



Chamber of Eco Commerce (CEC)

Eco Lexicon 'Cutting the Noise'

Many companies have made sustainability a priority in the designs of their products. For those who address the sustainability of their products, the common theme is touting reductions in carbon footprint, but so much is left unsaid.

While product messaging is clearly focused on health and well-being, focus should be on communicating ingredients that are in products and educating consumers about Life Cycle Assessment (LCA).

As the conversation around sustainability has matured, industry leaders' ability to properly message around sustainability remain a challenge. It's no wonder we have diluted how we talk about sustainability. Manufacturers and retailers need to get the most for their money in choosing and promoting eco innovations, and they also need to feel confident that whatever label or certification they choose will be able to cut through the noise.

While Sustainability is indeed a major concern for the business, investors and consumers, it doesn't provide the full picture. Sustainability is a concept that does not explain what goes in, and what comes out of a product. It doesn't say anything about LCA, the material selection, manufacturing process, the supply chain or product recyclability - all the things you need to know to make a proper assessment of sustainability and health for both people and planet.

Sustainability, in many ways, has become too difficult to understand. People want a clear message. As a response, CEC's has created a new communication project entitled, 'Eco Lexicon', to develop integrated communication and education programs that focus on clear messaging about Eco - what is in a product, rather than what is not. By removing materials from products, which can result in harmful emissions throughout its lifecycle, manufacturers and retailers can make a simple environmental claim and internally check the box that their work on sustainability is done.

CEC will continue to work with industry leaders worldwide to create partner programs that will explore and communicate simply what a product is, and what it is made of. We want to know, don't we?

For more information, please contact CEC.