



# Sustainability in labels - what is the message?

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## **Author:**

**Fondazione Edmund Mach (WP5 leader)  
ARCHA Laboratori (SISTERS partner)**

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Italy**

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## **Contact Information:**

**AITIIP Centro Tecnológico  
(Spain - Project Coordinator)  
carolina.penalva@aitiip.com**

**Fondazione Edmund Mach  
(Italy - WP5 leader)  
michele.pedrotti@fmach.it**

**ARCHA Laboratori  
(Italy - SISTERS partner)  
francesca.braca@archa.it**

## **The problem**

Sustainability labelling is a powerful tool to communicate product values and empower consumers to make informed choices. However, sustainability information faces several challenges, including the lack of universally accepted standards for measuring sustainability, data availability and transparency, as well as limited consumer awareness and understanding of sustainability labels. Additionally, there is the potential risk of greenwashing.

## **The solution**

To improve label understanding, a multifaceted approach should be embraced by developing standardised metrics and labels, promoting consumer education and awareness, strengthening regulations and encouraging stakeholder collaboration for the definition of the message to be conveyed.

## **Benefits**



Use of the same criteria for assessing and reporting product sustainability performance.



Prevention of misleading claims.



Collaboration among all stakeholders to develop a more robust and effective sustainability labelling system.

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## PRACTICAL RECOMMENDATIONS



- Focus on clear, simple and concise communication.
- Utilise interactive labels or promote digital labelling platforms.
- Prioritise key indicators and the most relevant sustainability attributes.
- Align with standardised certifications (e.g. carbon footprint, water usage, recycled content) and use recognised standards.
- Provide meaningful and comparable information for consumers to promote sustainable consumption.
- Conduct regular evaluations and monitor label effectiveness.
- Gather consumer feedback to reflect evolving expectations.



### About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2024

**Project dates:** from November 2021 to April 2026.

**Goal:** to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.