

**6 July 2026, 11:30 - 13:00 (CEST)**  
**Geneva, Switzerland**  
**Venue: Room XII, Palais des Nations**

## **Innovation in consumer information and education, including to promote sustainable consumption**

Achieving sustainable consumption requires informed, empowered, and confident consumers who can make choices that reflect environmental, social, and economic sustainability. However, global trends show that progress toward sustainable consumption remains insufficient, in part because consumers continue to face fragmented, unreliable, or inaccessible information. As countries work to advance Sustainable Development Goal 12 on responsible consumption and production, strengthening consumer information and education systems is central to enabling meaningful change.

Innovation, both technological and policy-based, offers new opportunities to improve the way consumers access, understand, and use information. Digital tools, product labels, behavioural insights, and new communication strategies and education can help bridge information gaps and guide consumers toward more sustainable choices. Yet several persistent challenges undermine these efforts. Greenwashing and misleading environmental claims reduce trust in sustainability messages. Consumers often lack clear, actionable information about the environmental or social impacts of products. Lack of educational initiatives combined with proper information, as recommended by the United Nations Guidelines for Consumer Protection, still remains a challenge.

In addition, many consumers face structural barriers: lower access to education, illiteracy, or fewer affordable sustainable product options. Engaging youth and vulnerable communities require targeted educational initiatives that account for different needs and contexts. At the same time, businesses, regulators, consumer associations, and international organizations must work together to harmonize standards, promote reliable information, and ensure accountability in sustainability claims.

This round table will explore how innovative approaches to consumer information and education can help promote sustainable consumption. It will highlight good practices, emerging technological solutions, collaborative models, and lessons learned from diverse contexts. The session will also examine the role of behavioural science, data transparency, environmental labelling, and public awareness campaigns in enabling more responsible consumer choices.





## Questions for discussion

- (i) How can consumer protection authorities ensure that information, including the one provided through digital interfaces is transparent, verifiable, and free from greenwashing or “dark patterns”?
- (ii) What innovative regulatory and technological solutions can help authorities monitor information and take enforcement measures against false and misleading claims?
- (iii) How can governments, businesses, and international organizations design information and education practices that are inclusive, accessible and sustainable, particularly for vulnerable and disadvantaged consumers?

## Programme

11:30 - 11:35 **Presentation by the UNCTAD secretariat**

11:35 - 12:40 **Speakers**

- Ms. Sara Irun, Minister Secretary of Consumer Protection, Paraguay
- Ms. Kumiko Tanaka, Director General for Enforcement, Consumer Affairs Agency, Japan (video address)
- Mr. Andrew Hadley, Assistant Director, Policy and Practice, Competition and Markets Authority, United Kingdom
- Mr. Stefan Hall, Acting Director General, Consumers International
- Mr. Igor Brito, Brazilian Institute for Consumer Protection (IDEC)

12:40 - 13:00 **Interactive debate**

## Contact

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