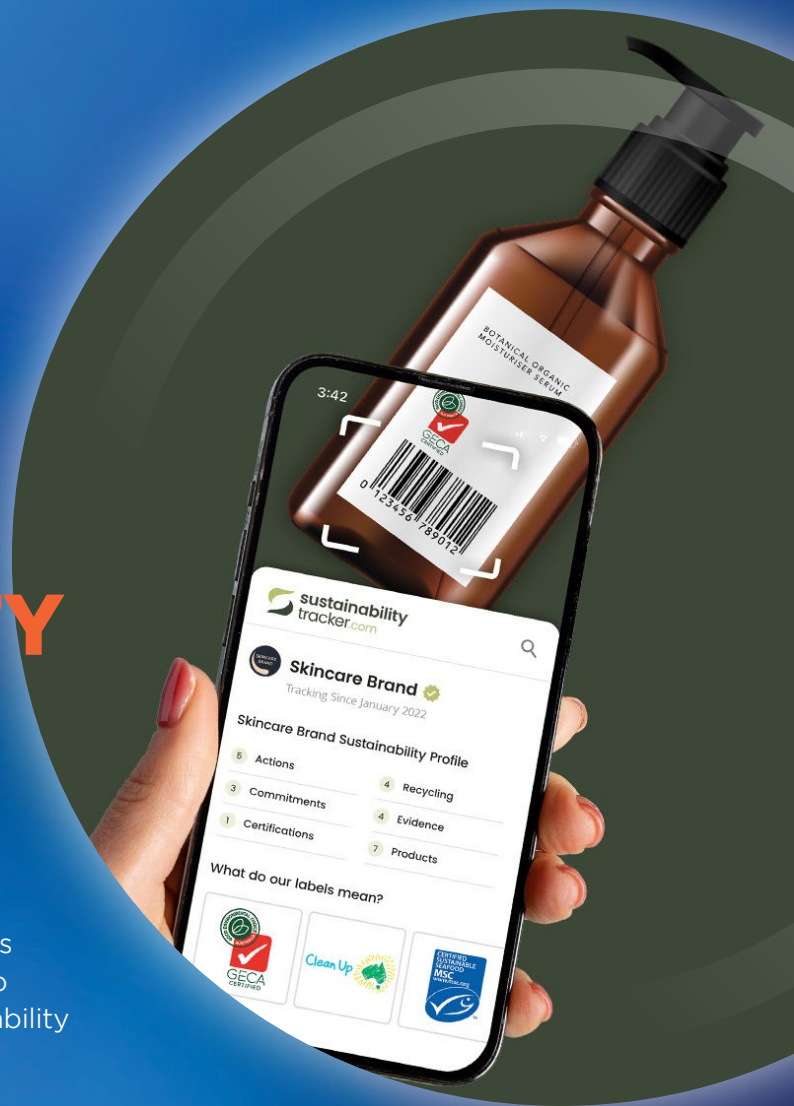


CASE STUDY

SHOWCASE YOUR SUSTAINABILITY CLAIMS

Today more than ever, Australian consumers care about sustainability, and they've shown they back this up with their wallets. In light of this, the Sustainability Tracker app has emerged as a groundbreaking solution, leveraging GS1 data to provide consumers with instant access to sustainability information at the point of purchase.



THE CHALLENGE

As more and more Australian shoppers join the cultural shift towards environmentally conscious buying, brands and retailers are still lagging. Due to this, today's consumers face significant barriers when trying to make these decisions, including:

- Difficulty accessing sustainability information
- Time-consuming research
- Inconsistent reporting standards
- Risk of greenwashing and dishonest claims

In fact, some brands and retailers are even going the other way, using dishonest tactics to capitalise on the mindset shift of shoppers. Alarming, a recent study from the Australian Competition and Consumer Commission (ACCC) revealed that 57% of brands reviewed were making misleading environmental claims, highlighting this issue.

46%

of Australian shoppers say sustainability is an important factor when making a retail purchase

30%

of Australian consumers frequently look for sustainable products, while 12% never do.

MONASH BUSINESS SCHOOL, ACRS RETAIL MONITOR, 2024

It's extremely hard for consumers to go to every brand's website to find out what their sustainability commitments are. We're calling on brands to do the right thing by consumers and help make it easier.

Kiarne Treacy
SustainabilityTracker.com Founder and CEO

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THE SOLUTION: BARCODE-POWERED SUSTAINABILITY INFORMATION

The Sustainability Tracker app helps consumers access and decipher environmental information by centralising sustainability data into a single, easy-to-understand format that can be accessed instantly by scanning product barcodes. This innovative approach uses the GS1 barcode to create a gateway for sustainability information.

Although simple to use for the consumer, there is a lot of work done in the background to ensure accurate data is readily available, whenever it's required. The Sustainability Tracker system employs the below data processing pipeline:

1

Data Collection and Standardisation:

The system captures essential product information including product name, company details, product category, packaging specifications, APCO codes, and country of origin to create standardised records in a proprietary database

2

GS1 Integration:

AI technology matches these records with GS1 data related to the barcode, enabling the app to retrieve the correct sustainability information when a consumer scans a product

3

Prioritised Information Acquisition:

Products without existing sustainability data are categorised into priority levels based on consumer relevance, popularity, and brand recognition

4

AI-Powered Profile Generation:

- a. High-priority brands undergo comprehensive AI analysis that sources sustainability data from websites, reports, blogs, and social media
- b. This automated process takes just 45 seconds per brand
- c. Lower-priority brands receive basic profiles with essential information

5

Seamless User Experience:

Shoppers can simply scan the barcode of any product and be matched to the sustainability profile of the brand

6

Opt-in Features:

Depending on whether that brand has opted in, the user will be able to unlock a suite of tools, data, and evidence

Contact Information

<https://www.gs1au.org/partners/solution-providers/associate-alliance-partner/sustainability-tracker>

ENHANCED FEATURES FOR BRAND PARTNERS

Brands that join the platform can access additional modules including:

- **Trust Mark Certification:** Indicating transparent and honest reporting
- **Content Auditing Tool:** Identifies potentially misleading terminology
- **Product Lifecycle and Emissions Tracking:** Capabilities for comprehensive tracking
- **Integrated Evidence Library:** For documentation

The platform's bespoke editing tool identifies potentially misleading phrases and guides brand owners to be clearer and more accurate, aligning with regulatory standards like the ACCC's guidelines.

REAL-WORLD IMPACT

The Sustainability Tracker app has already attracted notable brands including John West, Who Gives A Crap, BabyLove, and Volvo Cars Australia. The platform doesn't rank or score sustainability commitments but instead focuses on transparency and accessibility of information.

Research supports the business case for this approach. A 2023 McKinsey and NielsenIQ study demonstrated that "products that made ESG-related claims grew faster than those that didn't" and "accounted for nearly half of all retail sales."

THE FUTURE OF SUSTAINABLE SHOPPING

By leveraging GS1 barcodes and product data, the Sustainability Tracker app represents a significant advancement in consumer empowerment. This innovative approach aligns perfectly with the growing role of GS1 standards in sustainability initiatives. GS1 Australia itself recognises that sustainability and circular economy in the supply chain are powered by digitalisation and visibility, shared through global and open data standards.

The Sustainability Tracker app demonstrates how GS1 barcodes can be used beyond an inventory management tool to play an important role, helping informed consumer choices in the digital age through transparency with sustainability and traceability.

We're mainstreaming the sustainability conversation. Rather than staying silent out of fear, we want brands to communicate their efforts openly, no matter where they're at.

Kiarne Treacy
SustainabilityTracker.com Founder and CEO



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