INC-5.2 Pre-event: Trade at the core of the treaty - data, investment, services and consumer information

Division on International Trade and Commodities
UN Trade and Development (UNCTAD)

UN trade & development | UNCTAD

Data and challenges

UNCTAD (2023):
- **68% of empowered consumers** aim to identify brands that minimize environmental impact.
- **61% actively** seek energy-efficiency or eco-labels when making purchases.

Consumers International & UNEP (2020):
- Only **19% of plastic packaging labels** offer sufficient information for informed consumer choice.

ICPEN (CMA-ACM)
- **40% of environmental claims** on consumer websites were found to be misleading.

IBM (2021):
- **84% of global consumers** consider sustainability important when choosing products or brands.

World Consumer Protection Map

UN trade & development

Sustainable consumption

36 — Countries with consumer protection law on Sustainable consumption

43 — Countries with policy making powers on Sustainable consumption

38 — Countries with enforcement powers on Sustainable consumption

19 — Countries having cooperation agreements on sustainable consumption

40 — Countries having education initiatives on Sustainable consumption

Sustainable consumption includes meeting the needs of present and future generations for goods and services in ways that are economically, socially and environmentally sustainable. UNCTAD is one of the lead organizations for the One Planet Network Consumer Information for Sustainable Consumption and Production.

To learn more on this topic, please see: Consumer Information for SCP | One Planet network and the following publications: Competition and Consumer Protection Policies for Sustainability, Achieving the Sustainable Development Goals through Consumer Protection

A review of parameters and requirements for an effective consumer label on plastics and plastics alternatives.

Challenges Identified in the Report

Recommendations from the Report

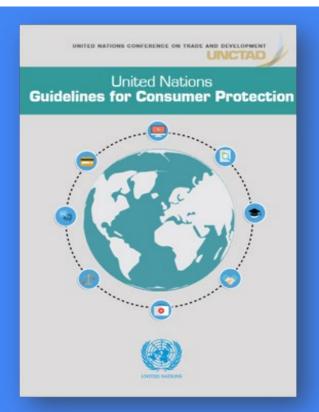# The United Nations Guidelines for Consumer Protection (UNGCP)

- **The Role of Consumers in achieving sustainability**
- **1985: The United Nations Guidelines as a route map for governments, businesses and consumer associations**
- **1999: Sustainability in focus**
- **2015: last Revision**

Provide **international principles** for effective consumer protection legislation and policy.

Promote consumer access to **transparent, accurate, and meaningful information**.

Serve as a **roadmap** for domestic and regional policies, including sustainability and plastics.

Extended Producer Responsibility (EPR): Closely aligned with UNGCP's principles on transparency, sustainability, and consumer empowerment.

Conclusion

- UNGCP already provide a path supporting the circular economy, fighting greenwashing, and empowering consumers

- The UNGCP already provide solutions that address plastic waste, consumer misinformation, and business accountability.

- Labelling: complying with consumer's right to information and education

- Countries can use the UNGCP as a foundation for national reforms and contribute to processes like the negotiations for global plastics regulation.

- Implementing the UNGCP with ambition and cooperation can support a global transition to sustainable consumption.