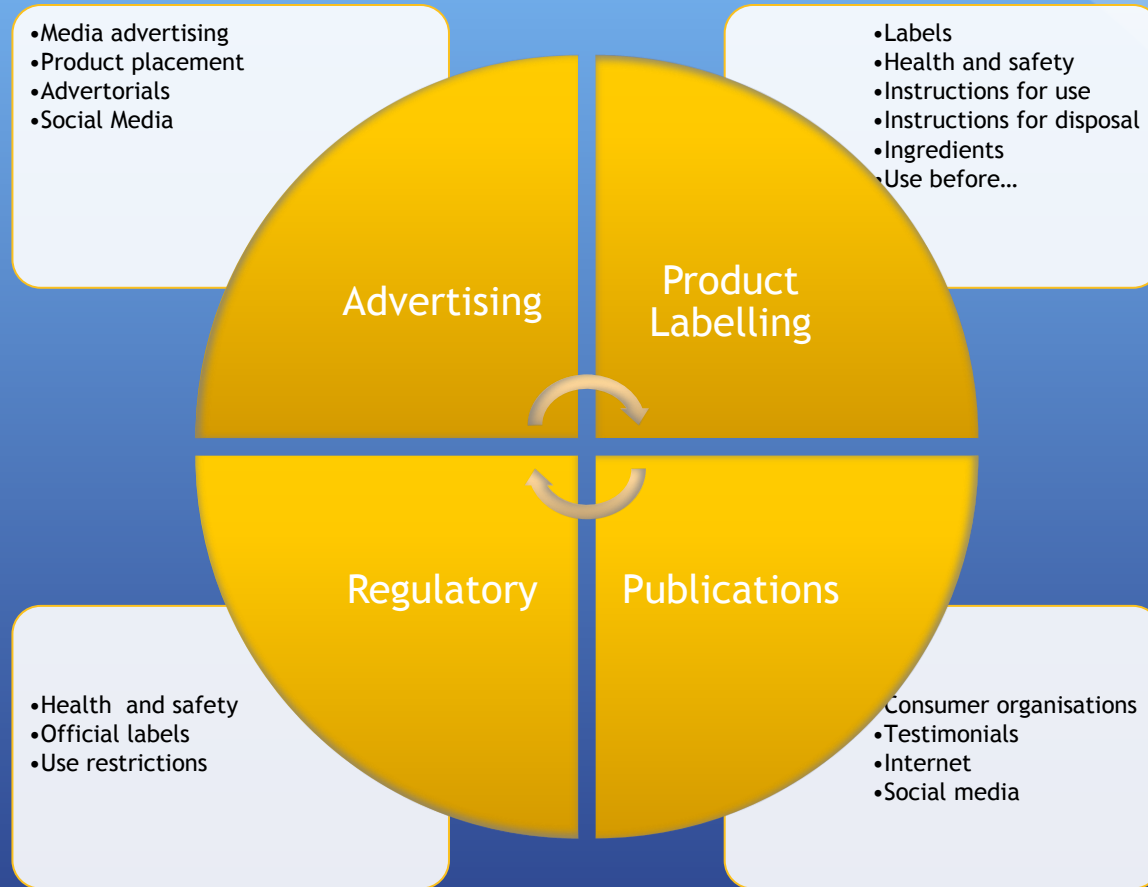


# Informing the Consumer

Session 4D

23-10-2013

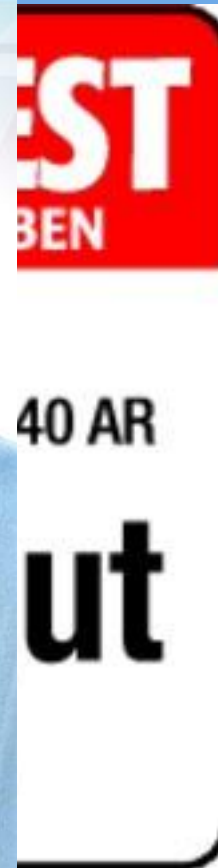
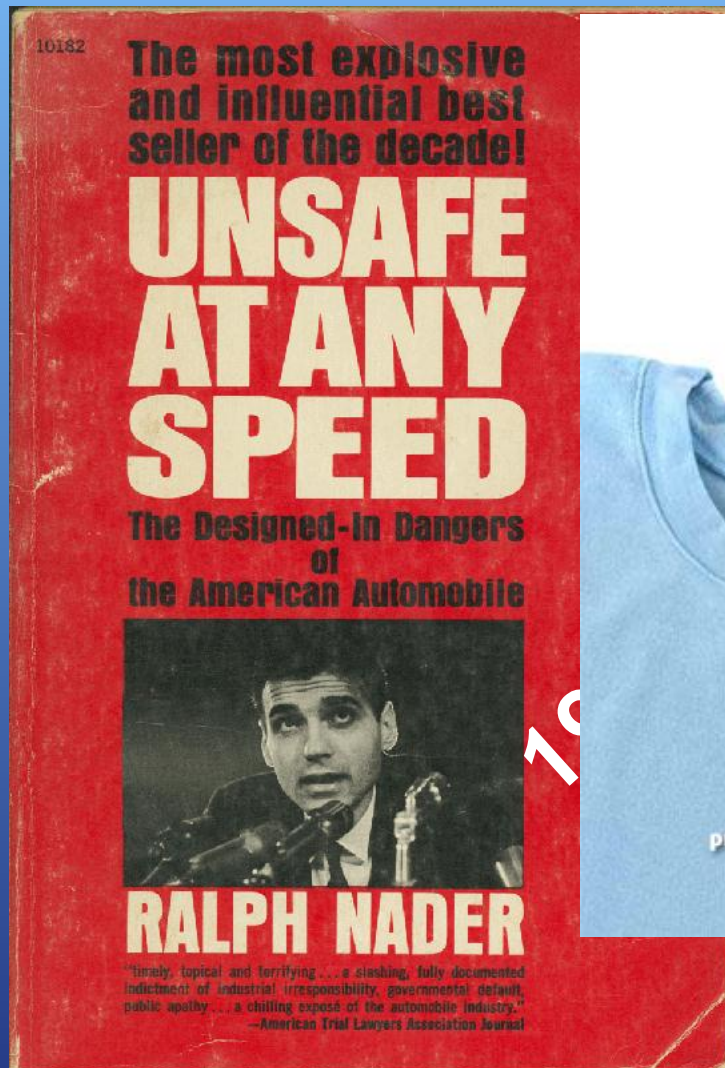
# As a consumer, where do we get our information from?



# Where do we come from?



# Where do we come from?





# How much do we want to know?

McDo  
Cont

- ✓ Reinigt en ontvet krachtig.
- ✓ Bevat melkwei, gekend om zijn huidverzachtende eigenschappen.

- ✓ Op basis van plantaardige ingrediënten en mineralen.
- ✓ Volledig en snel biologisch afbreekbaar.
- ✓ Minimale belasting voor het waterleven.

Eén keer knippen is voldoende bij een normaal bevuilde vaat. Produceert geen overbodig schuim.

## INGREDIENTIEN

>30%: Water, 5-15%: Anionogene oppervlakteactieve stoffen, <5%: Niet-ionogene oppervlakteactieve stoffen, Melkwei, Extracten van kamille en goudsbloem, Citroenzuur, Zout, Parfum (type: Kamille, bevat: Limonene), Bewaarmiddel (0,02%): 2-Bromo-2-Nitropropane-1,3-Diol

Buiten bereik van kinderen bewaren.

meer info [www.ecover.com](http://www.ecover.com) plus d'



Potatoes, canola natural flavour pyrophosphate dimethylpolysilicate, vegetable oil (Canola), soybean oil with salt (silicoaluminate, dextrose, potassium iodide).

- ✓ Lave et dégraisse en profondeur.
- ✓ Contient du petit-lait réputé pour ses propriétés adoucissantes pour la peau.

- ✓ À base de composés d'origine végétale et minéraux.
- ✓ Biodégradabilité rapide et complète.
- ✓ Impact minimal sur l'aquaticité.

Une seule pression pour une vaisselle propre à un degré de saleté normal. Ne produit pas de mousse excessive.

## COMPOSANTS

>30%: Eau, 5-15%: Agents de surface anioniques, <5%: Agents de surface non ioniques, Peptides, Extraits de camomille et de safran, Acide citrique, Sel, Parfum, Camomille, contient: Limonène, Agent conservateur (0,02%): 2-Bromo-2-Nitropropane-1,3-Diol

Conserver hors de la portée des enfants.

Ecover Belgium NV  
Industrieweg 3  
B-2390 Malle

500ml



Noodnummer voor medisch personeel  
Numéro d'urgence réservé au personnel médical  
00800 505 25 052



## STUDENTENHAVER / MENDIANTS / STUDENTENFUTTER CLASSIC

Ingrediënten: Rozijnen, pinda's, amandelen, cashew-noten, walnoten, palm- en koolzaadolie...  
Zutaten: Rosinen, Erdnüsse, Mandeln, Cashewnüsse, Walnüsse, Palm- und Rapsöl.

Waarde voedingsstoffen per 100g - Gemiddelde voedingswaarden per 100g  
Mittlerer Nährwert pro 100g

	per 100g	1 portion (25g)
Energie / Brennwert	516 kcal / 2146 kJ	129 kcal / 537 kJ
Proteïnen / Protéines / Eiweiss	10,3 g	2,6 g
Koolhydraten / Glucides / Kohlenhydrate	34,1 g	8,5 g
Van suikers / d'ont sucrés / Zucker	3,1 g	0,8 g
Lipides / Fett	36,9 g	9,2 g
Van verzadigd / d'ont saturés / Gesättigt	4,5 g	1,1 g
Zout / Sodium	7,6 g	1,9 g
	<0,01 g	<0,01 g

GOA* Per portie   Par portion   Pro Portion = 25g				
Energie / Brennwert	Suikers / Sucres / Zucker	Vet / Lipides / Fett	Verzadigd / Saturés / Gesättigt	Natrium / Sodium
129kcal	0,8g	9,2g	1,1g	<0,01g
6%	1%	13%	6%	<1%

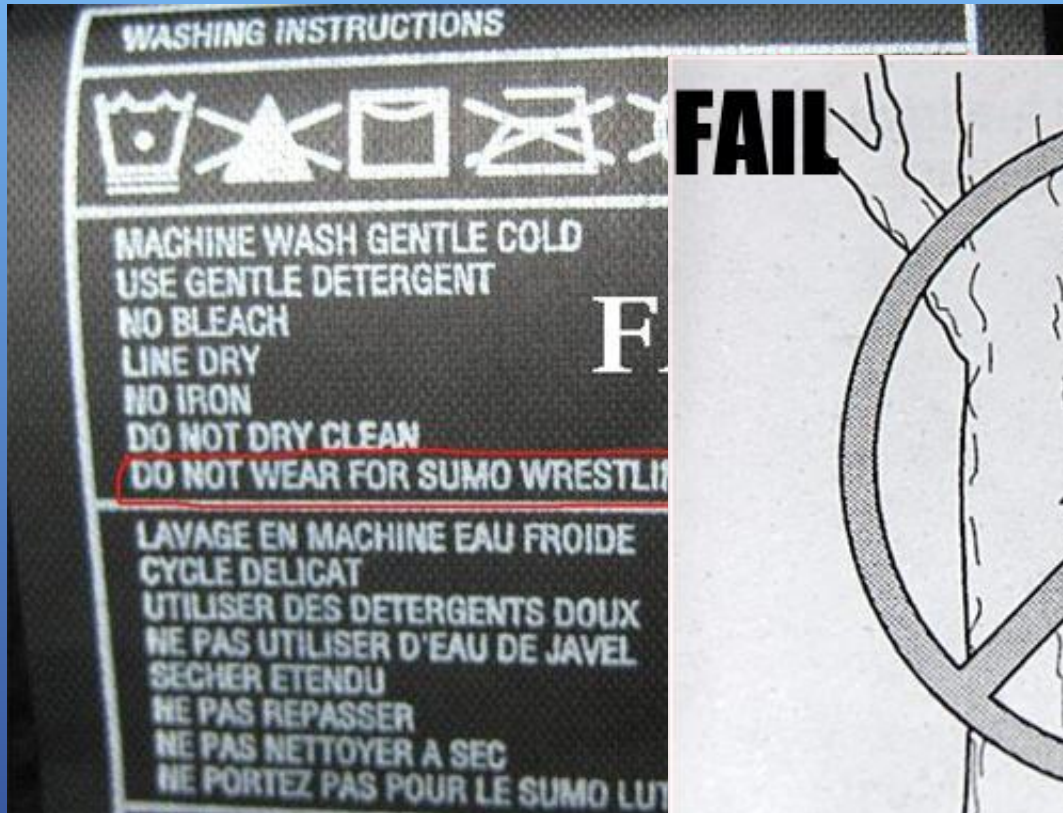
Van de dagelijkse voedingsrichtlijn (GOA) op basis van 2000 kcal.  
Des repères nutritionnels journaliers (GOA) sur base de 2000 kcal.  
\* Richtwert für die Tageszufuhr (GOA) von 2000 kcal.

Aarschotsebaan 24 • B-1910 Kampenhout • T +32 (0)13/328201

Consrpang: België / Origine: Belgique / Ursprung: Belgien



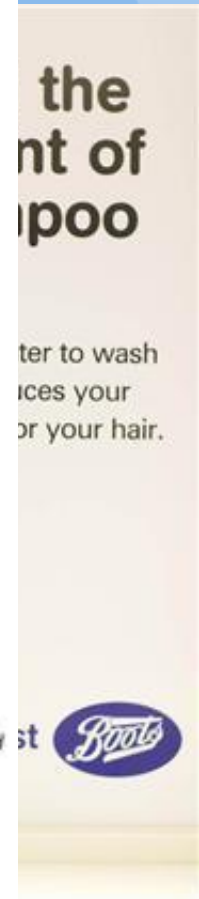
# How much do we need to know?



**FAIL**



# Can we trust all information?





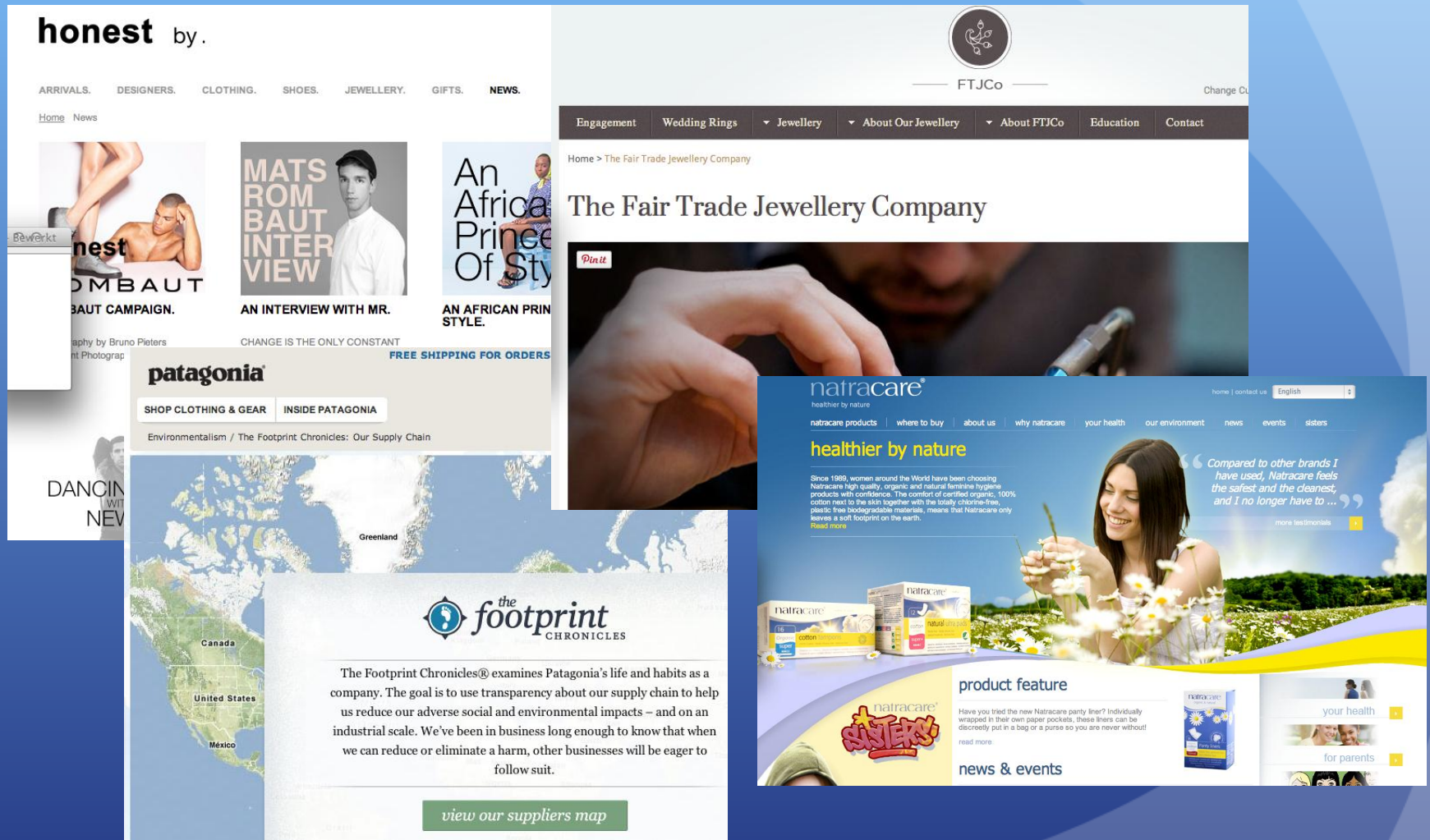
# Certificates and official labels

**Certified**





# Examples of how it should be...



# Introducing our speakers

- **Ryan Taylor** : Chief Designer (Production) and Co-Founder of the Fair Trade Jewellery Company. I'm a hopeless idealist, formally trained goldsmith, designer, & model maker. I specialize in ethical policy development, sourcing, and systems for supporting transparency in jewellery supply chains.
- **Koen Boone**: works for LEI part of Wageningen University and Research Centre. He is Director Europe of the Sustainability Consortium (TSC). Before joining TSC Koen led the Centre for Economic Information (CEI) for about 8 years. CEI is a research program monitoring Sustainability of Dutch agriculture with a yearly budget of about 6.5 million Euro. Koen has nearly 15 years of experience on measuring sustainability on all kind of levels (product, company, sector). He worked with the Global Reporting Initiative (GRI) on the development of GRI guidelines for sustainability reporting for the Food Processing Industry, developed a sustainability scan for the agribusiness and developed a website to measure sustainability of Dutch agriculture in a very detailed and quantitative way ([www.duurzaamheidlandbouw.nl](http://www.duurzaamheidlandbouw.nl)).
- Your moderator: Michaël Bremans, Director, Management consultant in Sustainable Business Leadership, former CEO of Ecover, 1993-2013.