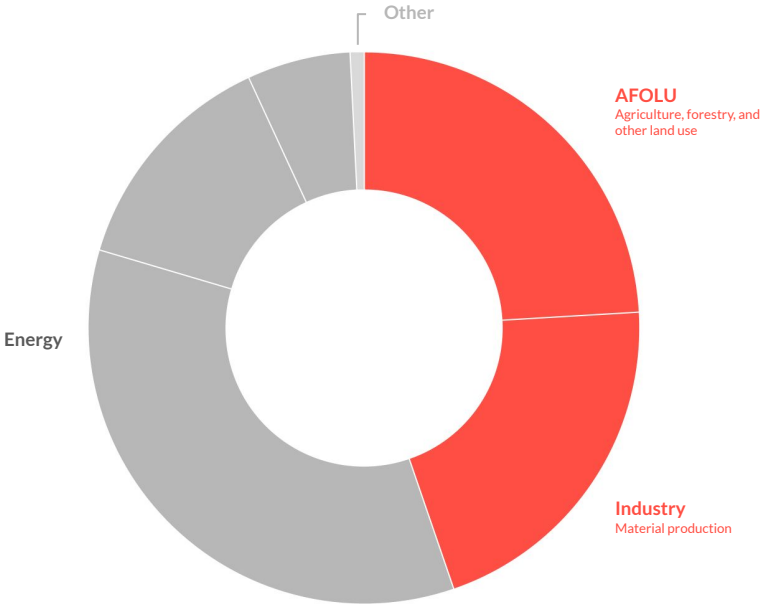
CLIMATE SIGNS
SHOSHANA COHEN / PAUL NOONAN / SHAUNAK PATEL / MARYN JENKINS TAN / KENNEDY THOMPSON

THE PROBLEM



Global GHG Emissions - Billion Tons of CO_2e per year, 2010

Materials, products, food, and land are responsible for **45%** of global greenhouse gas emissions

Ellen MacArthur Foundation - Completing the Picture

THE PROBLEM

“I know I should buy more sustainable products, but **I don’t really know where to start.**”

- Jo, 68
thinks about climate change monthly

"I do my research, I want to believe companies that say their products are sustainable, but **it's hard to truly feel informed at every purchase.**"

*- **Hayden**, 25*
thinks about climate change daily

75%

of consumers don’t know how
to identify sustainable products

GreenPrint 2021

THE PROBLEM

Numerous Certifications

...

Even More Independent Sources

...

"Most people want to do the right thing,

make it easy for them to do it."

- Patrick

President & Director of Education, Greenpeace New England (1980-82)

Influence consumer shopping habits

People want to shop sustainably, but individual impact is small; large-scale shifts are needed to create change

Shift production toward sustainability

Increasing preference for sustainable products will lead companies to increase production of green goods

ease
Environmental Awareness Standards Evaluation
Changing Labels, Changing the World.

THE SOLUTION

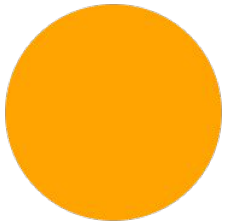
Aggregates and summarizes all available environmental information and certifications into one symbol per product

Partners with retailers to implement a system that makes selecting sustainable products **easy**

THE SOLUTION

Positive

A better-than-average choice for the environment



Mixed

Some concerns

Negative

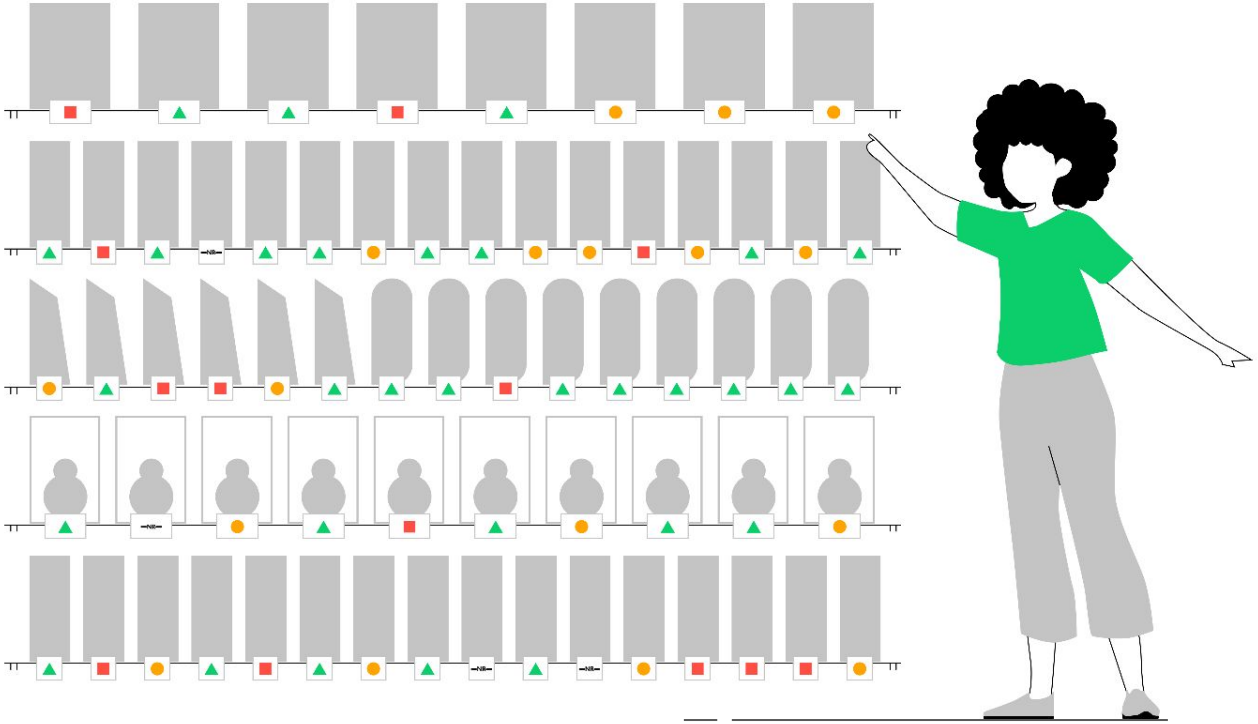
Harmful, consider alternatives

Not Rated

Obfuscated, blocked, or low data availability

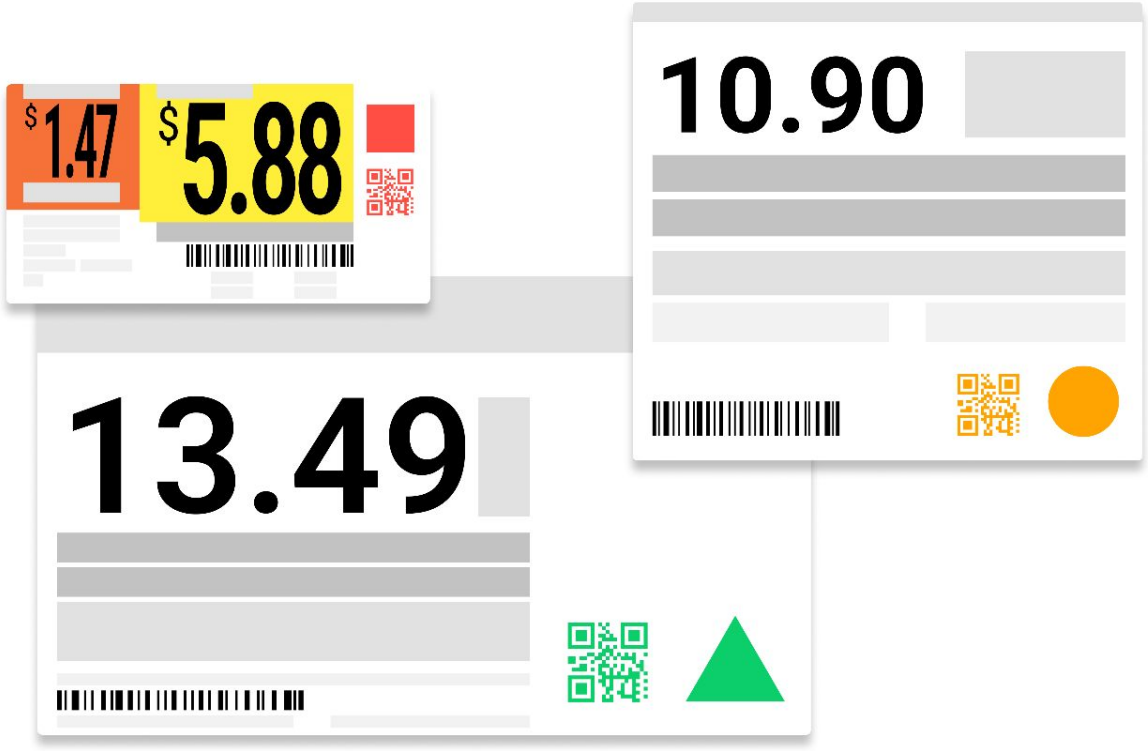
High Visibility

ease is on store shelves, where customers are already looking for prices



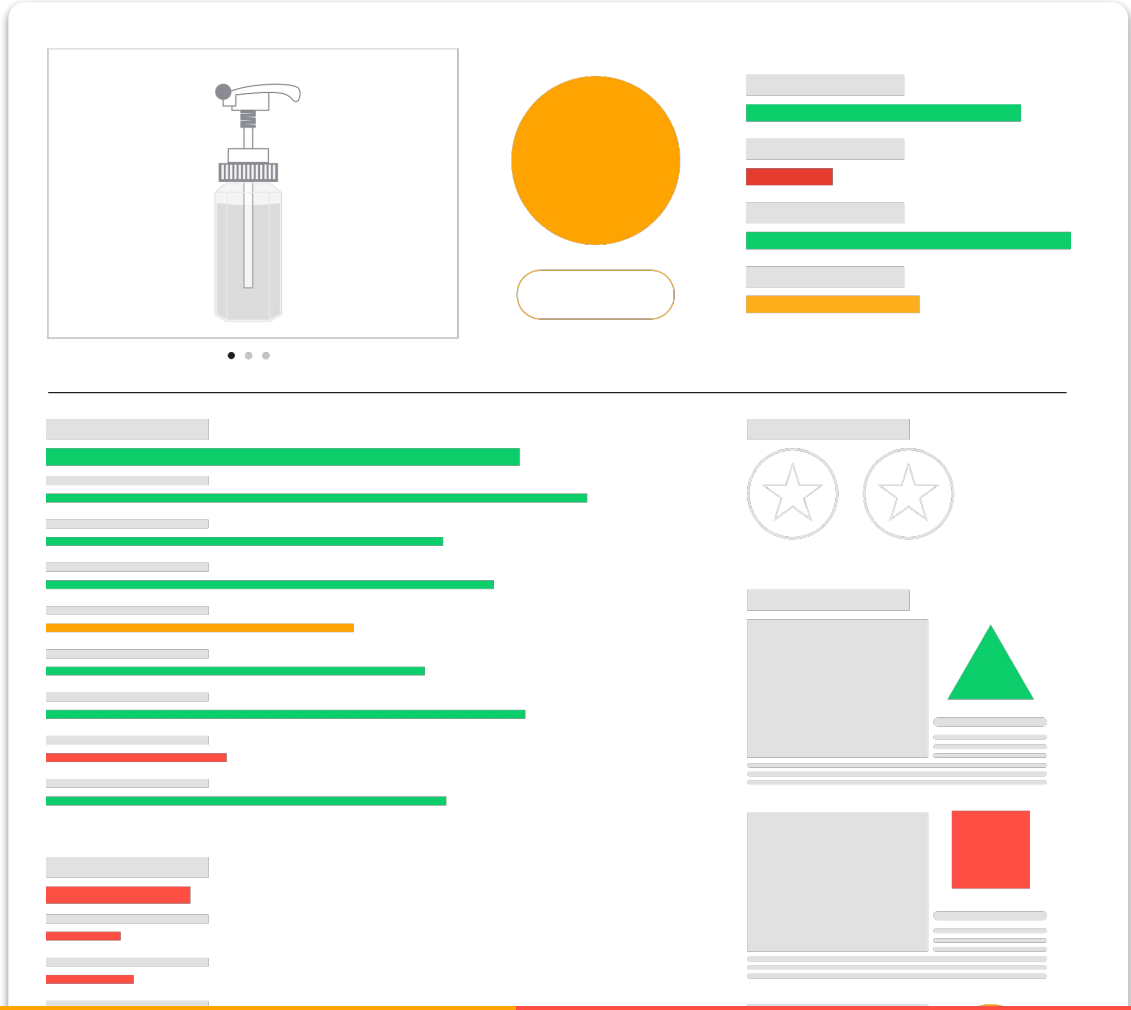
Price Tags

A rapid way to comparison shop, integrated at the inventory level



Product Pages

For shoppers who want *all* of the data behind the symbol rating



The full impact of a product at a glance

ease considers the entire lifecycle of a product and its manufacturer

Manufacturing
Sourcing
Materials
Waste Production & Disposal
Land Use
Pollution
Greenhouse Gas Emissions
Aquatic Toxicity
Energy Use
Water Use
Chemical Use
Noise & Vibration
Animal Testing
Human & Labor Rights

Logistics
Packaging
Transportation
Storage

Usage
Durability / Length of Use
Recyclability
Refillability
Consumption of Materials
Pollution
Greenhouse Gas Emissions
Aquatic Toxicity
Waste Production & Disposal
Energy Use
Water Use
Chemical Use
Noise & Vibration
Light Emission

Company
Data Availability
Audits & Certifications
Environmental Record
Human & Labor Rights
Lobbying
Giving & Impact

THE SOLUTION

Educating the Public

In-Store Signage

Retail stores rolling out the system can promote it with in-store signage and marketing materials to encourage its use

QR Codes Lead Directly to Website

The website will let customers get significantly more information about and familiarity with the system

Personal Environmental Impact Report on Receipt

Purchase receipts can include a summary and average of their total rating, celebrating wins and encouraging improvement

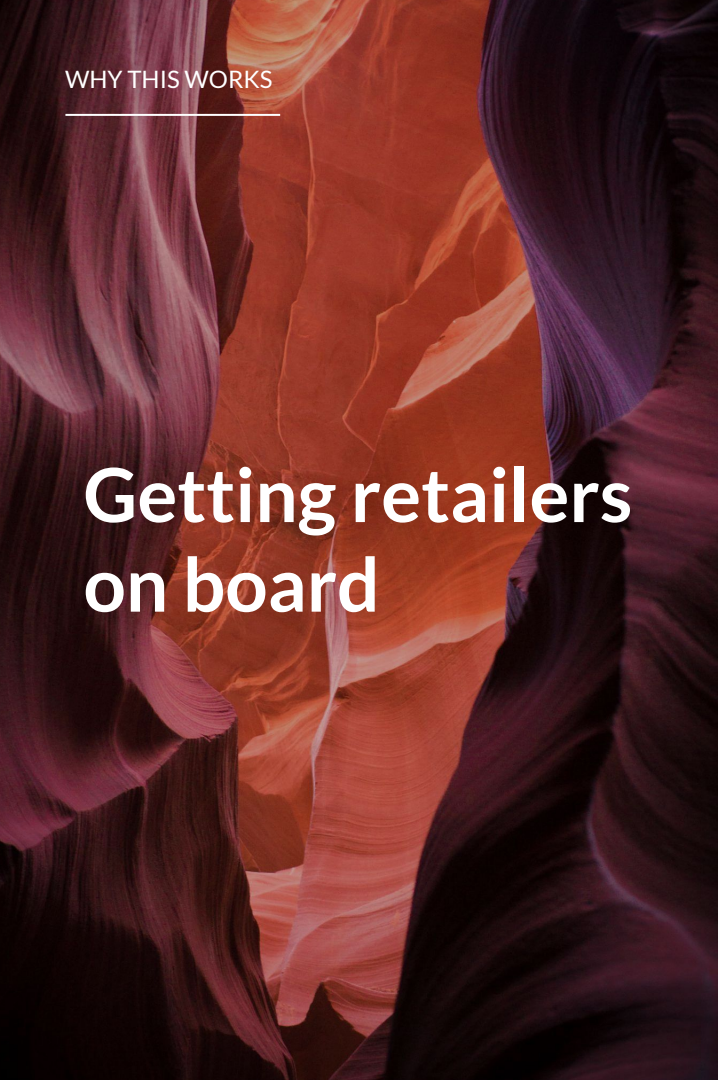
Consumer Trust

Third-Party Validation

45% of Americans trust a third-party source over a company's own claims

Only 28% trust an annual report and 11% a speech from a CEO

GreenPrint 2021



WHY THIS WORKS

Getting retailers on board

Communicate the Incentive

64% of Americans are willing to pay more for sustainable products

Make It Easy to Participate

ease to be included with existing POS and inventory systems from providers like Oracle, SAP, and SUSE

Retailers only need to opt-in

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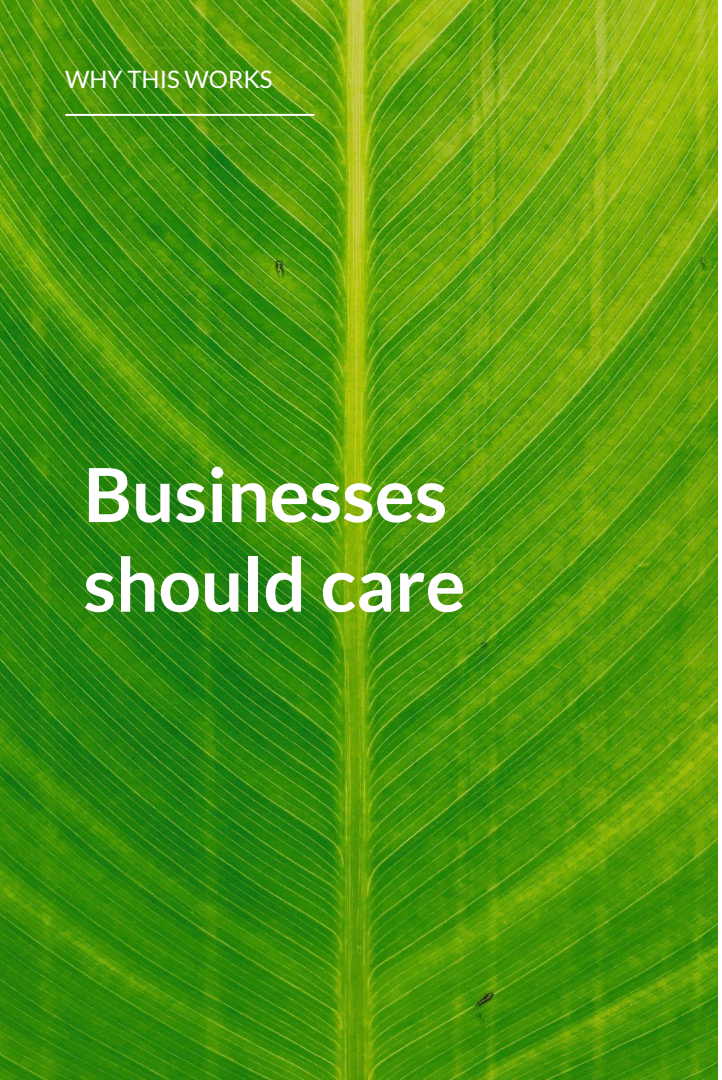


WHY THIS WORKS

Businesses should care

Currently, **16.6%** of packaging has some kind of sustainability label

These products grew **7.1x** faster than non-labeled counterparts

Sustainability drives **55%** of all consumer goods growth

Stern 2020 Report

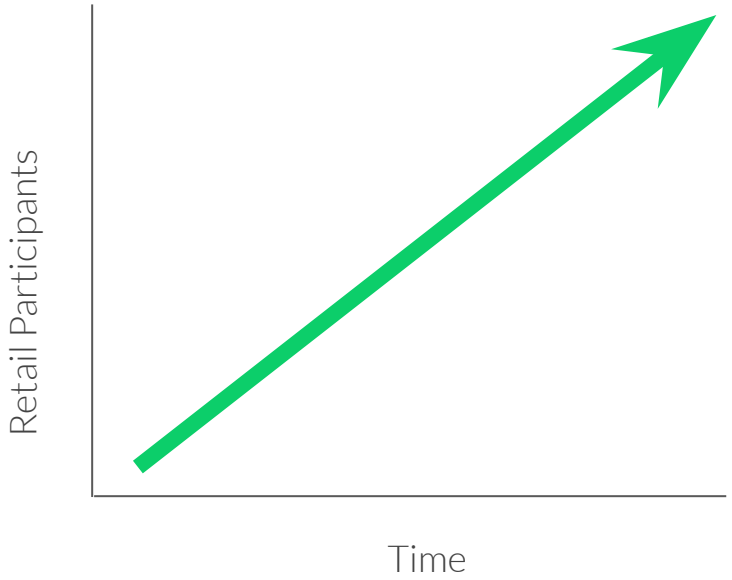
Eco-labeling is good for the **bottom line**

good for **consumers**

good for the **planet**

MEASURING SUCCESS

What do we consider a success?



MEASURING SUCCESS

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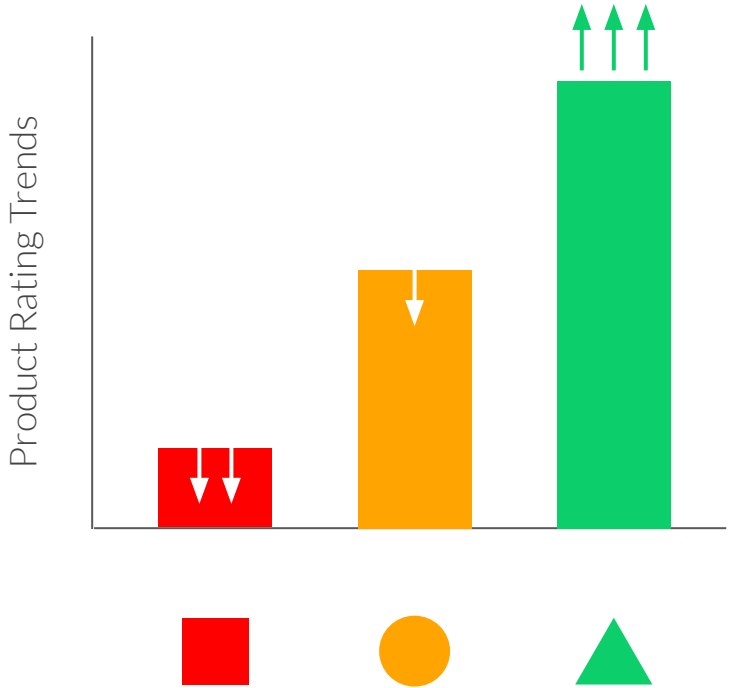


Risks & Challenges

Manufacturers not providing information

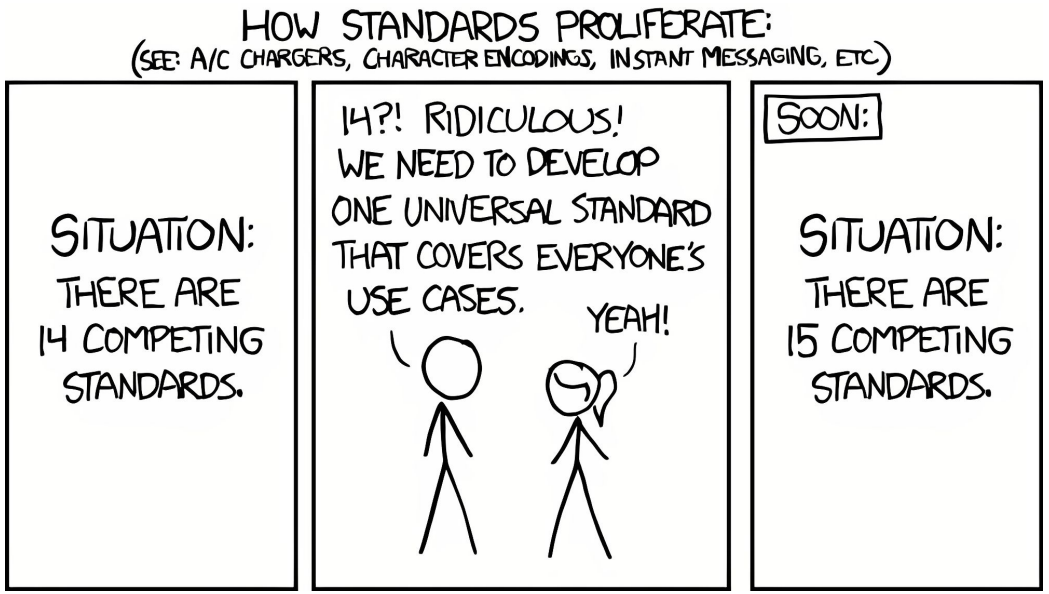
Manufacturers threatening retailers who opt-in

Retailers choose to not participate

Consumers ignore the system

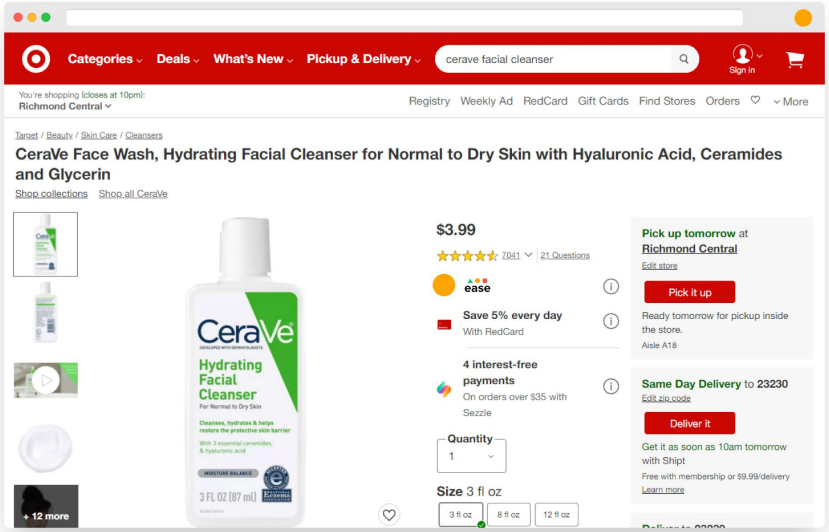
Database upkeep and financial stability

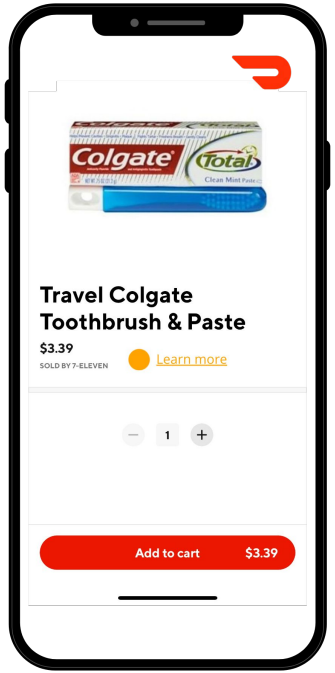
Risks & Challenges



XKCD 927

ease goes digital





ease
Thank You