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# Footprint e Certificazioni alla Base di un nuovo Green Marketing "Science-based": Come si Muovono le Imprese? Cosa Pensano i consumatori?

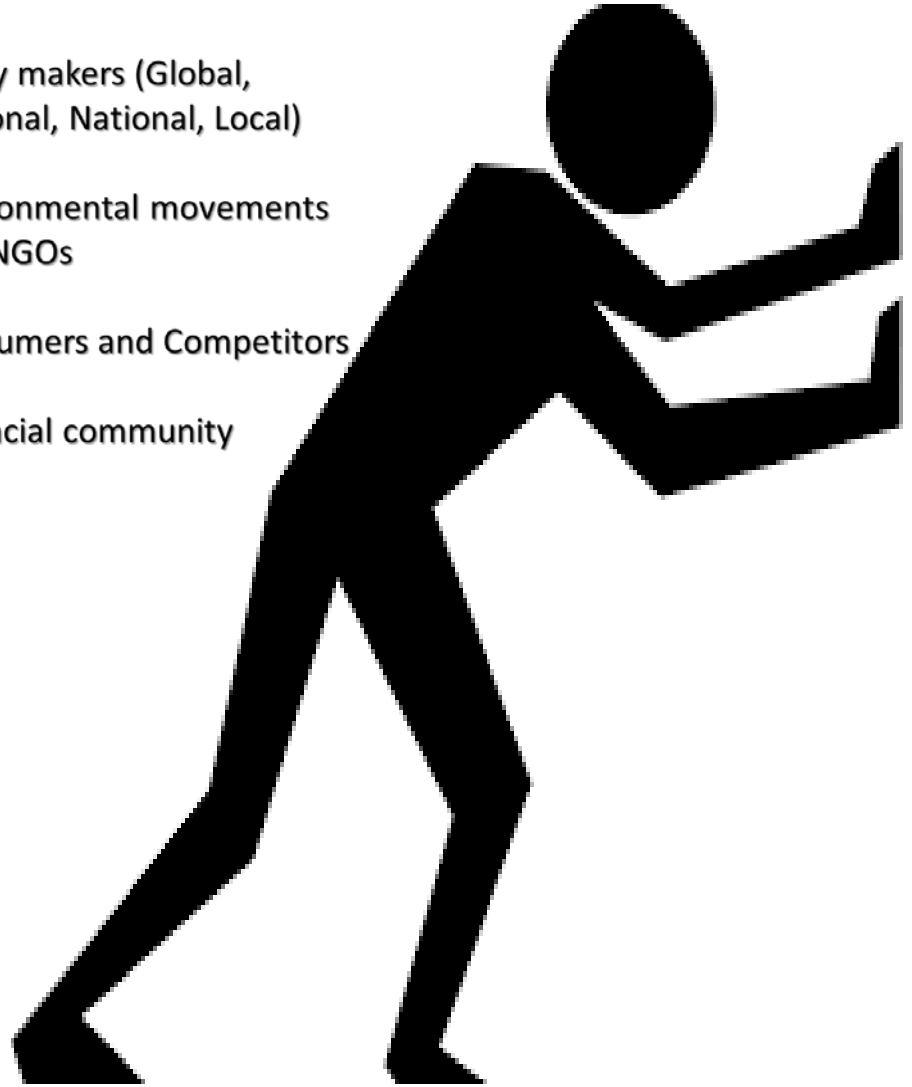
**Francesco Testa**
*f.testa@santannapisa.it*

SUSTAINABILITY MANAGEMENT

# La nuova sfida per una reale green transition



- Policy makers (Global, Regional, National, Local)
- Environmental movements and NGOs
- Consumers and Competitors
- Financial community



***Green champion***


***License to operate***

# *Quali condizioni sono necessarie lato domanda e offerta?*

# Le imprese e la loro comunicazione

- Be **clear, accurate, verifiable, relevant and not misleading**
- Be based on an exhaustive and complete **scientific methodology**, which produces accurate and reproducible results (**e.g. LCA**)
- Have **available information** (on environmental aspects and procedures/ methodology) to interested parties (buyers or potential buyers) and indicate whether it is a self-declared claim (ISO 14021) or based on independent validation (e.g. EPD)
- Take into account **all relevant aspects of the product life cycle**




NORMA ITALIANA

Etichette e dichiarazioni ambientali
**Principi generali**

UNI EN ISO
14020

MARZO 2002

**Ethical claims and supporting information — Principles and requirements**

*Déclarations éthiques et informations associées — Principes et exigences*

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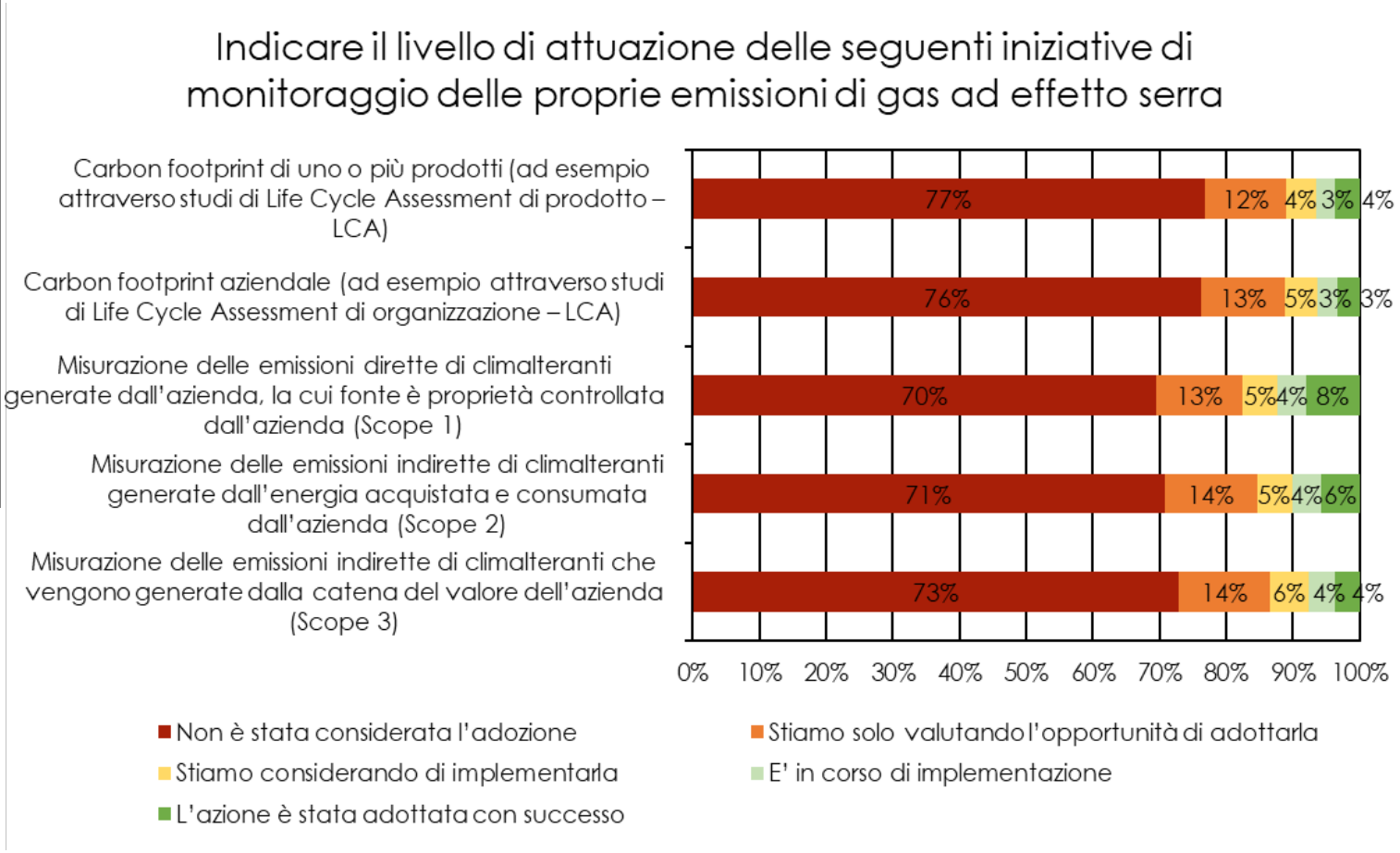
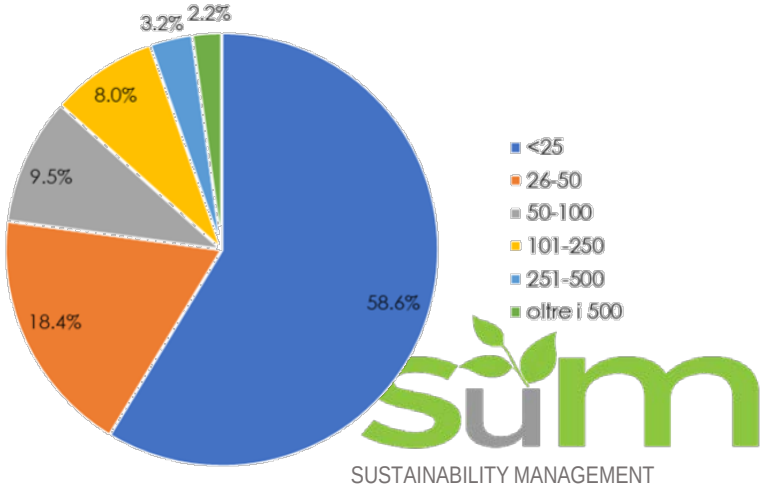
# Per comunicare in maniera affidabile bisogna prima misurare




- **41** Domande
- **85** Items
- **32** Giorni di raccolta dati
- **43566** Popolazione
- **4376** Rispondenti
- **2142** Risposte valide

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*Fonte: Indagine CONAI Sant'Anna 2022*

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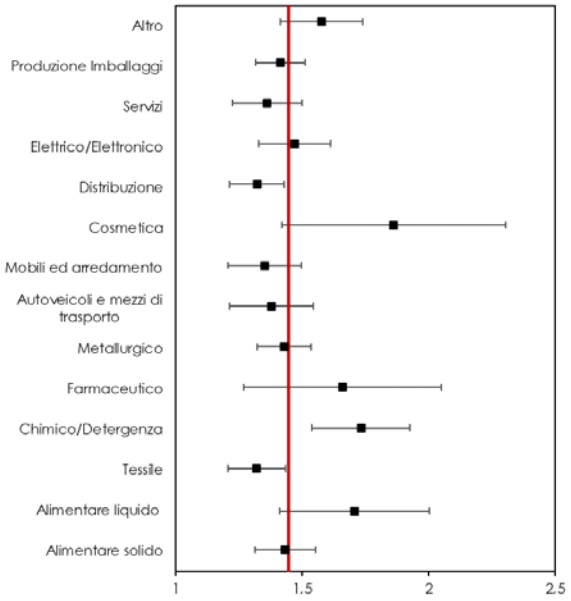
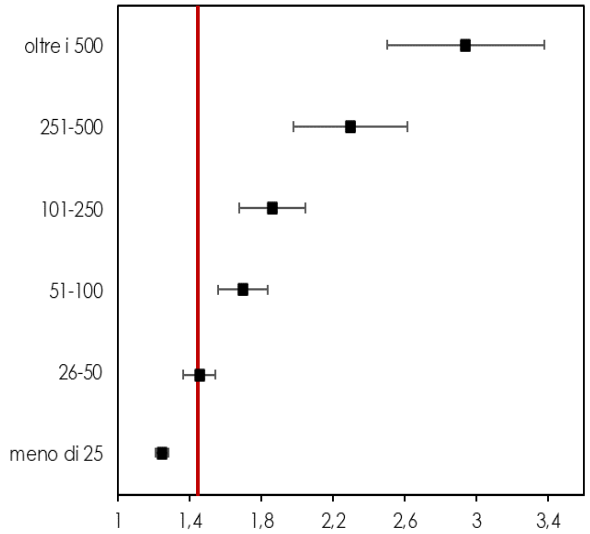
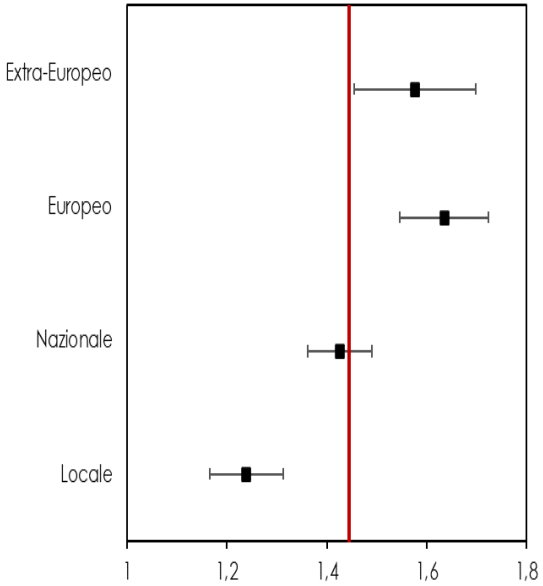
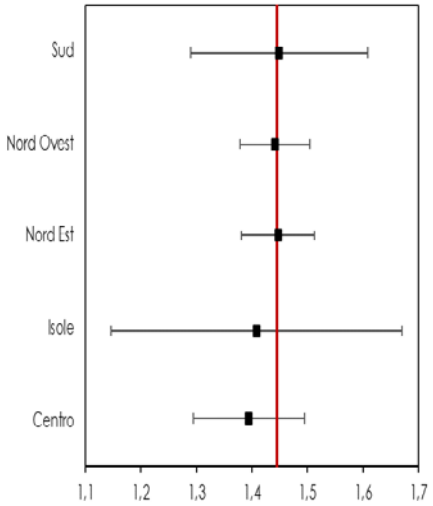
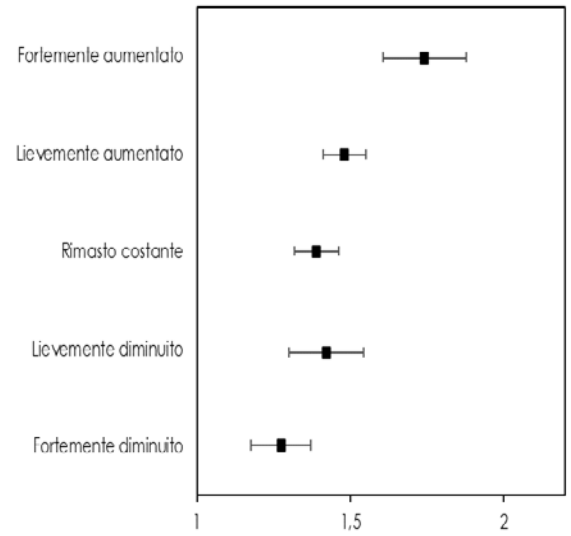
# Quali aziende stanno adottando studi LCA per i propri prodotti?

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# I consumatori….

- *Dare valore alle caratteristiche ambientali dei prodotti*
- *Essere disposti ad essere informati*
- *Fiducia nei confronti delle informazione*
- *Comprensione delle informazioni*


*Ref. Sant'Anna CONAI 2018. I Driver all'acquisto di prodotti green e prodotti circolari: un'analisi sistematica della letteratura*

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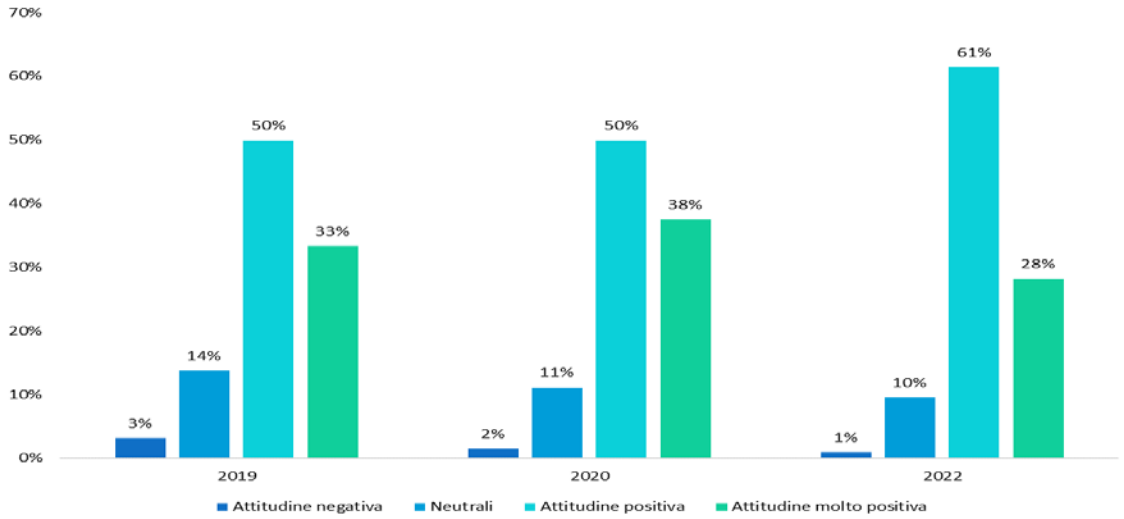
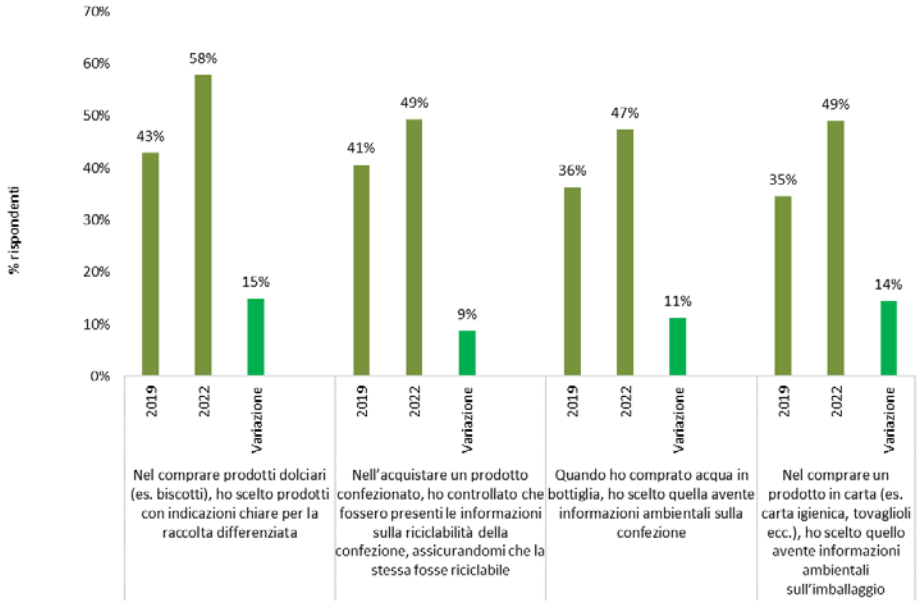
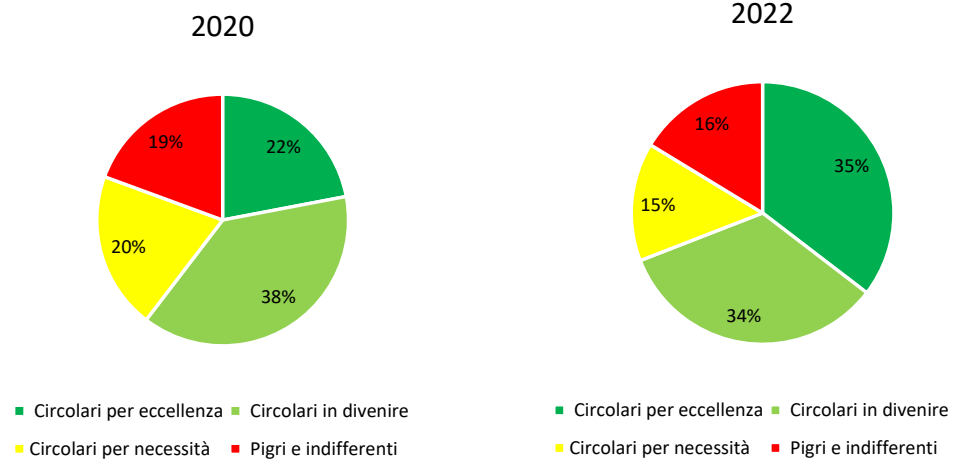
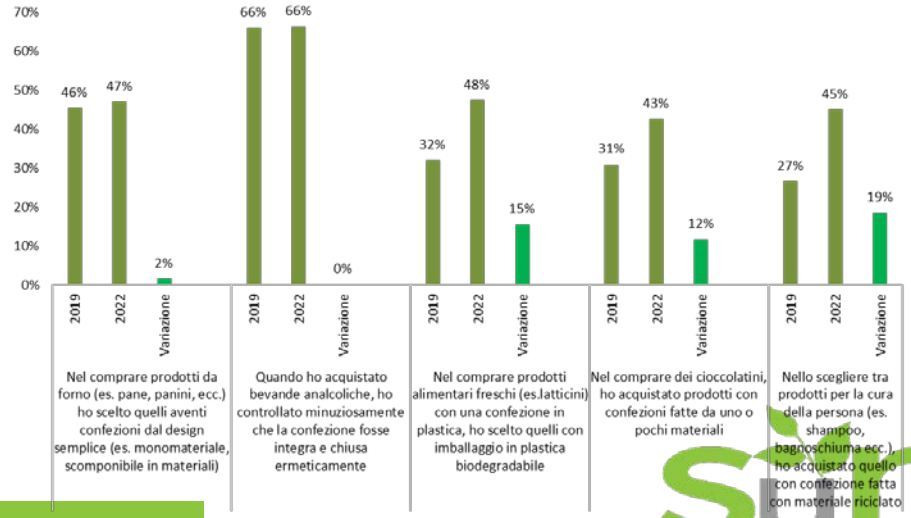
# *Dare valore alle caratteristiche ambientali dei prodotti*

## Una visione ormai radicat




*Fonte: Indagine CONAI Sant'Anna 2022*

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# *Ma le scelte sono complesse perché gli obiettivi sono molteplici*


Attitiude - Behaviour Gap

Dichiararsi e/o pensare di essere un consumatore "responsabile"

Attuare compo scelte "respo

Intention - Behaviour Gap

**Economic factors**

Include price and other associated costs (e.g. running costs, maintenance costs, disposal costs, upgrade costs, time investment and emotional costs), but also include income and how a consumer values future costs and benefits in comparison with the current costs and benefits. Moreover, the perception of risks and uncertainties also form part of this group of factors.

Many studies and consumer surveys identify this group of factors as the most important one for consumers. Often, circular solutions do not see high demand, as they are, or are at least perceived to be, more expensive than linear solutions.

**Fit between needs and offering**

Refers to the extent to which the available products and services can meet the consumer's needs. It embraces the dimension of availability, quality, performance and characteristics of products and services. These factors need to be analysed in conjunction with the consumer's needs and preferences, covered below.

Although circular solutions are largely known, the supply of them, or at least perceived supply, is often limited. Availability and costs of access are often related, in the case of circular solutions.

**Social factors**

Refer to the social norms in respective communities, common practice and examples given by role models and reference groups.

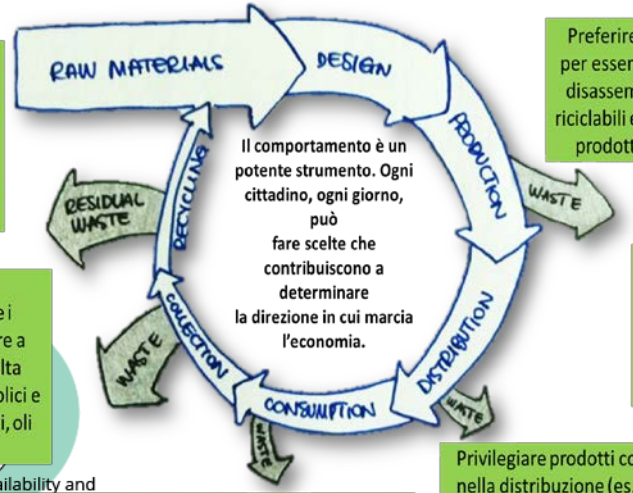
**Preferences and beliefs**

Reflect all dimensions of consumer needs, such as comfort (convenience), prestige, value assigned by the consumer to environmental characteristics, brand loyalty, as well as other personal values (e.g. materialism). This makes some individuals and groups more prone to use or adopt circular solutions than others. These factors are difficult to shift without changing cultural norms, which happens gradually.

Refers to the availability and comprehensi
consumer de
Only if consu
understand d
characteristic
solutions and have information on their availability and likely impact, will they be able to make informed decisions. Greenwashing can distort consumers' understanding of the impact of their choices.

Supportare il mercato dei materiali riciclati, preferendo i manufatti prodotti con materie prime seconde. Supportare il mercato dell'usato.

Conferire correttamente i materiali, aderire a sistemi di raccolta differenziata pubblici e privati (es. vestiti, oli ecc.)




Preferire prodotti progettati per essere durevoli, riparabili, disassemblabili, riutilizzabili, riciclabili e recuperabili. Evitare prodotti «over-packaged»

Privilegiare prodotti che rispettano standard ambientali nella produzione

Utilizzare i prodotti in modo efficiente, evitare gli sprechi, limitare i prodotti usa e getta, condividere, riparare, riutilizzare, comprare solo ciò che si riesce a consumare. Per far la spesa utilizzare la shopper.

Privilegiare prodotti con impatti ridotti nella distribuzione (es. prodotti locali). Se consumabili, acquistare prodotti alimentari con scadenza a breve per contribuire a limitare gli sprechi nella fase di distribuzione.

SUM
SUSTAINABILITY MANAGEMENT

# QUANTO IL PREZZO INCIDE SULLE NOSTRE SCELTE CIRCOLARI?

*Immagina di trovarti al supermercato.*
*Sei **alla ricerca del tuo detersivo preferito***
*e lo trovi in due imballaggi diversi.*


*Un **flacone non riciclabile**.*

*Un **flacone riciclabile** che costa di più (**+10% o € 0.60**).*

## Quale prodotto sceglieresti?

*La stessa situazione si verifica quando*
***cerchi un bagnoschiuma**:*
*o trovi in due imballaggi diversi.*


*Un flacone fatto di **materiale non riciclato**.*

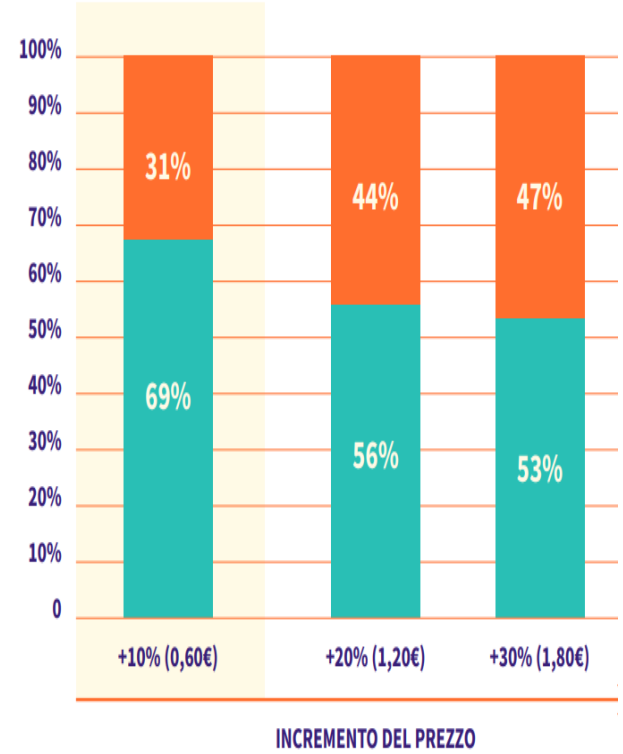
*Un flacone fatto di **materiale riciclato** che costa di più (**+10% o € 0.30**).*

## Quale prodotto sceglieresti?

**Incrementi maggiori del 10% riducono la percentuale di quelli che pagherebbero per l'imballaggio "circolare".**

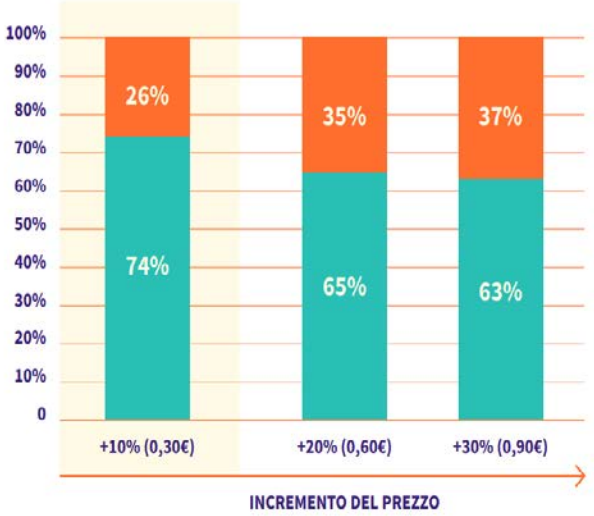






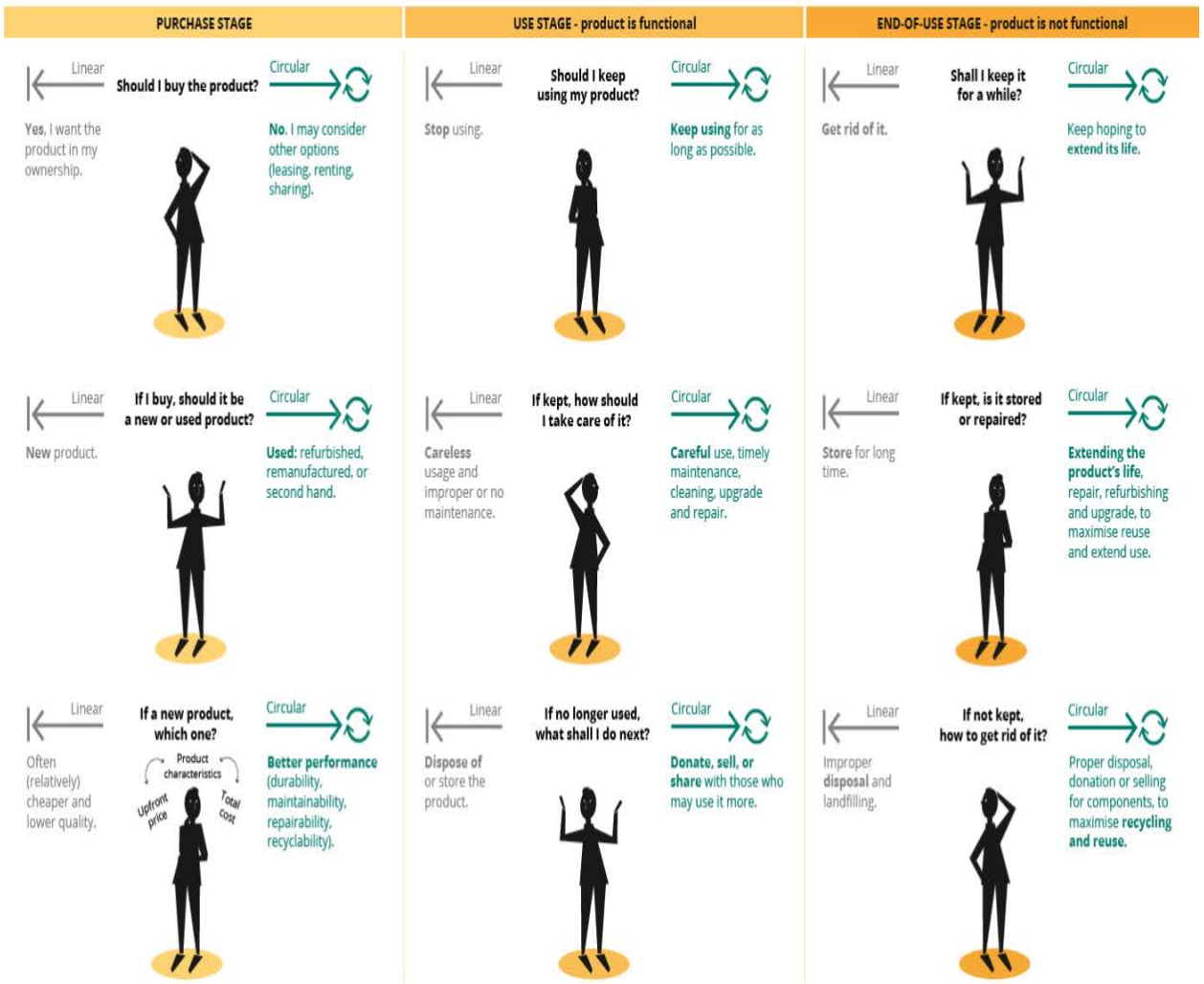

**Incrementi maggiori del 10% riducono la percentuale di quelli che pagherebbero per l'imballaggio "circolare".**






*Fonte: Indagine CONAI Sant'Anna 2021 https://www.conai.org/wp-content/uploads/2022/05/Slide_Progetto_SCELTA_2021.pdf*

# Ma i Trade-offs possono essere anche tra obiettivi ambientali



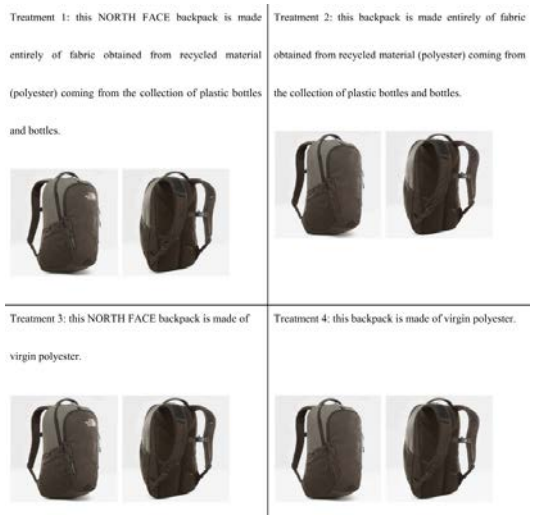
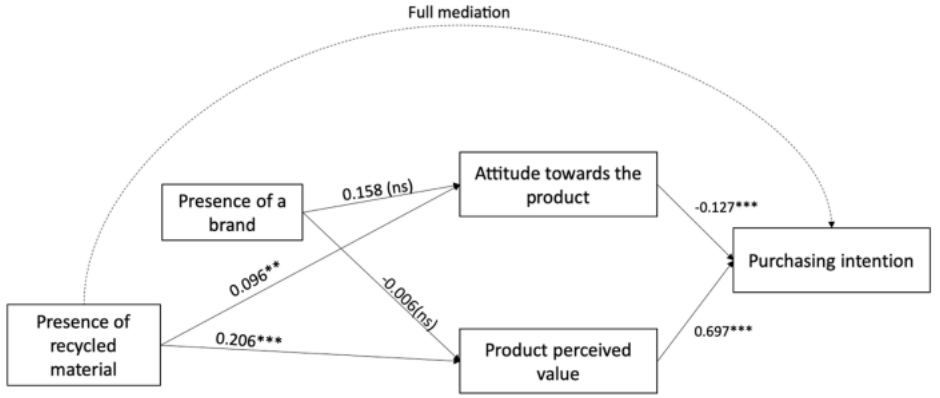




**Table 5**
Three-stage least-squares regression.

| Equation | Obs | Parms | RMSE | "R-sq" | chi2 | P |
|---|---|---|---|---|---|---|
| Attitude | 1037 | 4 | 0.860 | 0.039 | 43.08 | 0.0000 |
| Quality perception | 1037 | 4 | 0.700 | 0.109 | 126.83 | 0.0000 |
| | **Coef.** | **Std. Err** | **z** | **P>\|z\|** | **[95% Conf.** | **Interval]** |
| Attitude | | | | | | |
| Leg_1 | 0.079 | 0.075 | 1.05 | 0.293 | −0.068 | 0.226 |
| Leg_3 | 0.190 | 0.075 | 2.52 | 0.012 | 0.042 | 0.338 |
| Leg_4 | 0.219 | 0.075 | 2.89 | 0.004 | 0.070 | 0.368 |
| Plastic concern | 0.355 | 0.059 | 5.92 | 0.000 | 0.237 | 0.472 |
| Constant | −0.131 | 0.053 | −2.46 | 0.014 | −0.235 | −0.026 |
| Quality perception | | | | | | |
| Leg_1 | 0.048 | 0.061 | −0.78 | 0.433 | −0.168 | 0.072 |
| Leg_3 | 0.231 | 0.061 | −3.76 | 0.000 | −0.352 | −0.110 |
| Leg_4 | 0.295 | 0.061 | −4.78 | 0.000 | −0.416 | −0.174 |
| Plastic concern | 0.493 | 0.048 | 10.11 | 0.000 | −0.588 | −0.397 |
| Constant | 0.156 | 0.043 | 3.60 | 0.000 | 0.071 | 0.241 |




$\chi 2/df = 6.32$, CFI=0.915, TLI= 0.904, RMSEA=0.072

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journal homepage: www.elsevier.com/locate/resconrec
ELSEVIER

Full length article

## The role of consumer trade-offs in limiting the transition towards circular economy: The case of brand and plastic concern

Francesco Testa [a], Natalia Gusmerotti [a,b], Filippo Corsini [a], Edoardo Bartoletti [a,*]
[a] Institute of Management, Sant'Anna School of Advanced Studies, Piazza Martiri della Libertà, 24, 56127, Pisa, Italy
[b] Department of Management and Law, University of Rome Tor Vergata, Via Columbia 2, 00133 Rome, Italy

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# E le informazioni stimolano comportamenti circolari

## Uso di informazioni digitali

(da 1=mai a 5=sempre/tutte le volte che ne ho la possibilità)

| | Cluster | Uso di info digitali (media) |
|---|---|---|
| 1 | Circolari per eccellenza | 2,97 |
| 2 | Circolari in divenire | 2,35 |
| 3 | Circolari per necessità | 1,96 |
| 4 | Pigri e indifferenti | 2,66 |

## Accessibilità delle informazioni

(da 1=mai a 5=sempre/tutte le volte che ne ho la possibilità)

| | Cluster | Accessibilità info (media) |
|---|---|---|
| 1 | Circolari per eccellenza | 4,46 |
| 2 | Circolari in divenire | 4,07 |
| 3 | Circolari per necessità | 3,53 |
| 4 | Pigri e indifferenti | 4,01 |

*Fonte: Indagine CONAI Sant'Anna 2022*

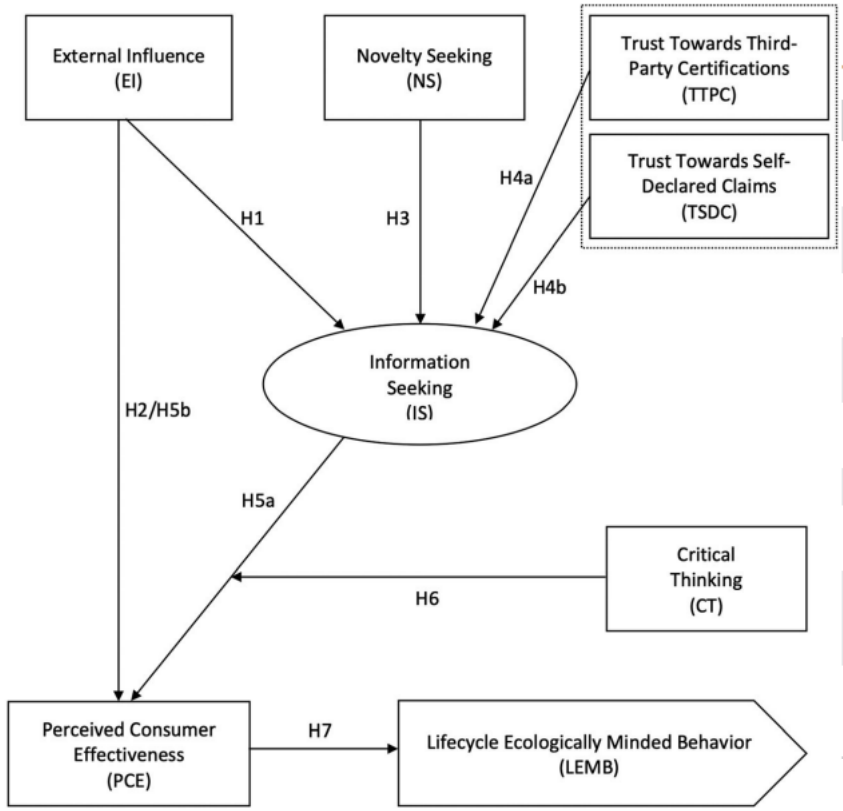


TABLE 6 Summary of hypotheses and results

| Hypotheses | Results |
|---|---|
| H1: External influence has a positive impact on consumer's information seeking. | Supported |
| H2: External influence has a positive impact on perceived consumer effectiveness (PCE). | Supported |
| H3: Novelty seeking has a positive impact on information seeking. | Supported |
| H4a: Trust towards third-party certification inhibits information seeking. | Inversely Supported |
| H4b: Trust towards self-declared claims inhibits information seeking. | Not supported |
| H5a: Information seeking positively influences PCE. | Supported |
| H5b: Information seeking mediates the impact of external influence on PCE. | Supported |
| H6: Critical thinking moderates the relation between information seeking and perceived consumer effectiveness. | Not supported |
| H7: Perceived consumer effectiveness positively affects the lifecycle ecologically minded behavior (LEMB). | Supported |

**Curious about the circular economy? Internal and external influences on information search about the product lifecycle**

Vinicio Di Iorio[1] | Francesco Testa[1] | Daniel Korschun[2] | Fabio Iraldo[1] | Roberta Iovino[1]

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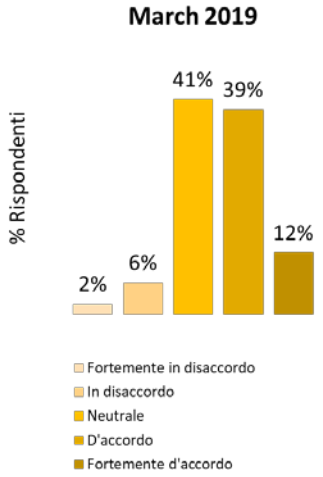
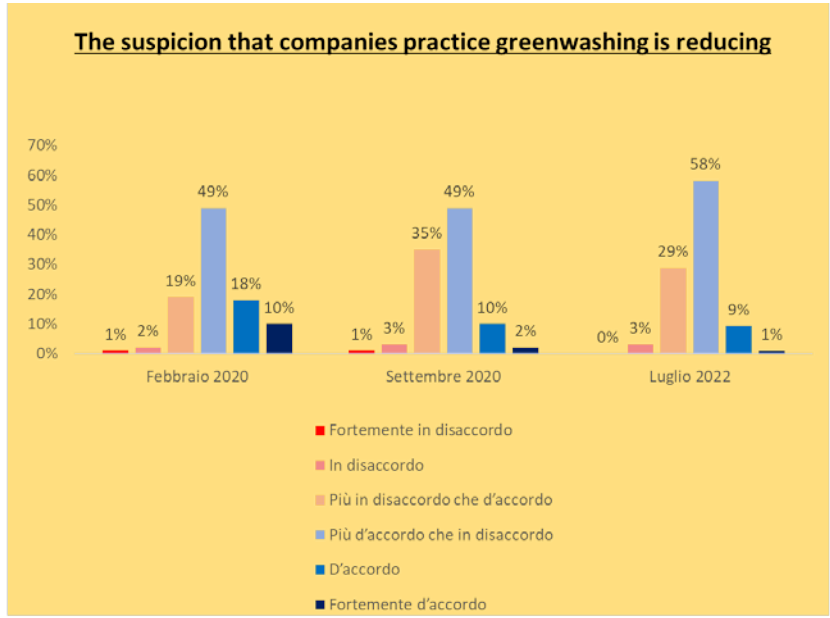
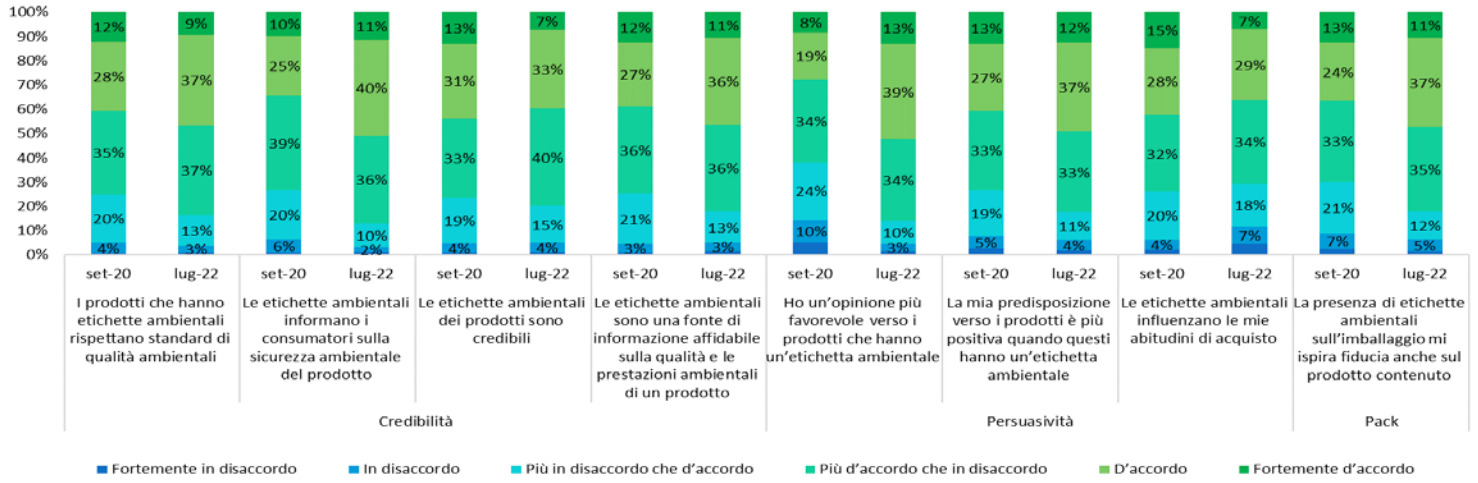
# OCCORRE FIDUCIA VERSO LE FONTI DI INFORMAZIONE

labels will be addressed in section 2.2.3 below. A recent Commission study on environmental claims found that 80% of webshops, webpages and advertisements surveyed contained green claims[55]. 45% of the total were implicit claims (imagery and colours suggesting environmental benefit), 35% were explicit claims (logos, labels and textual claims) and 21% were vague, general claims. Such a high prevalence was also identified in the mystery shopping carried out for this Impact Assessment[56].

The aforementioned study assessed 150 environmental claims and found that **a considerable share (53.3%) of them provide vague, misleading or unfounded information on products' environmental characteristics** across the EU and in a wide range of product groups (both in advertisement as well as on the product). These results have also been confirmed by the outcome of a recent "sweep"[57] carried out by the Consumer Protection Cooperation authorities[58]. Out of the 344 sustainability claims assessed throughout November 2020, authorities had at least a **reasonable doubt that the claim may be false or deceptive in almost half of the cases (42%), and therefore that these could potentially amount to an unfair commercial practice under the UCPD**. CPC authorities considered

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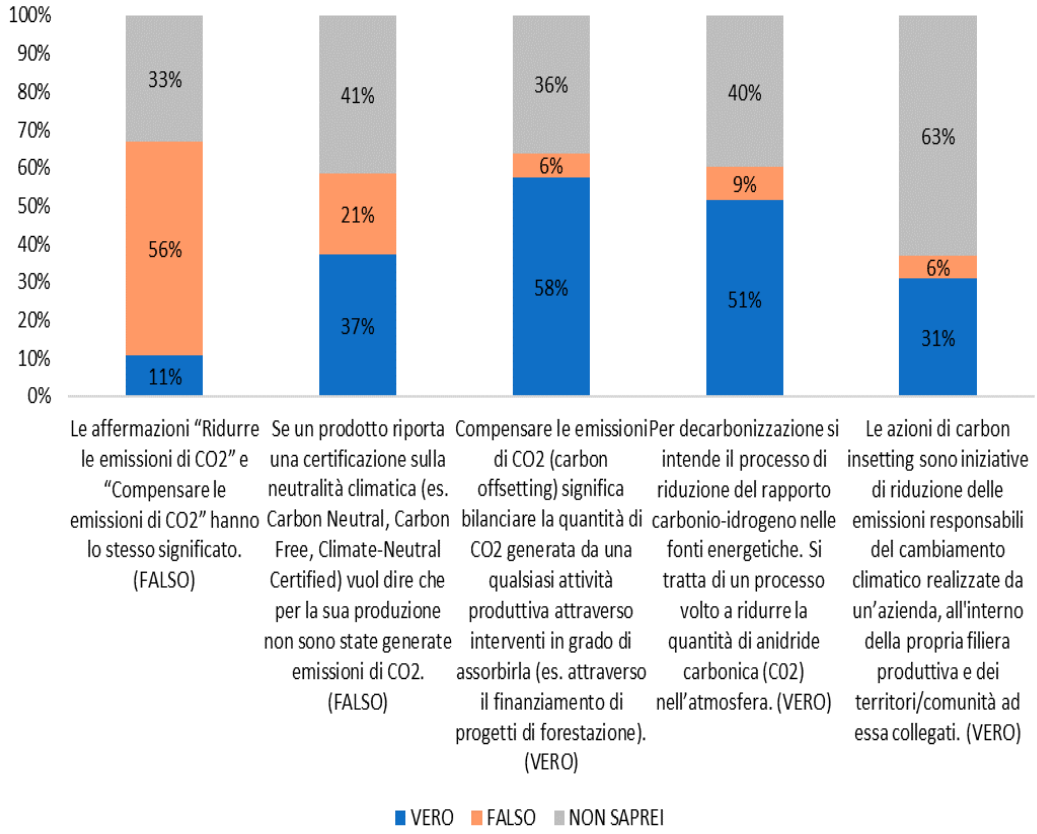
# Ma le informazioni devono essere comprese…




*Fonte: Indagine CONAI Sant'Anna 2022, progetto Life EFFIGE*

**Table 2** Outcomes of the multivariate logistic regression

| Features | *n* | Accuracy | OR | *p* | 95% CI | |
|---|---|---|---|---|---|---|
| **Communication style** | | | | | | |
| LCA standard units | 297 | 60.61% | 1.0000 | | | |
| Year *versus* Year | 301 | 49.17% | 0.6179 | 0.006 | 0.4397 | 0.8684 |
| Mapped values | 323 | 43.34% | 0.4766 | <0.001 | 0.3413 | 0.6656 |
| **Data gap pattern** | | | | | | |
| Water only | 312 | 50.96% | 1.0000 | | | |
| Non-renweable energy only | 309 | 51.46% | 1.0221 | 0.897 | 0.7331 | 1.4249 |
| $CO_2$ emissions only | 300 | 50.00% | 0.9195 | 0.624 | 0.6575 | 1.2860 |
| **Gender** | | | | | | |
| Female | 464 | 50.00% | 1.0000 | | | |
| Male | 457 | 51.64% | 1.0976 | 0.504 | 0.8353 | 1.4421 |
| **Age** | | | | | | |
| 18-24 | 93 | 48.39% | 1.0000 | | | |
| 25-34 | 147 | 46.26% | 1.0577 | 0.847 | 0.5977 | 1.8717 |
| 35-44 | 182 | 46.70% | 0.9471 | 0.848 | 0.5531 | 0.0165 |
| 45-54 | 219 | 56.16% | 1.6048 | 0.086 | 0.9357 | 2.7524 |
| 55-70 | 280 | 52.50% | 1.4547 | 0.164 | 0.8576 | 2.4675 |
| **Area** | | | | | | |
| Northwest | 243 | 55.56% | 1.0000 | | | |
| Northeast | 174 | 52.87% | 0.9345 | 0.745 | 0.6209 | 1.4066 |
| Center | 208 | 54.81% | 0.9181 | 0.671 | 0.6191 | 1.3618 |
| South | 296 | 42.91% | 0.5372 | 0.001 | 0.3741 | 0.7718 |
| **Level of education** | | | | | | |
| Middle-school | 60 | 33.33% | 1.0000 | | | |
| High-school (*unfinished*) | 52 | 40.38% | 1.7575 | 0.175 | 0.7783 | 3.9688 |
| High-school | 365 | 46.85% | 1.9502 | 0.029 | 1.0703 | 3.5533 |
| University (*unfinished*) | 124 | 64.52% | 4.9960 | <0.001 | 2.4760 | 1.0081 |
| University | 320 | 55.00% | 3.0524 | <0.001 | 1.6443 | 5.6663 |
| **Environmental concern** | .. | .. | 1.1637 | 0.035 | 1.0104 | 1.3403 |
| **Critical thinking** | .. | .. | 1.2252 | 0.013 | 1.0429 | 0.1439 |
| **Greenwashing belief** | .. | .. | 0.9287 | 0.251 | 0.8187 | 1.0537 |
| **LCA knowledge** | .. | .. | 0.8687 | 0.013 | 0.7771 | 0.9711 |

Note: $\chi^2 = 84.16$; $p < 0.0001$; pseudo $R^2 = 0.0659$; Log likelihood = -596.18; vif = 1.19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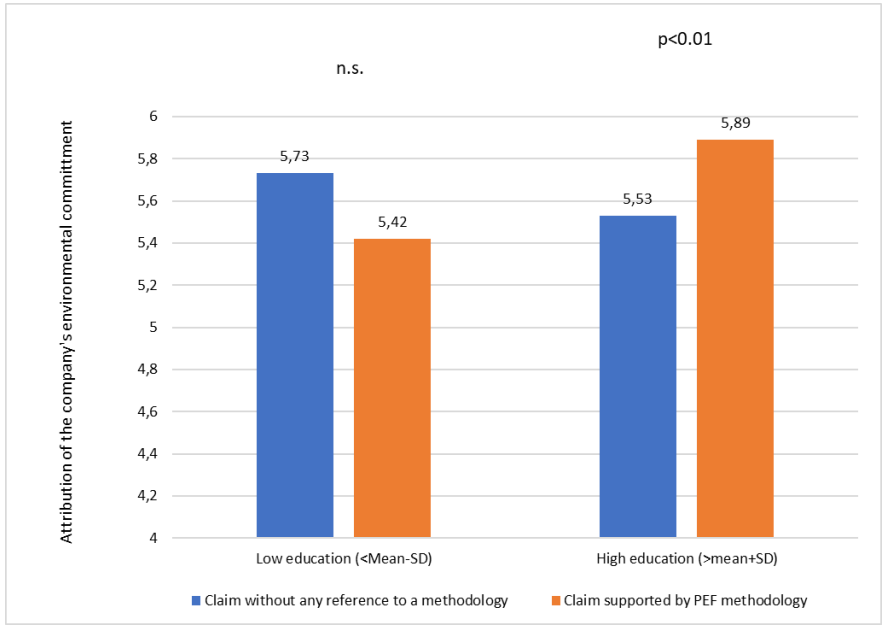
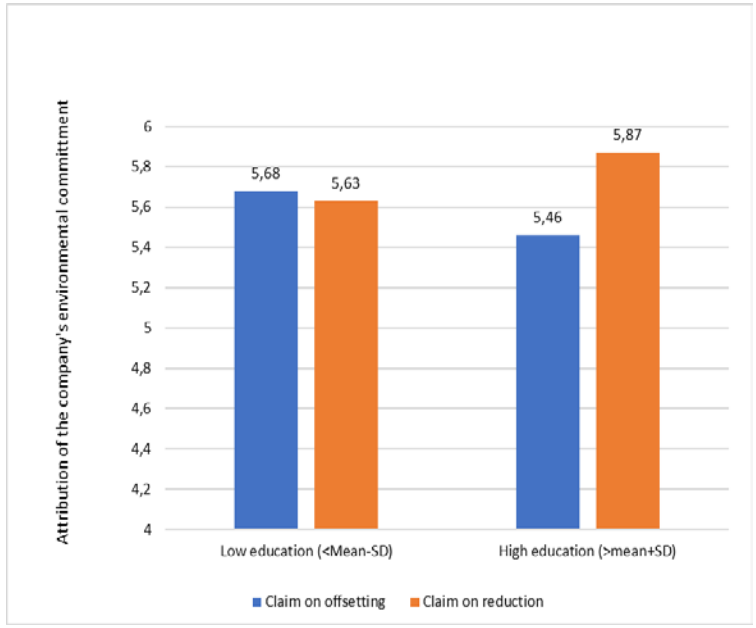
Towards a sustainability facts panel? Life Cycle Assessment data outperforms simplified communication styles in terms of consumer comprehension


Felipe Vizzoto *, Francesco Testa, Fabio Iraldo

# Ma le informazioni devono essere comprese…




*Fonte:Iovino Testa Iraldo 2022.* Do consumers understand what lies behind different green clai
experimental approach in Italy. International Journal of Advertising. Forthcoming

# In sintesi…

- Per garantire una vera competizione green le informazioni hanno un ruolo fondamentale
- Evitare semplificazioni eccessive e riconoscere la complessità del processo decisionale
- Evitare falsi green champion e costruire una comunicazione robusta e metodologicamente solida con un approccio lifecyle
- Il consumatore sta aumentando la propria conoscenza ma rimane fragile di fronte ad una proliferazione di marchi e tecnicismi
- Il ruolo di una regolamentazione chiara è cruciale per sostenere un reale mercato green ed evitare forme di greenwashing più o meno consapevole

ISTITUTO
DI MANAGEMENT

Scuola Superiore
Sant'Anna

# Grazie!


## Prof. Francesco Testa
## f.testa@santannapisa.it


SUSTAINABILITY MANAGEMENT