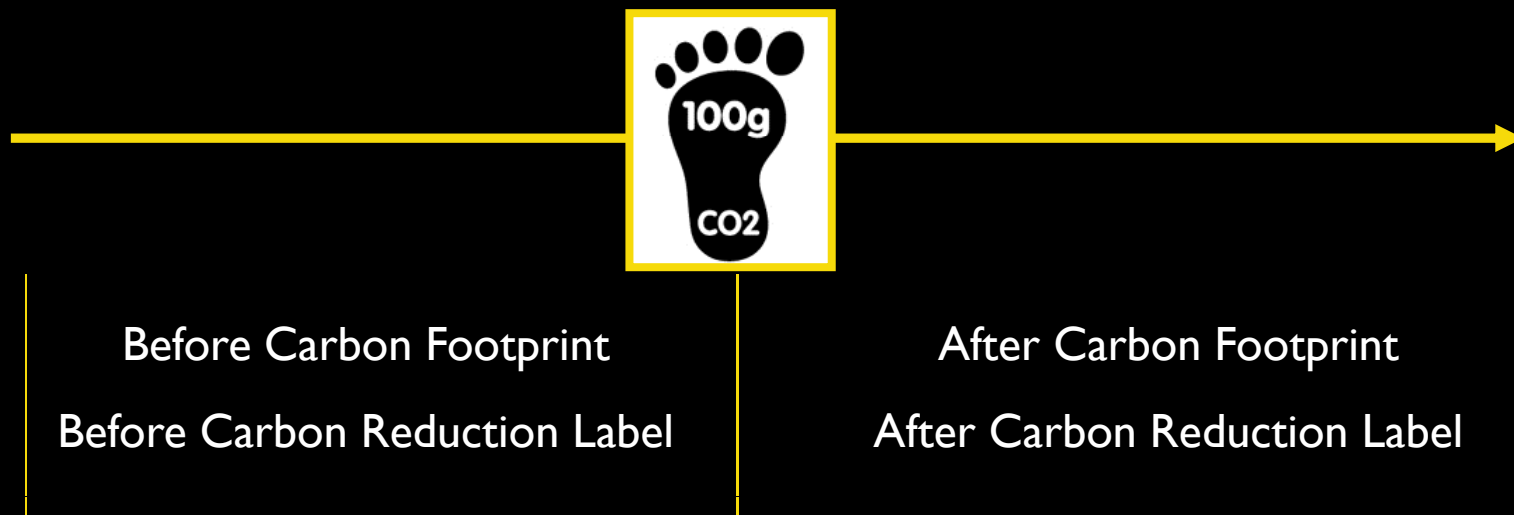


Evaluation of the environmental dimension of product sustainability

Opportunities for an evaluation project

Ex-Ante evaluation

Ex-Post evaluation



Challenge 1: Identification of consumer stakeholders

Object of consumption

Material consumption

Conceptual consumption

Interaction with the product

Material interaction

Economic interaction

Rational interaction

Advocacy interaction

Potential interaction

Challenge 2: Involvement of consumer stakeholders in the characterization of product consumption

Product category rules (PCR)

Definition of product category

Open consultation of the PCR

Data collection

Consumption patterns

Consumer behaviour

Challenge 3: Development of the logical framework for the evaluation project

Objective of environmental labels and declarations

To communicate verifiable, accurate and not misleading information about environmental aspects of products to encourage demand for and supply for products that cause less stress on the environment; thereby the potential for market-driven continuous environmental improvement is stimulated

Challenge 3: Development of the logical framework for the evaluation project

Hypothesis to test in an evaluation project

Rational consumers

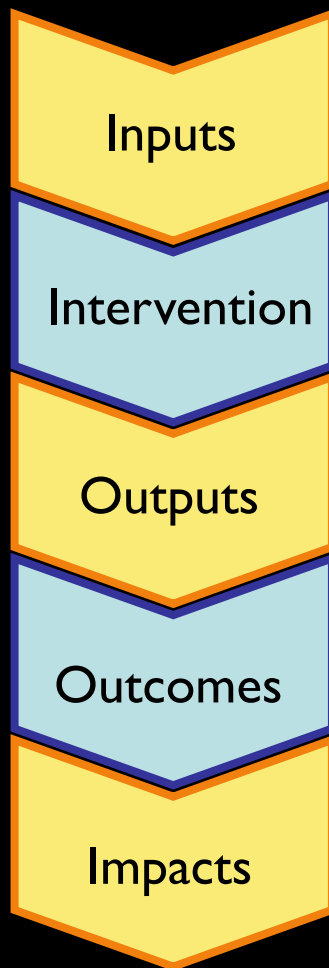
Informed choices

Environmental improvement through market transactions

Environmental information is useful and valuable

Labels are trusted

Chain of effects of environmental declarations and labels programs



Standards and methodologies

Preparation of LCA / Carbon footprint

Environmental labels awarded to products
Environmental declarations communicated

Consumption of labelled products
Changes in consumer behaviour

Demand and supply of env. preferable products
Product innovation
Reduced overall environmental stress

Data collection

Circumstances under which products are purchased and used

Decision making processes of consumers

Consumer level of awareness and understanding of product life cycle, environmental impacts, labels

Consumer preferences in relation to the product's function

Consumer attitudes toward the producers, the environment, climate change, sustainable development, their role

Spending habits for labelled and non-labelled products

Market of labelled products

Consumer motivations to change and keep their behaviour

Use and disposal patterns of products

Conclusions

Carbon footprints can be used to assess the environmental dimension of product sustainability

Define methodological guidelines at the design stage of the evaluation project

Agree how to represent consumers and consumption of the product

Rationale for environmental declarations and labels provides hypotheses for evaluation projects

Thanks for your attention

Questions?