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 Federal Ministry for the
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Train companies to improve the way they communicate product sustainability performance to consumers

Train-the-Trainer capacity building workshop Making reliable claims and applying the 'Guidelines for Providing Product Sustainability Information'

8 November 2021
1 pm – 4:00 pm (EAT)
[Register here](#)

Support companies on how they communicate the sustainability aspects of products

Attend the training course to learn about UNEP's [Guidelines for Providing Product Sustainability Information](#) as well as how to train companies on improving the way they communicate product sustainability performance to consumers.


Background

The importance of providing reliable product sustainability information has been internationally recognized by the Sustainable Development Goals (SDG) through target 12.8¹ and is the focus of the Consumer Information Programme, one of the six programmes of the One Planet Network. Marketing claims, labels, communication campaigns, and other product sustainability information tools can help consumers to make informed decisions on what they buy and how they use and dispose of products.

The UN Environment Programme, together with the International Trade Centre (ITC), has developed the [Guidelines for Providing Product Sustainability Information](#) with inputs from over 125 companies. The Guidelines outline how companies can provide quality information to empower sustainable consumption decisions, and it also serve as a reference for governments, standard and labelling bodies and NGOs.

¹ By 2030 ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature



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Against this backdrop, the Consumer Information Programme, with the support of the International Climate Initiative (IKI), is organizing a regional Train-the-Trainers workshop which will contribute to build a network of trainers being able to guide African companies, retailers and standard setting bodies to assess their sustainability claims against the Guidelines. By drawing on edgy references and best practices examples, the workshop will provide the trainers with the necessary tools to teach companies on how to communicate about the sustainability of their products, and, hence improving their competitiveness.

Workshop objectives

The objective of the workshop is to present the Guidelines' principles and enable participants to use this UN tool to train companies on how to analyse and improve the way they communicate product sustainability performance to consumers.

Participants will:

- Build capacity on how to apply the 10 principles for product sustainability claims;
- Network with peers and exchange experiences on green claims;
- Receive a certificate of participation
- Receive an invitation to join the [Consumer information Programme](#) of the One Planet Network.

During the workshop, participants will be guided through the 10 high-level principles of the Guidelines and will discuss a hypothetical advertising to consider its positive and negative elements against the Guidelines. Thereby, participants will be sensitized on how to train companies in providing such information and learn about good practices across sectors.

Target Audience

This online workshop will be open to business organisations, universities, civil society and consumer information organisations, standard setters, and CSR consultancies.



One planet
inform with care

The One Planet Network is the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production.

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WORKSHOP AGENDA

8 November 2021

1 pm – 4:00 pm (EAT)

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Time (EAT)	Session	Moderator
1:00 pm	Welcome	Patrick Mwesigye, Regional Coordinator, Resource Efficiency and SCP
1:05 pm	Opening remarks	Frank Turyatunga, UNEP Deputy Regional Director, Africa Office
1:10 pm	The importance of credible sustainability information	Laetitia Montero, Associate Programme Officer
1:15 pm	Sustainability claims, an example in the African context	TBC
1:30 pm	Presentation of the Guidelines	Daniela Liebetegger, Consumer Information & Ecolabels Consultant
2:00 pm	Interactive session Case study on applying the Guidelines to show the sustainability of a product	Daniela Liebetegger
3:50 pm	Final remarks	Patrick Mwesigye and Laetitia Montero