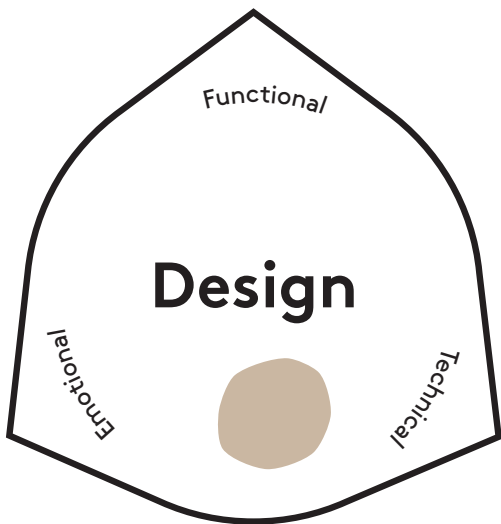


Information



Information

WHAT?

Information on active initiatives in relation to sustainable products.

WHY?

Information makes knowledge visible, accessible and transparent to actors such as users, internally within a company and collaborative partners.

CHALLENGES

- To make the information comprehensible, attractive and relevant to the user.
- To get the necessary information from sub-suppliers.

EXAMPLES

- Information on generic material categories such as at **Træ.dk - Danmarks Træportal**.
- Product information as from the company, **Neutral** selling B2B clothing.
- Strategic information as from the company, **Patagonia**.
- The company, **Everlane** has a concept called 'Transparency Tuesday', where they answer questions from customers using Instagram as a platform.

THIS CARD LINKS TO

/ E-Shop / Ethical Supply Chain / Maintenance / Labelling / Product History / Repair

FURTHER READING

Jorij (2014). **Product Information Management: Theory and Practice**. Springer / Wang & Hazen (2016). **Consumer Product Knowledge and Intention to Purchase Remanufactured Products**. International Journal of Production Economics 181 Part B, pp. 460–469.