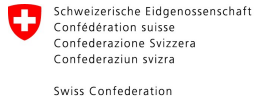




CONSUMERS' CHALLENGES AND EXPECTATIONS TOWARDS DPP

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Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**
EU Framework Programmes



Content



01. Methodology
02. Consumers' interest on product information
03. Consumers' challenges when looking for product information
04. Consumers' expectations on DPP

Methodology



DPP initiatives (19)

Identify similarities, differences, and lessons learned from existing initiatives

- Digital infrastructure of DPP
- Data aspects of DPP
- Challenges and lessons learned



Industry (43)

Identify needs and requirements for applying DPP

- DPP general information
- DPP needs and expectations per industry group

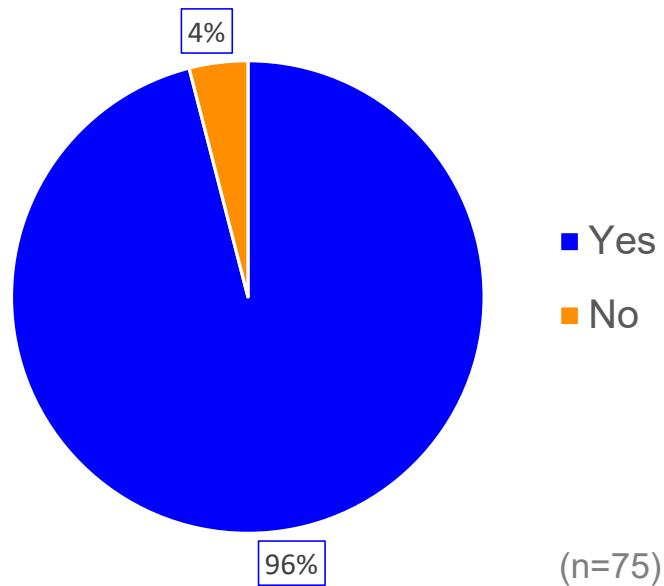
Consumers (75)

Identify needs and requirements for using DPP

- Current habits
- Approach to DPP
- Socioeconomic and environmental information

Consumers' interest on product information

Consumers interest in knowing more about a products value chain



Main channels used by consumers to inform themselves about a product:

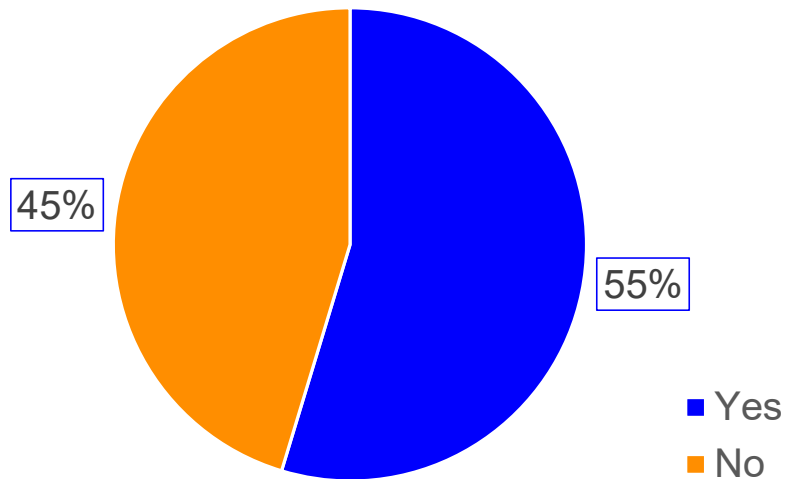
- Consumer reviews (53%)
- Product labels (53%)
- Manufacturer websites (44%)

Consumers' challenges when searching product information

- Find neutral, reliable and comparable information + verification
- Find information about specific products (non-mainstream)
- Transparency/clarity of evaluation criteria
- Specific environmental-related information about the product
- Time spent searching for information
- Scattered/fragmented information
- Complexity of information
- Lack of knowledge among shops' staff

Consumer's knowledge about the concept of DPP

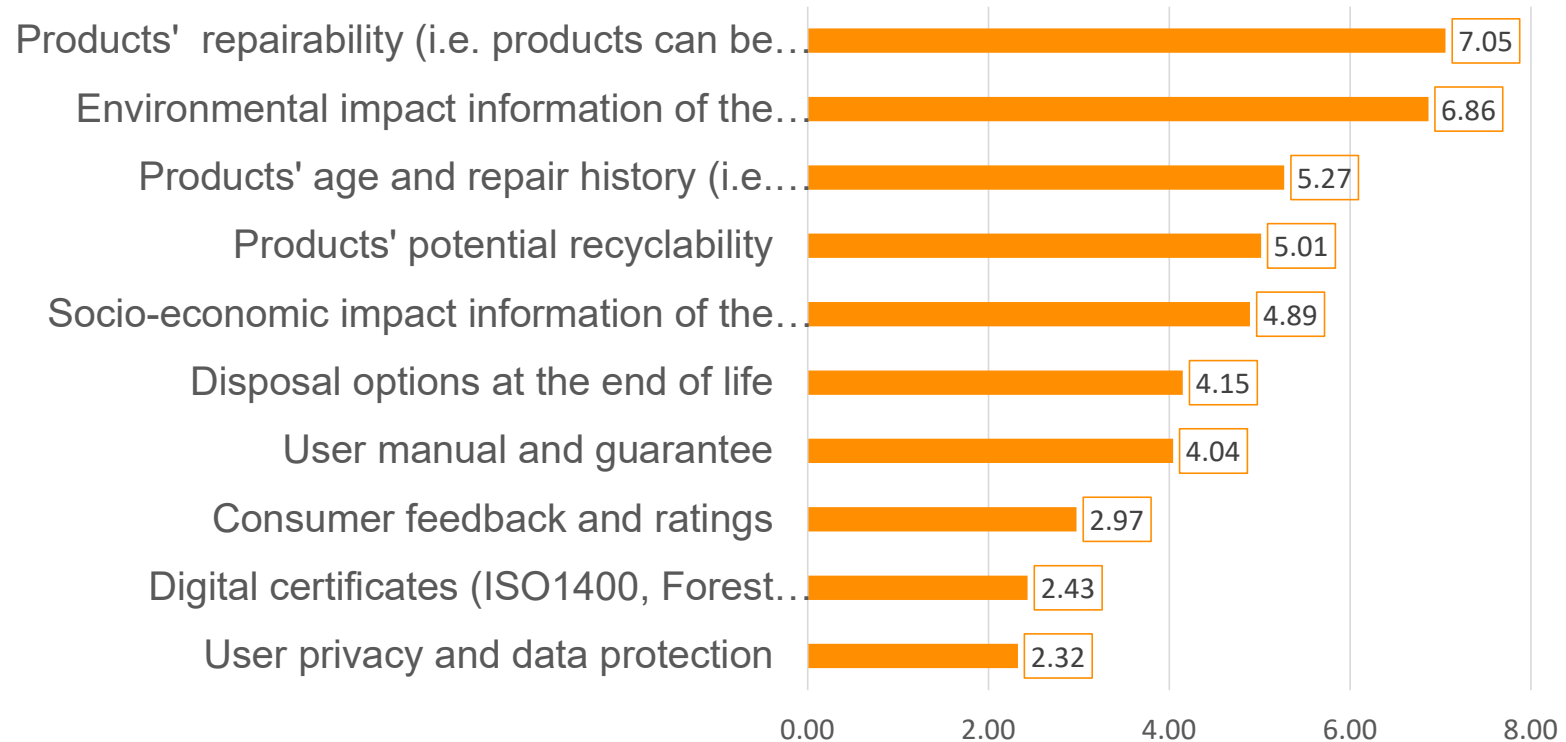
Prior familiarity with DPP concept



Information consumer would like to see in a DPP

What criteria would consumers like to see included in a DPP?

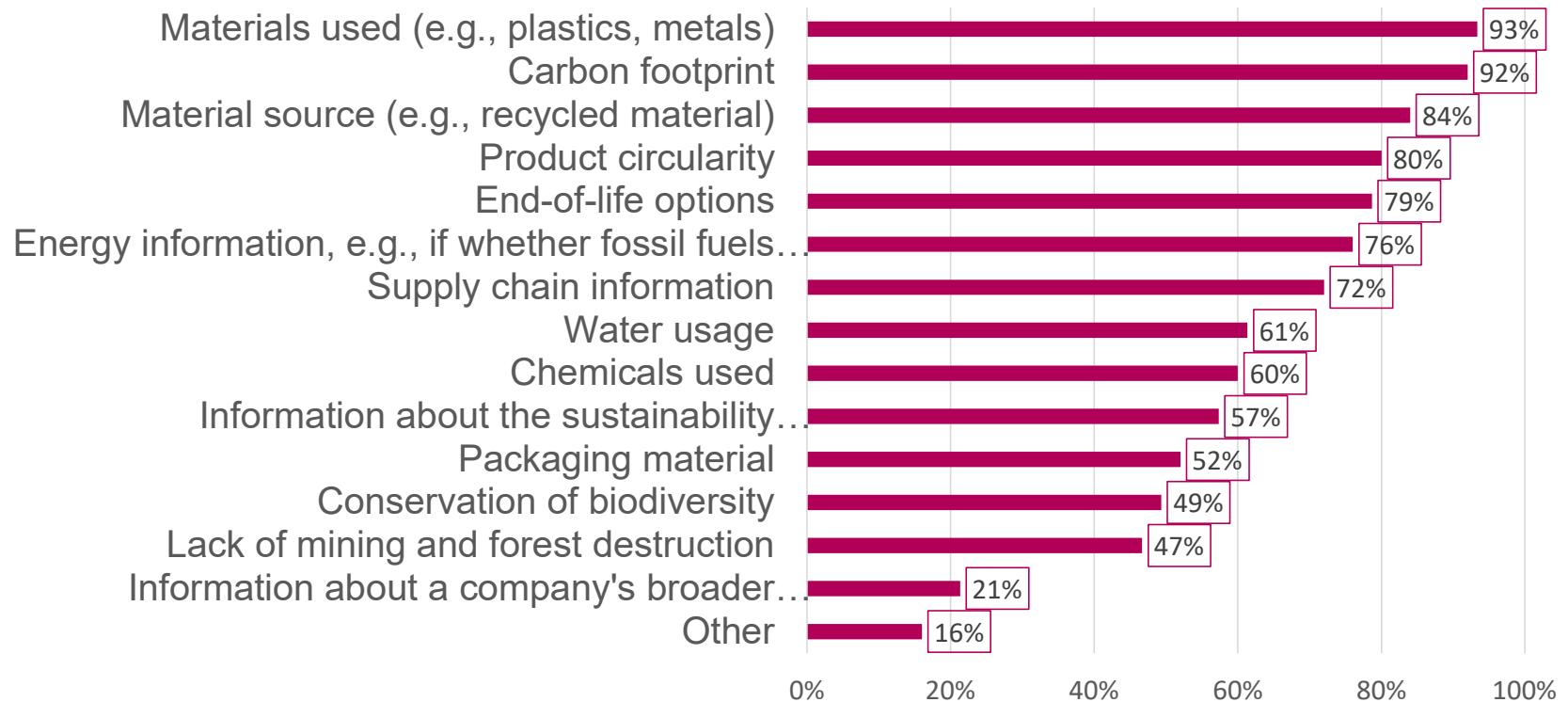
(n=74)



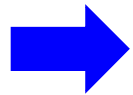
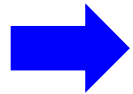
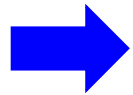
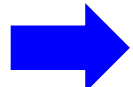
SEE impact information consumer would like to see in a DPP

Types of SEE impact information consumers want to see in a DPP

(n=75)



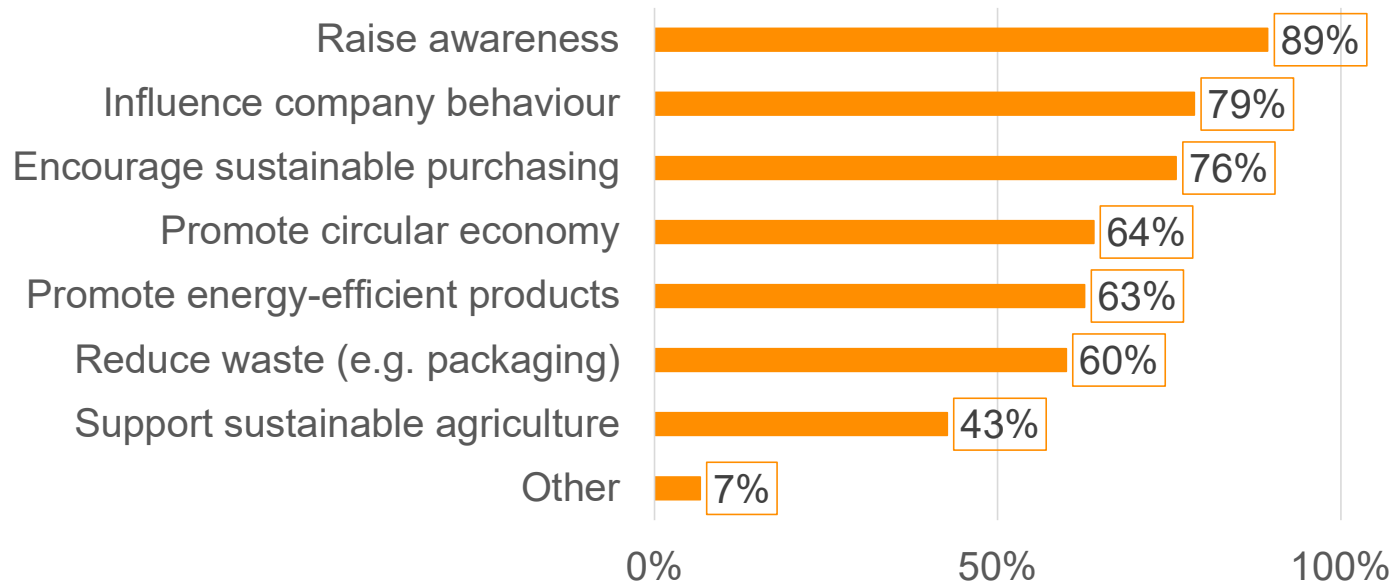
Conclusions on the information to be included in a DPP

-  Repair-related information
-  Environmental impact information
-  Materials used
-  Carbon footprint

Consumers' expectations on DPP

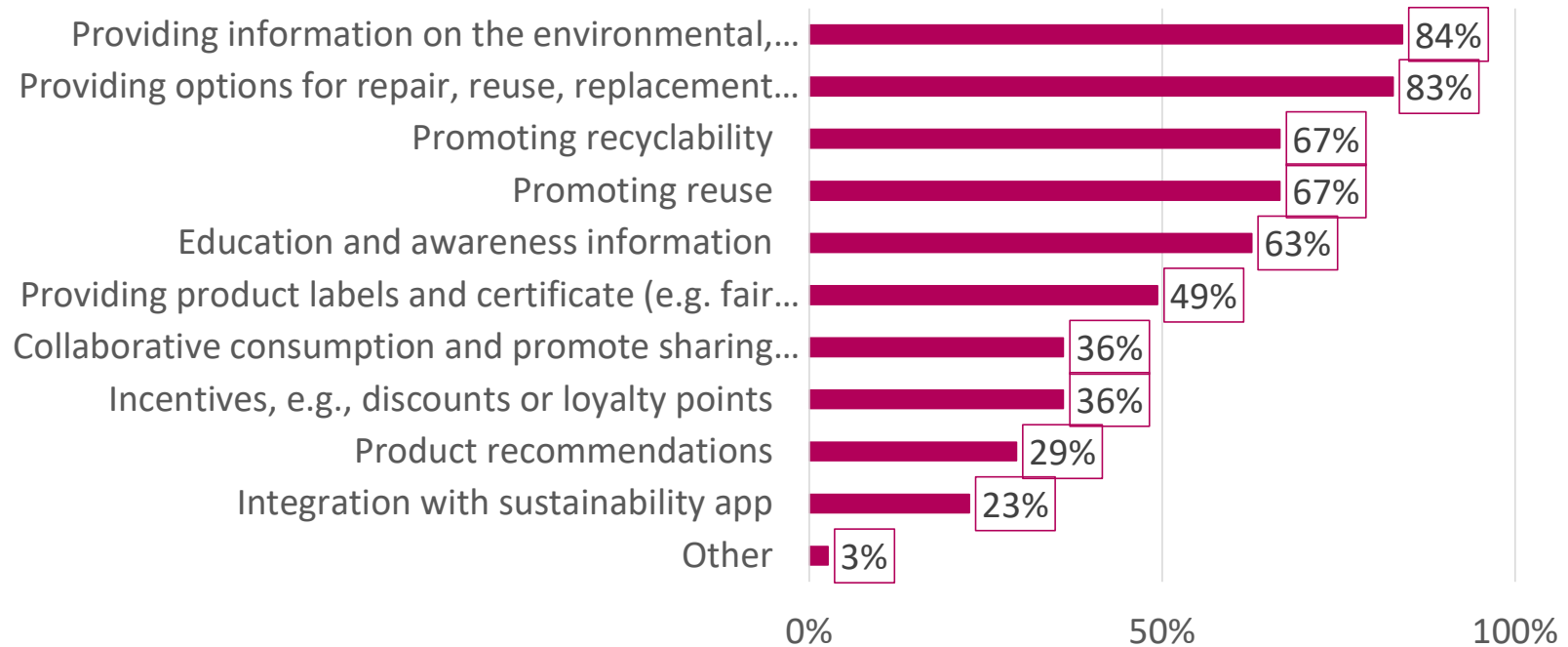
How could DPP help in reducing the environmental footprint of a product?

(n=75)



Consumers' expectations on DPP

How could DPP encourage more responsible consumption patterns (n=75)



Conclusions on consumers' expectations on DPP

- ➔ Provide information that is currently difficult to find
- ➔ Promote virtuous behaviours from consumers and companies

Thank you!



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