SUGGESTED MODEL FOR DECISION MAKING

Issue: Does the product or service have a significant negative or positive impact on society or the environment?

→ *Little Impact* → **Impact:** Not a priority for action.

→ *Positive Benefit* → **Action:** Provide descriptive or on-product information to promote ethical and environmentally beneficial product/service.

↓ *Negative Impact*

Certainty: Is the issue grounded in scientific evidence, with broad consensus?

→ *No* → **Action:** Consult experts and stakeholder groups to clarify issues.

↓ *Yes*

Life-cycle: Does the issue need action up the supply chain, with manufacturers, or are there downstream impacts which the consumers can influence?

→ *Downstream* → **Action:** Provide information on use/recycling disposal. Provide take-back or disposal facilities where appropriate.

Role for eco-design? → *Yes* →

↓ *Upstream*

Scope to influence: Can I influence the design/manufacture of the product or employment conditions with the manufacturer?

→ *No* → **Action:** Explore whether alternative products could make adequate substitutes.

↓ *Yes*

Availability: Can the sustainable product be supplied in reliable and sufficient quantities?

→ *No* → **Action:** Consider collective action with others to build up reliable supplies, in partnership with manufacturers.

↓ *Yes*

Performance and Price: Does the sustainable product/service have same performance and cost as ethical and environmentally preferable alternatives?

→ *No* → **Action:** Short term – Offer choice of products and give customers information they need to choose.

Longer term – work on plans with manufacturers to develop better-performing product and build up sales to reduce costs.

↓ *Yes*

Communication: Are there high levels of consumer awareness or concern about the issue?

→ *Yes* → **Action:** Consider use of specific-issue label eg. GE-free.

↓ *No*

ACTION
Consider stocking/using only the 'sustainable' product, eg. sustainable forestry products.