

MAGIEN KOMMER, NÅR VI MIXER

Derfor kombinerer altid faglig indsigt
I kundernes verden med skarpe
kommunikationskompetencer.
Det kalder vi DobbeltKompetencer.

OPERATE

PEF AS STRATEGIC COMMUNICATION CHALLENGE

PRESENTATION FOR
NEF WORKSHOP

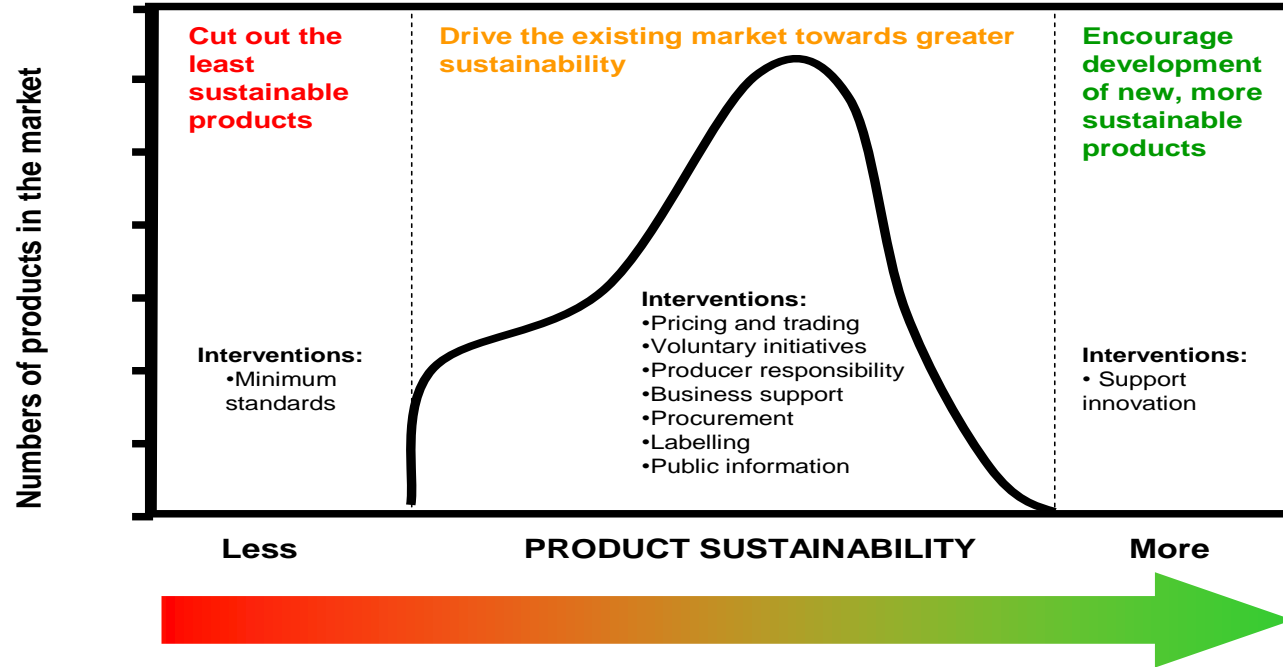
September 2016

SIX GENERAL PRINCIPLES OF PEF COMMUNICATION:

- Transparency
- Availability and accessibility
- Reliability
- Completeness
- Comparability
- Clarity.

*From the Background Document for The Testing of Communication Vehicles
in the Environmental Footprint Pilot Phase 2013-2016. ver. 1.1*

PRODUCT INTERVENTIONS – Overall approach



1

CHOICE ARCHITECTURE

2

VALUE PROPOSITION

3

STAKEHOLDER SUPPORT

AN EXAMPLE



CHOICE ARCHITECTURE

**"YOU AND I EXIST IN AN EXTRAORDINARILY COMPLICATED
STIMULUS ENVIRONMENT... TO DEAL WITH IT, WE NEED **SHORTCUTS**.
WE CAN'T BE EXPECTED TO RECOGNIZE AND **ANALYZE** ALL THE ASPECTS
IN EACH PERSON, EVENT, AND SITUATION WE ENCOUNTER
IN EVEN ONE DAY."**

- ROBERT B. CIALDINI: INFLUENCE. THE PSYCHOLOGY OF PERSUASION

INFORMATION AND CHOICE – KEY FINDINGS

**CONSUMERS
DON'T SHOP FOR
INFORMATION**

**CONSUMERS
INTERPRET
INFORMATION IN
UNEXPECTED
WAYS**

**TOO MUCH
INFORMATION
CAN HARM**



TOP 5:

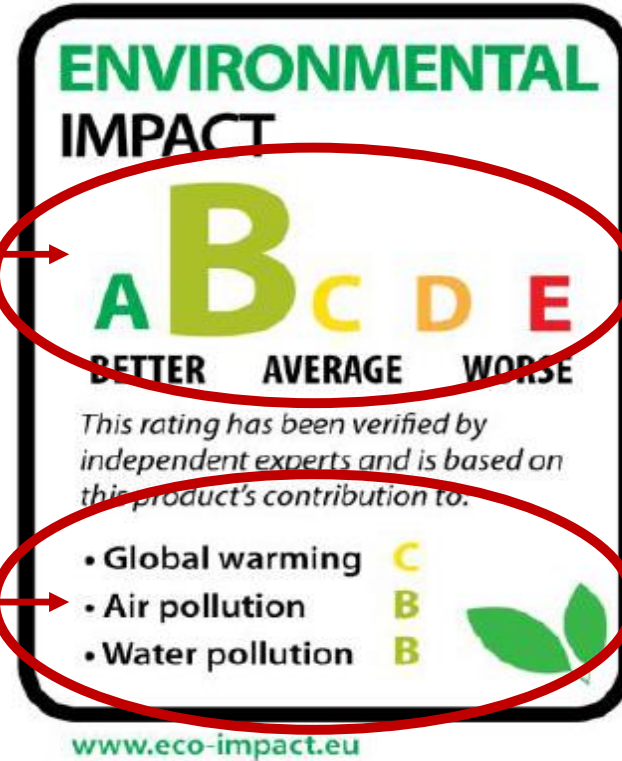
WHERE MOST EUROPEAN CONSUMERS SHOP FOR ECOLABELED PRODUCTS

COUNTRY	SHARE IN ONE MONTH
Sweden	60%
Denmark	48%
Austria	44%
Luxembourg	40%
Finland	31%

PEF LABEL AS CHOICE ARCHITECTURE

FIVE LEVEL BENCHMARK

INFORMATION ON HOTSPOTS



AGILITY OF THE DESIGN

VALUE PROPOSITION

A VALUE PROPOSITION EMBEDS MEANING



Bedre for miljøet.
Bedre for dig.

Svanemærket og EU-Blomsten er Danmarks officielle miljømærker. De gør det enkelt for dig at vælge blandt de miljømæssigt bedste produkter og serviceydelser.

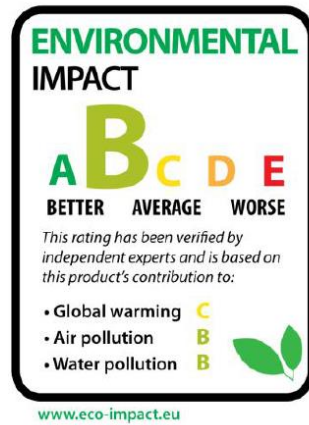
[Læs mere](#)

BETTER FOR THE ENVIRONMENT... BETTER FOR YOU.



CUSTOMERS HAVE MANY MOTIVATIONAL DRIVERS

PROTECT THE ENVIRONMENT AND THE PLANET
 MINIMIZE THE ENVIRONMENTAL IMPACT FROM THE PRODUCTS YOU CONSUME



TAKE CARE OF YOUR FAMILY
 MINIMIZE THE RISK OF EXPOSING YOU AND YOUR FAMILY TO HAZARD



SAVE MONEY
 CHOOSE A PRODUCT WITH LOWER RESOURCE CONSUMPTION



ENSURE QUALITY AND LONG PRODUCT LIFE
 CHOOSE A PRODUCT OF HIGH QUALITY THAT YOU CAN ENJOY FOR LONGER

PEF?

VELUX: EXAMPLE OF LCA COMMUNICATION

CO₂ savings over the lifetime of a VELUX roof window



Life cycle CO₂ emissions calculated for a VELUX roof window GGL with one change of the pane, installed in a typical house in Würzburg, Germany. Transport is included in each of the steps from raw material to disposal.

Note: Not from VELUX product communication






TELLING A COHERENT AND MEANINGFUL STORY



STAKEHOLDER SUPPORT

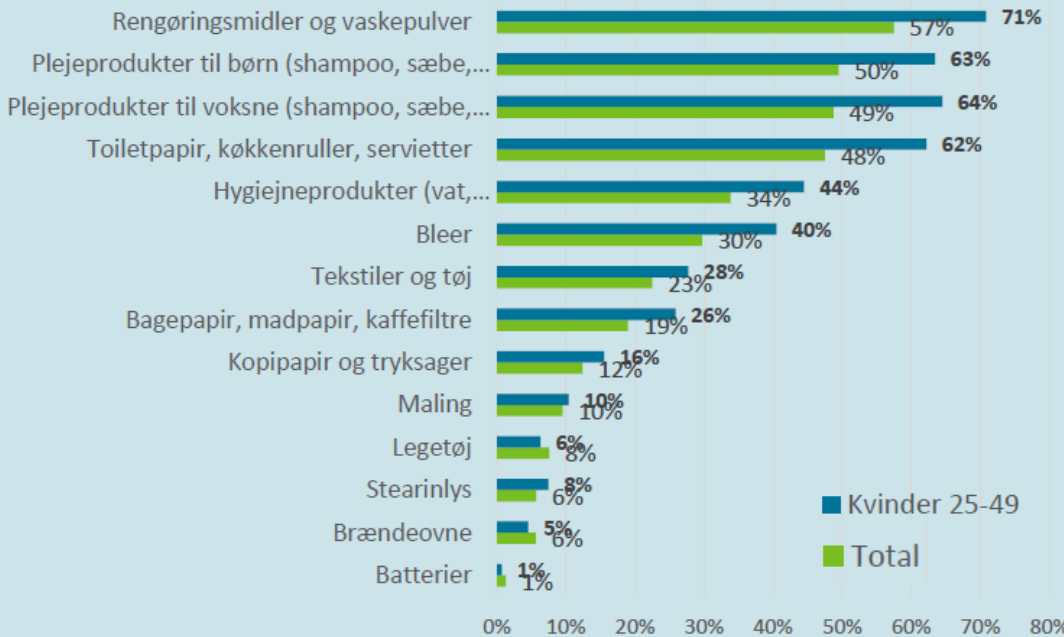
SPREADING THE MESSAGE

TOP 5: MOST RECOGNIZED "GREEN" LABELS IN DENMARK, 2013

LABEL	SHARE RECOGNIZED
 Stats-kontrolleret økologisk	99%
 Coop Ånglamarke	93%
 FAIRTRADE	91%
	89%
	88%

SUCCESSFUL SCHEMES REQUIRE ONGOING SUPPORT

IN WHICH OF THE FOLLOWING PRODUCT GROUPS DO YOU KNOW THAT PRODUCTS WITH THE SWAN LABEL ARE AVAILABLE?



AMONG CONSUMERS WHO KNOW THE SWAN LABEL (N=1220)

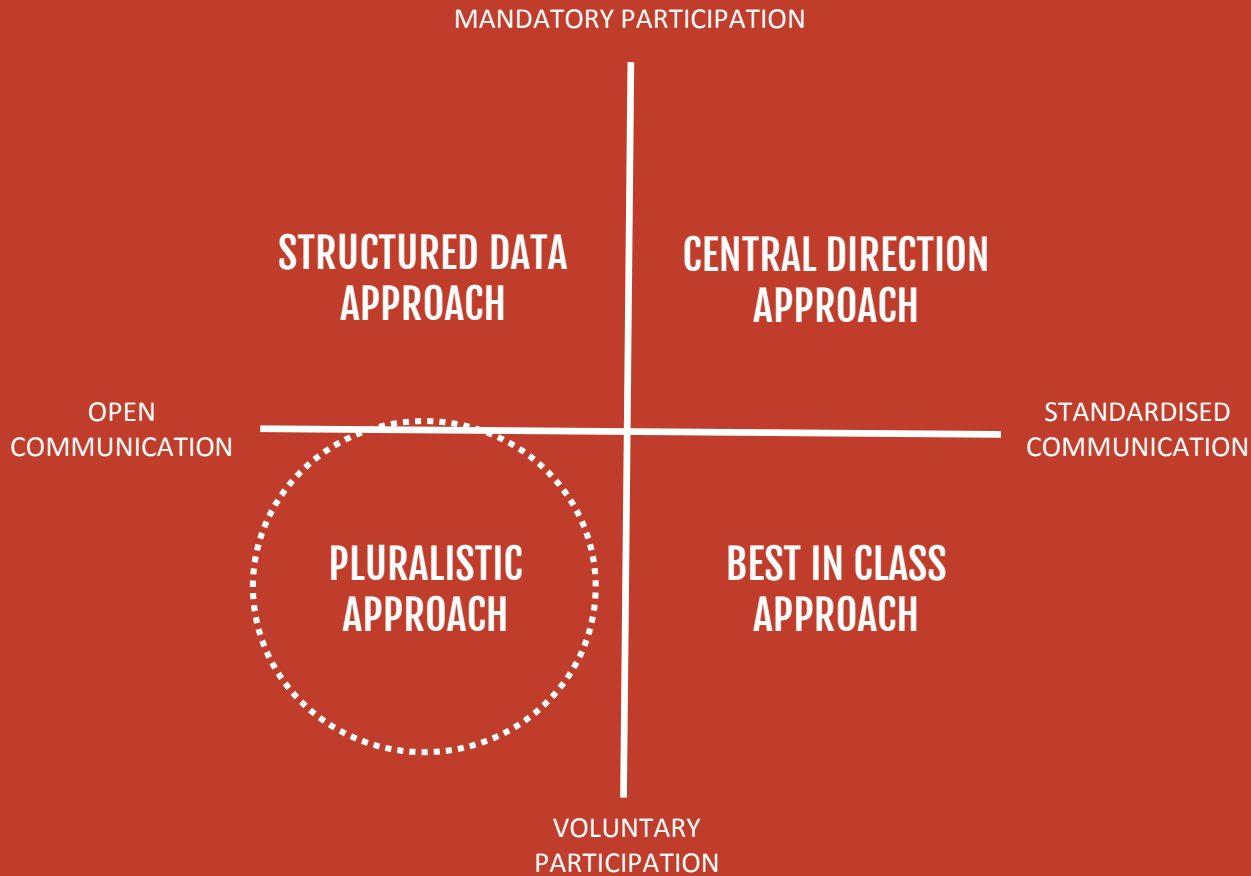
CONCLUSION AND GOING FORWARD

PEF AS STRATEGIC COMMUNICATION – THREE MAIN CONCLUSIONS

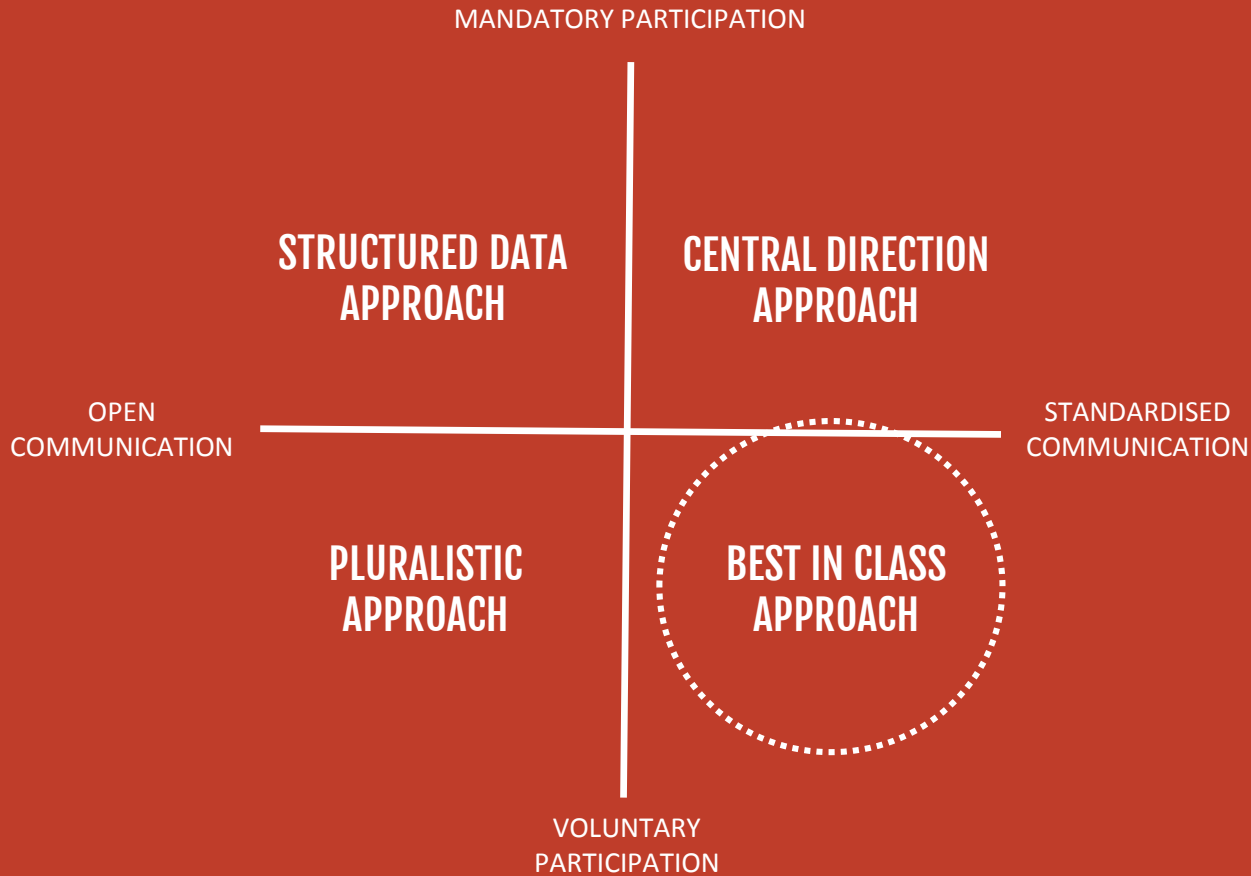
COMPLEX, MANDATORY LABELS AND OTHER FORMATS RISK HAVING AN ADVERSE IMPACT ON PURCHASING BEHAVIOUR – ESPECIALLY IN A B2C CONTEXT.

PEF NEEDS A CLEAR VALUE PROPOSITION THAT ALIGNS WITH THE MOTIVATIONS OF BOTH B2C AND B2B CUSTOMERS IN ORDER TO ACHIEVE THE DESIRED STRATEGIC EFFECT.

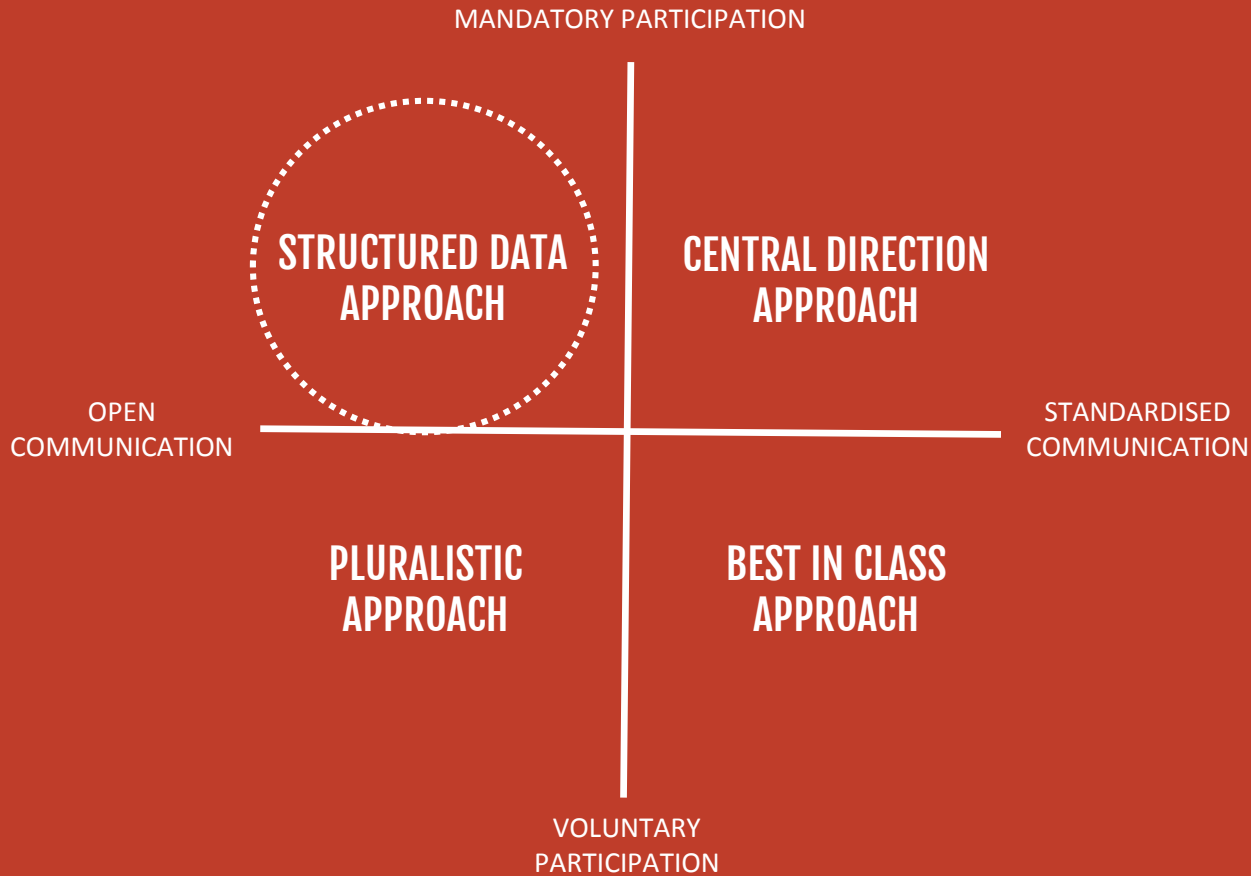
STAKEHOLDER SUPPORT IS CRUCIAL FOR BUILDING KNOWLEDGE AND SUPPORT OF BOTH A LABEL AND THE VALUE PROPOSITION THAT SUPPORTS IT.



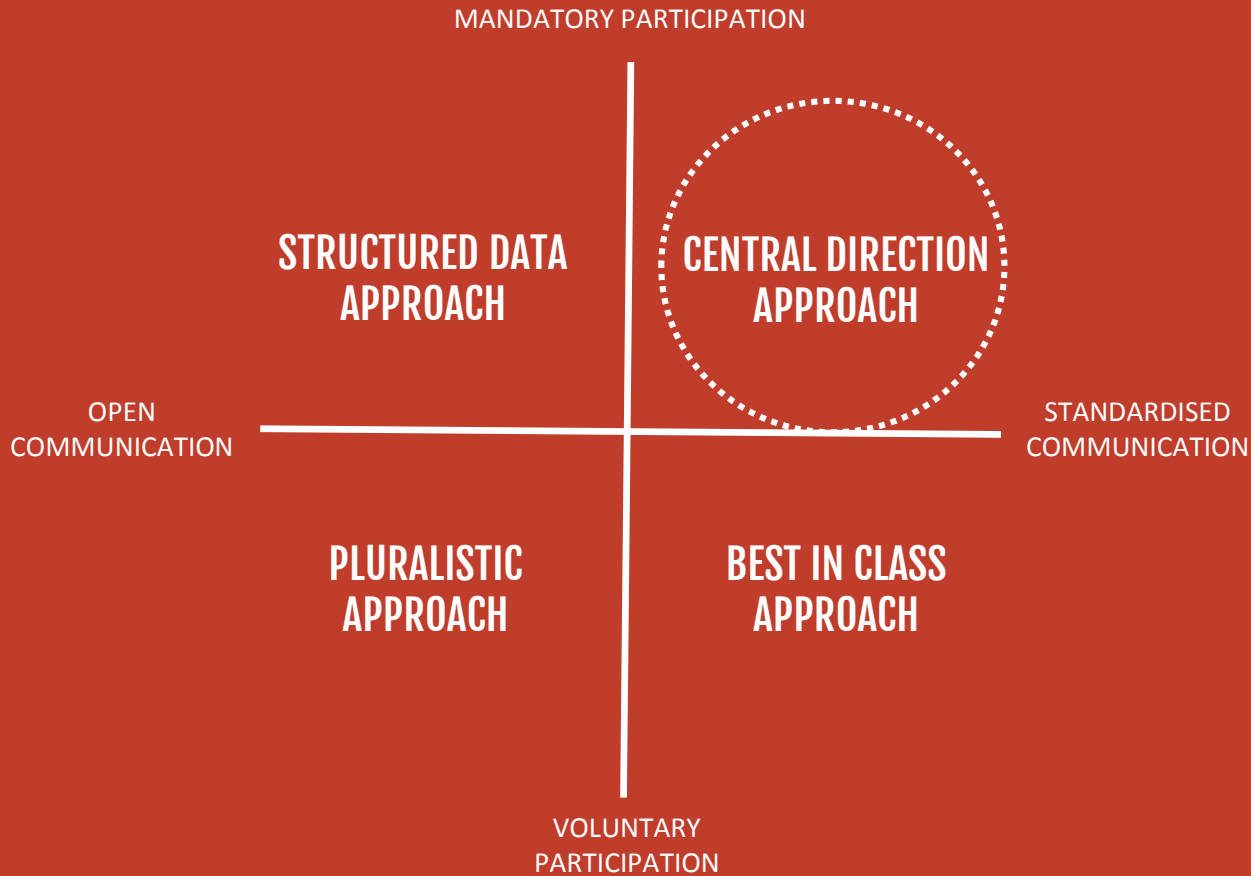
- **MULTIPLE LABELS AND CLAIMS WILL PROLIFERATE**
- **TAILORED BY INDIVIDUAL BUSINESSES**
- **BUSINESSES WILL DESIGN AND DRIVE OWN SCHEMES**



- **STANDARDISED LABEL FOR BEST-IN-CLASS PRODUCTS**
- **VALUE PROPOSITION NEGOTIATED**
- **MARKET LEADERS WITH ORGANISATIONS AND GOVERNMENT**



- **MULTIPLE FORMATS WILL PROLIFERATE**
- **VALUE PROPOSITION ATTACHED TO THE SCHEME**
- **MANY STAKEHOLDERS CAN SHAPE MESSAGES**



- NEW CHOICE ARCHITECTURE BASED ON BENCHMARKS
- COMPLEX VALUE PROPOSITION WITH MORE INDICATORS
- MORE CENTRALISED MESSAGE SHAPING

THANK YOU!
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