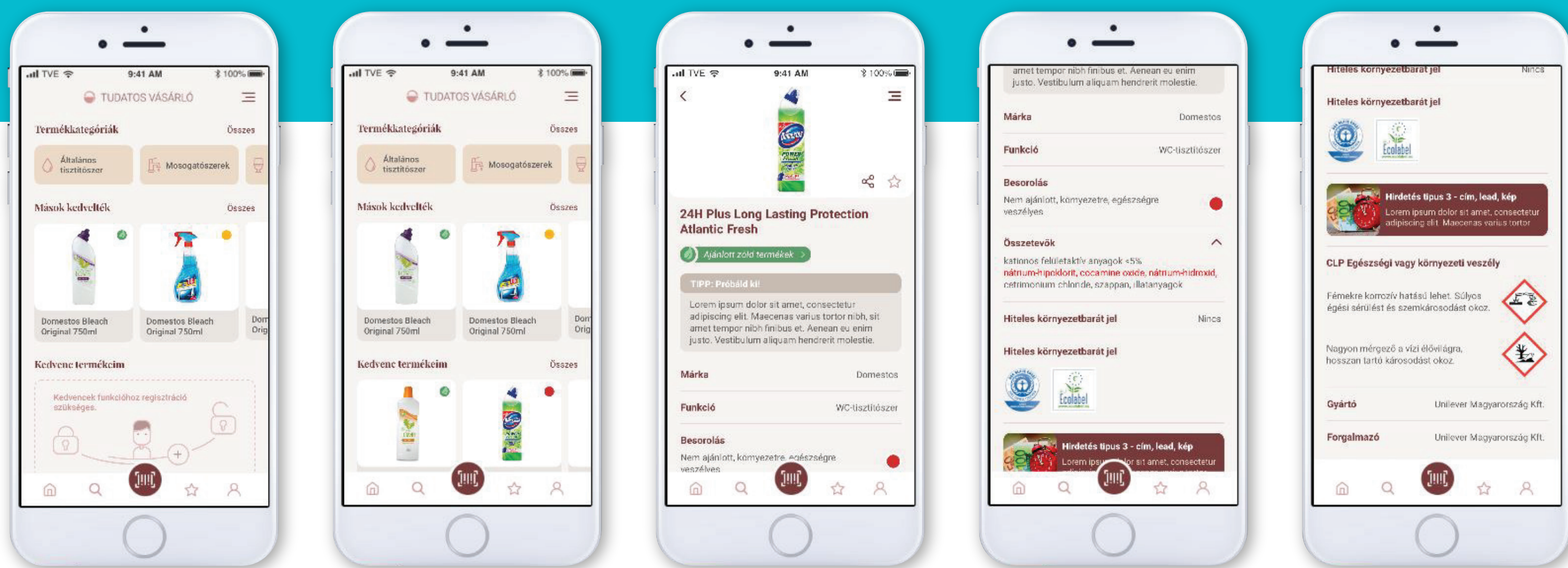


Green & Safe

LIFE-Styles

Green & Safe App



Goals

Provide **INFORMATION** and **MOTIVATION** to consumers to:

- Reduce their overall household chemical use
- Make more sustainable choices (choose eco products/solutions)
- Avoid harmful products or use and dispose them safely
- Be the ambassadors of change: invite and motivate peers to do the same

Functions

CONSUMER FUNCTIONS

- Bar-code scanning
- Review of product records
- Product ratings: sustainability, safety
- Reviewing and comparing products
- Save “favourites” or “shopping list”
- Opt-in for “challenges”
- Social media connection
- Product requests (photo scanning) to be included in the app

BEHAVIOUR CHANGE FUNCTIONS

- Registration with “green & safe profiling”
- Recommending the most green & safe products
- Push notifications, personalised messages for green & safe choices and for social media share
- Instant rewarding messages for green & safe preferences
- Impact measurement, follow-up on behaviour change
- Links to tests, real life behaviour change programs, Conscious Consumers community etc.

Scope

- Covers household chemicals, in the first period (2-3 years) – cleaning products, which
- Have significant market share (ordinary products), and/or
- Have European Ecolabel certification

Rating

The rating is based on:

- The evaluation of ingredients: health and environmental effects (H sentences) – ECHA CLP list, inclusion in the SVHC and in the SIN list, exclusion in Ecolabelled products
- CLP warning pictograms
- Third party ecolabels

Other Green & Safe activities

EcoTeam - behaviour change community trainings

Kickoff meeting

- Introduction, mingling
- Introducing the EcoTeams community trainings
- Discussion of timing, topics
- Volunteer topic leaders appointment
- NEW: discussion of measurement methods, measurement activities

Topic meeting 1

BATHROOM, TOILET

- CHECKING: measurements
- NEW: discussion of the “bathroom, toilet” topic
- Discussion of tips, experience, questions
- Taking on challenges

Topic meeting 2

KITCHEN

- CLOSING: bathroom, toilet
- NEW: discussion of the “kitchen” topic
- Discussion of tips, experience, questions
- Taking on challenges

Topic meeting 3

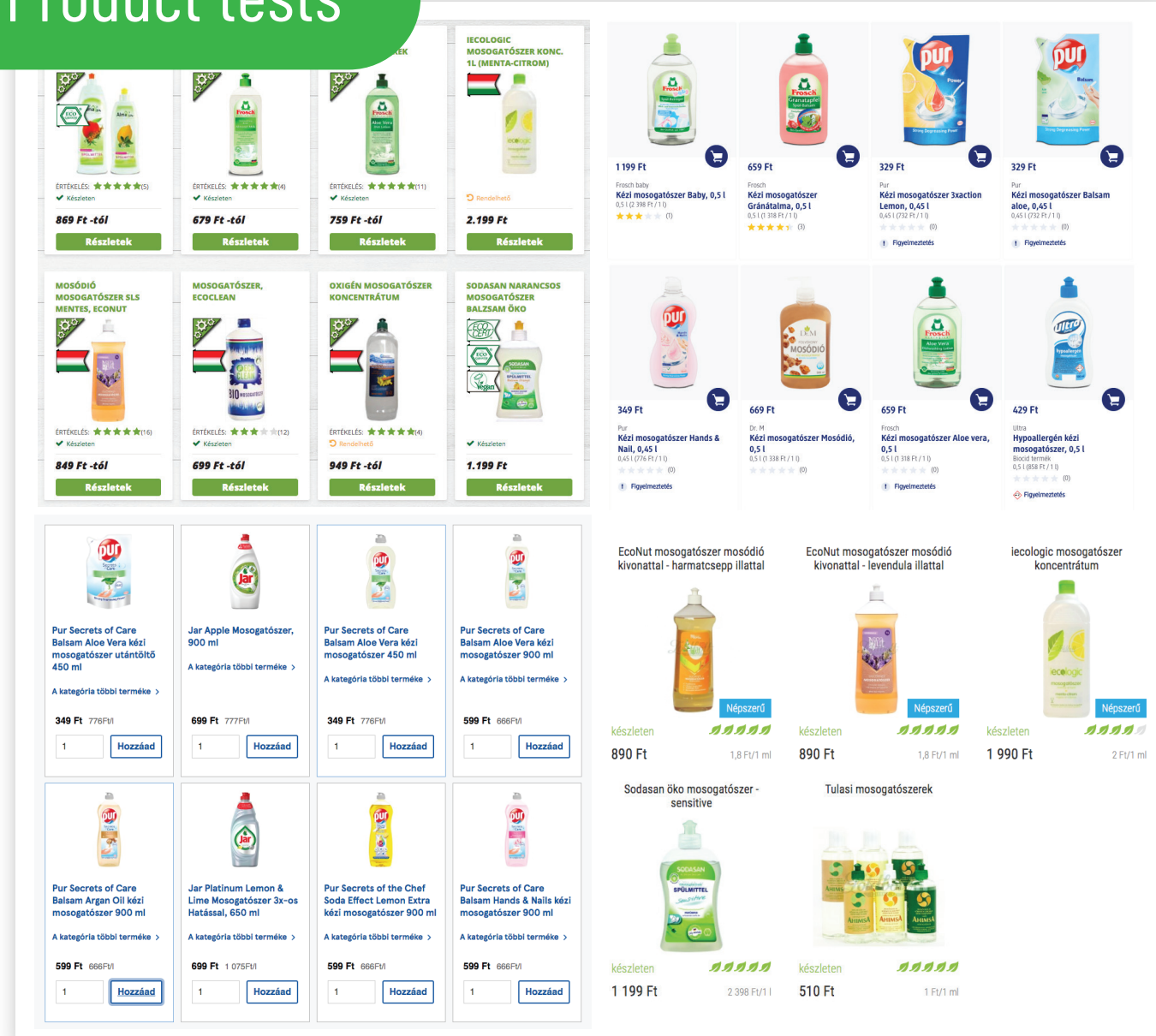
LIVING ROOM, ROOMS

- CLOSING: kitchen
- NEW: discussion of the “living room, rooms” topic
- Discussion of tips, experience, questions
- Taking on challenges
- CHECKING: measurements

Closing meeting

- CLOSING: living room, rooms
- CHECKING: measurements
- NEW: Celebration
- How to continue?

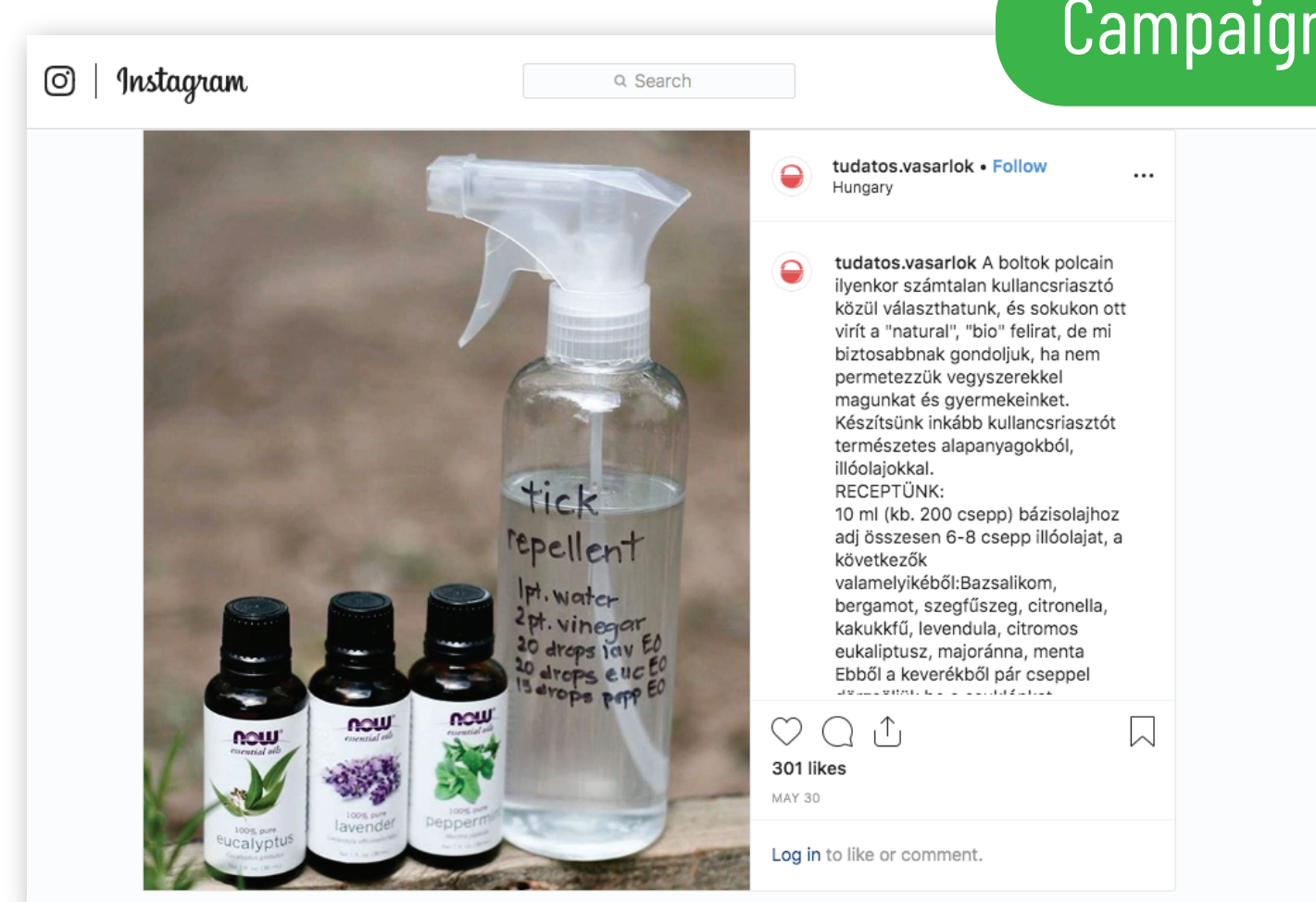
Product tests



Magazine content, visuals



Campaigns



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