

# ADOPTION OF ECO LABELS IN GERMANY

# VISION TOWARDS A SUSTAINABLE WORLD



“We resolve, between now and 2030, to end poverty and hunger everywhere; to combat inequalities within and among countries; to build peaceful, just and inclusive societies; to protect human rights and promote gender equality and the empowerment of women and girls; and to ensure the lasting protection of the planet and its natural resources. We resolve also to create conditions for sustainable, inclusive and sustained economic growth, shared prosperity and decent work for all, taking into account different levels of national development and capacities.” (United Nations 2015)

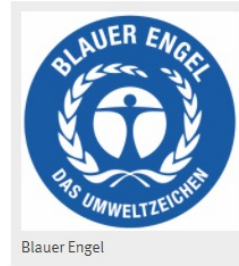


United Nations, „Transforming our world: the 2030 Agenda for Sustainable Development“; URL: <https://sdgs.un.org/2030agenda>

# THE ROLE OF ECO LABELS IN THE SUSTAINABILITY STRATEGY



Bio-Siegel (EU, Deutschland)



Blauer Engel



Bluesign® PRODUCT (Textilien)



EU Ecolabel



EU-Energielabel



FSC-Label (Holzprodukte)



GOTS (Global Organic Textile Standard)



Grüner Knopf



Grüner Strom - Label

The widespread adoption of eco labels is part of the strategy facilitating and driving responsible consumption and production.

**How is Germany performing in the adoption of eco labels?**

# HOW WELL IS GERMANY CATCHING UP TO ITS OBJECTIVE?



\*Included are consumption fields of housing, mobility and food. Household appliances such as refrigerators, washing machines, televisions and vacuum cleaners are considered. The indicator also covers light bulbs, food, sanitary paper, detergents and cars.

Own translation based on: Federal Bureau of Statistics Germany (2021): „Sustainable Development in Germany – Report on indicators 2021“, URL: [https://www.destatis.de/DE/Themen/Gesellschaft-Umwelt/Nachhaltigkeitsindikatoren/Publikationen/Downloads-Nachhaltigkeit/indikatoren-0230001219004.pdf;jsessionid=EB28EC712E89B070C7A38A08B3029181.live731?\\_\\_blob=publicationFile](https://www.destatis.de/DE/Themen/Gesellschaft-Umwelt/Nachhaltigkeitsindikatoren/Publikationen/Downloads-Nachhaltigkeit/indikatoren-0230001219004.pdf;jsessionid=EB28EC712E89B070C7A38A08B3029181.live731?__blob=publicationFile)

# BARRIERS TO THE USE AND ADOPTION OF ECO LABELS

Challenges toward the adoption of eco labels:

- Unclear impact on consumer behavior.
- Uncertainty on which claims/ themes are most impactful.
- Unclear return on investment by companies and unclear effectiveness as a marketing tool.



Griesshammer, R.; Kahlenborn, W. (2020), „The future of ecolabels“, The International Journal of Life Cycle Assessment 25, 833-839, URL: <https://link.springer.com/article/10.1007/s11367-020-01741-9>

# PRE-LIMINARY RESEARCH QUESTION

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Driving the adoption of eco labels in Germany:

An investigation on the effectiveness of eco labels for detergents in Germany.

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# RESEARCH METHOD

The research is executed in the Brand Research Lab at Brand University of Applied Sciences.

- Eye-Tracking
- Facial Coding
- Implicit Association Test
- Survey



# RESEARCH TEAM



**PROF. DR. YONCA  
LIMON-CALISAN**



**MAIK RIGGERS**



**PROF. DR. MICHAEL  
FRETSCHNER**

BRAND UNIVERSITY

NORDAKADEMIE



The logo consists of the lowercase letters 'b' and 'w' in a white, rounded, sans-serif font. The 'b' and 'w' are connected at the bottom, with the 'w' having a distinct shape that suggests a stylized 'u' or 'v'.

**brand university**

of applied sciences