



# Consumers' perceptions of sustainability claims

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# Background and objective

On behalf of the Consumer Department of the Netherlands Authority for Consumers and Markets (ACM), Motivaction International B.V. has conducted a study into consumers' perceptions of correct and incorrect sustainability claims made by companies.

## Background

ACM's Guidelines regarding Sustainability Claims have been updated. The guidelines offer businesses guidance on how to provide consumers with information about the sustainability of their products or services. Businesses are prohibited from misleading consumers by providing incorrect/incomplete information about sustainability. The guidelines contain numerous examples of what ACM considers misleading.

## Objective

ACM wants to gain insight into the extent to which consumers:

- understand certain examples of correct and incorrect sustainability claims on products and services
- find these sustainability claims credible
- believe the products/services in question are sustainable choices
- find these sustainability claims helpful in making purchase decisions
- would consider purchasing the products/services in question
- differ on the above aspects when they are shown correct or incorrect claims

In this study, we refer to "correct claims" as claims or promises that are allowed, and we refer to "incorrect claims" as claims or promises that are prohibited under ACM's guidelines.

## Translation

The original report was written in Dutch. This report has been translated into English for informational purposes. This translation resulted from a collaboration between Motivaction and ACM.

# Method and design

## Target population







The study was conducted among Dutch people from the ages of 16 to 80.

## Sample and representativity

The survey was conducted online using Motivaction's panel StemPunt. A total of n= 1,640 participants completed the survey. Participants were randomly assigned to one of two samples: Sample A and Sample B, which had n= 824 and n= 816 participants, respectively. After weighting, both samples are representative in terms of age, education, gender, region, and value orientation.

## Survey and data collection

- Participants completed a survey consisting of 42 questions.
- Sample A and B largely filled out the same survey. The only difference between the two samples is the presented sustainability claims on the products/services in question.
  - Sample A was shown the correct versions of cases 1, 3, 5, and 7 and the incorrect versions of cases 2, 4, 6, and 8 (see p. 5 and 6 for an overview of all cases and the sustainability claims presented)
  - Sample B was shown the correct versions of cases 2, 4, 6, and 8 and the incorrect versions of cases 1, 3, 5, and 7.
- The data collection took place between May 16 and May 23, 2023.

 <p><b>Method</b> Quantitative, online survey</p>	 <p><b>Target population</b> Dutch people, aged 16 to 80</p>
 <p><b>Data collection</b> 16-05-2023 to 23-05-2023</p>	 <p><b>Sample</b> From Motivaction's StemPunt panel, n = 1,640</p>
 <p><b>Survey</b> 42 questions, approximate completion time of 10 minutes</p>	 <p><b>Weighting</b> Age, education, gender, region and value orientation (Mentality)</p>

# Presented cases and the accompanying correct and incorrect sustainability claims\* (1/2)

**Case 1:** An energy company offers an energy contract with power generated using natural gas. In its offer, it makes the following claim:

- **Correct:** *Power generated using natural gas puts less strain on the environment than does power generated using coal.*
- **Incorrect:** *Power generated using natural gas is clean energy and puts less strain on the environment than does power generated using coal.*

**Case 2:** A store sells clothing. On the sides of their delivery trucks, they display the following claim:

- **Correct:** *This is a fully-electric truck*
- **Incorrect:** *Green on the road*

**Case 3:** An online store offers four different delivery options:

1. **Sustainable delivery: delivery by fully-electric van**
2. **Pickup at pick-up location**
3. **Regular delivery**

- **Correct:** *Sustainable delivery: delivery by bike from the pick-up location in the city in question to the consumer's home.*
- **Incorrect:** *Sustainable delivery: delivery by bike.*

**Case 4:** An electronics store sells laptops. The packaging consists of a cardboard box with a plastic handle. The following claim is printed on the box:

- **Correct:** *The packaging is recyclable after removing the plastic handle.*
- **Incorrect:** *The packaging is recyclable.*

**Case 5:** You are using a hotel booking website to search for a hotel for your holiday. On this website, you come across a hotel that makes the following claim:

- **Correct:** *Water conservation*
- **Incorrect:** *Sustainable stay*

**Case 6:** A shoe store offers a pair of sneakers on its website. In their offer, they make the following claim:

- **Correct:** *Eco-Score A: fewer carbon emissions compared with other sneakers (sports shoes).*
- **Incorrect:** *Eco-Score A*

*\*Please note that the original study was conducted in Dutch. The cases and corresponding claims have been translated into English for informational purposes only. Some claims have been slightly altered for translation reasons. See [the annex](#) for the original cases in Dutch.*

# Presented cases and the accompanying correct and incorrect sustainability claims\* (2/2)

**Case 7:** A car manufacturer advertises in a bus shelter. It includes the following claim about the brand:

- **Correct:** *40% fewer carbon emissions in 2050 compared with 2023.*
- **Incorrect:** *Zero carbon emissions in 2030.*

**Case 8:** An electronics store sells laser printers. In one of its ads, the store uses a picture of a laser printer in a bird's nest, sitting on a tree branch, surrounded by a dense forest. This image includes the claim:

- **Correct:** *Buy our printer.*
- **Incorrect:** *Buy our printer. Make a difference.*

*\*Please note that the original study was conducted in Dutch. The cases and corresponding claims have been translated into English for informational purposes only. Some claims have been slightly altered for translation reasons. See [the annex](#) for the original cases in Dutch*

# Reader's guide (1/2)

## Report

The report starts with a summary of the main conclusions. This is followed by an overview of all average scores on all comprehension and impact statements. For each case, scores for the correct and incorrect claims are shown. Lastly, we discuss the results for each case.

In this report, we refer to correct and incorrect claims. Incorrect claims refer to statements that, for example, are too absolute or vague about sustainability, and are therefore not allowed, according to the guidelines. Correct claims, on the other hand, are more nuanced or specific about sustainability, and are therefore allowed, according to the guidelines.

## Results

The results are presented in graphs and tables. The tables contain the average scores on the comprehension and impact claims for each case, along with the percentages of participants who answered “don't know / no opinion”, presented in parentheses. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree). **Green numbers** (also indicated by \*\* in the annex) represent significantly higher scores; **red numbers** (also indicated by \* in the annex) represent significantly lower scores (both at the total level). We use the asterisk (\*) as we follow guidelines for digital accessibility.

The graphs show the results of all questions presented. Due to rounding differences, some percentages may not add up to 100%. **Green percentages** (indicated by \*\* in the corresponding tables) represent significantly higher percentages; **red percentages** (indicated by \* in the corresponding tables) represent significantly lower percentages (both at the total level). Below the question shown at the top of each graph, a “basis” is stated; this represents the subset of respondents who were presented with the question.

For the sake of readability, we refer to the target audience as 'Consumers' in the conclusions of this report. In reality, it does not encompass all Dutch consumers but Dutch consumers between the ages of 16 and 80.

In the summary conclusions, we refer to various types of claims. Although some claims may exhibit characteristics of multiple types, we categorize them as follows:

- The absolute claims are the incorrect claims of cases 1, 4, 5 and 7
- The nuanced claims are the correct claims of cases 1, 4, 5 and 7
- The vague claims are the incorrect claims of cases 2, 3, 6 and 8
- The specific claims are the correct claims of cases 2, 3, 6 and 8

## Reader's guide (2/2)

### Deviating subgroups

Notable significant differences between subgroups can be found in the annex.  
The subgroups we defined are:

#### Age:

- 16 to 24-year-olds
- 25 to 34-year-olds
- 35 to 44-year-olds
- 45 to 54-year-olds
- 55 to 64-year-olds
- 65 to 80-year-olds

#### Sex:

- Male
- Female

#### Education:

- High
- Middle
- Low

### Interpretation-coded open-ended questions:

Several graphs in this report show the results of open-ended questions. This means that the responses to the open-ended questions were first coded by looking at what categories were most prevalent in the answers given, after which frequency distributions of the answers were made.

Since this is a spontaneous response, it means that these are the first things that respondents think of when the question is asked. The fact that certain categories are mentioned less often or not at all (e.g., that it is sustainable) does not mean that respondents do not think the products/services are sustainable. It merely means that respondents do not think of sustainability first when they think of the product/service offered.



# Conclusions (1/3)

## **In the eight cases studied, consumers indicated to understand correct claims more often than incorrect claims**

In four of the eight cases studied, consumers indicate that they understand the correct sustainability claims better than their incorrect counterparts. These four are: *'This is a fully-electric truck'*, *'The packaging is recyclable after removing the plastic handle'*, *'Eco-Score A: fewer carbon emissions compared with other sneakers (sports shoes)'*, and *'Buy our printer'*. In two of the eight cases, it's the other way around: the incorrect version of the sustainability claim is said to be more understandable. These two are: *'Sustainable delivery: delivery by bike'* and *'Zero carbon emissions in 2030'*. While it appears that consumers say they understand these incorrect claims better, it remains to be seen whether they have a realistic view of the extent to which the product or service is sustainable. For example, with regard to the incorrect claim *'Sustainable delivery: delivery by bike'*, consumers are less likely to be aware that only part of the delivery is made by bike, and are more likely to overestimate the cycling distance. And with regard to the incorrect claim *'Zero carbon emissions in 2030'* about cars, consumers are more likely to think that the car manufacturer has already started reducing carbon emissions, despite having no information about this. In the other two of the eight cases studied, there appears to be no difference in consumers' perceived understanding: they say they understand the correct and incorrect claims equally well.

## **In the eight cases studied, incorrect sustainability claims sometimes create a more-sustainable product image and higher purchase consideration**

In three out of eight cases, consumers feel that the product/service is a more-sustainable choice because of the incorrect claim instead of the correct claim. These three are: *'Sustainable delivery: delivery by bike'*, *'Zero carbon emissions in 2030'*, and *'Buy our printer. Make a difference'*. In two of the eight cases, consumers are also more strongly considering purchasing the product/service offered. These two are: *'Sustainable delivery: delivery by bike'* and *'Zero carbon emissions in 2030'*. And in only one case, the incorrect claim is considered more useful for making a purchase decision: *'Zero carbon emissions in 2030'*. In a few cases, the incorrect claim scores worse: for *'Green on the road'* and *'The packaging is recyclable'*, consumers see the offered product as a less sustainable choice, and for *'Green on the road'*, consumers are also less likely to consider purchasing the product.

## **In the eight cases studied, correct claims are almost always found more credible**

In seven out of eight cases, incorrect claims are found less credible. Consumers see the incorrect claim *'Zero carbon emissions in 2030'* as equally credible as its correct counterpart *'40% fewer carbon emissions in 2050 compared with 2023'*. This probably also explains why the incorrect claims are found to be a more-sustainable choice in only three cases, and lead to a stronger purchase consideration in only two cases. That people do not believe the incorrect claims to be true is not surprising, considering the insights from Motivaction's Social Impact Monitor: consumers are often familiar with the term greenwashing and mistrust the noble intentions of companies.

## Conclusions (2/3)

### **In all four cases nuanced claims were found to be more credible than absolute claims**

In all four cases where nuanced claims were compared with absolute claims, consumers found the nuanced claims to be more credible. These are: *'Power generated using natural gas puts less strain on the environment than does power generated using coal'*, *'The packaging is recyclable after removing the plastic handle'*, *'Water conservation'*, and *'40% fewer carbon emissions by 2050 compared with 2023'*. With regard to the nuanced claim *'The packaging is recyclable after removing the plastic handle'*, consumers indicate they also better understand the laptop packaging claim and see it as a more-sustainable choice. The absolute claim *'Zero carbon emissions in 2030'* scores better on perceived understanding, being a sustainable choice, helpfulness in the purchase decision, and purchase consideration than the more nuanced variant *'40% fewer carbon emissions in 2050 compared with 2023'*. As mentioned, this is not to say that this absolute claim also ensures that people have a more realistic view of the extent to which the product or service is sustainable: for example, consumers are more likely to think that the car manufacturer has already started reducing carbon emissions, despite having no information about this.

### **In the four cases studied, the concrete claims are usually found to be more understandable and credible**

In three of the four cases where concrete claims were compared with vague claims, consumers found the concrete claims more understandable and credible. These are: *'This is a fully-electric truck'*, *'Eco-Score A: fewer carbon emissions compared with other sneakers (sports shoes)'* and *'Buy our printer'*. In terms of being a sustainable choice, usefulness for purchase decision, and purchase consideration, there are fewer differences between the absolute and vague claims. We do see that the absolute claim *'This is a fully-electric truck'* is found to be more useful for the clothing purchase decision than the vague variant *'Green on the road'*, the delivery method is seen as a more-sustainable option, and that the purchase is more strongly considered. In one of the four cases, consumers actually find the vague claim more understandable. They more often indicate that they understand the vague claim *'Sustainable delivery: delivery by bike'*, see the delivery method as more sustainable, and consider a purchase more strongly than in the absolute variant *'Sustainable delivery: delivery by bike from the pick-up location in the city in question to the consumer's home'*. The fact that, in this case, the vague claim is considered more understandable than the concrete claim may be explained by the use of the words "pick-up location" with the absolute claim. These words make the claim more concrete (and more nuanced), but probably raise questions, such as where exactly that location is, or why a pick-up location is apparently (also) a point from which deliveries are made. Furthermore, as indicated earlier, it remains to be seen whether the vague claim actually gives a more realistic interpretation of the sustainability of the bike delivery: consumers are less aware that only part of the delivery may take place by bike, and overestimate the cycling distance.

# Conclusions (3/3)

## There are few differences between age, education, and gender

Overall, we found little to no major differences when looking at background characteristics of consumers.

However, it is notable that:

- 16 to 24-year-olds seem to be more sensitive to the incorrect claims. In six of the eight cases, young consumers find the product more sustainable than older consumers when they see the incorrect claim. We also see that, in four of the eight cases, they have a higher purchase consideration than older consumers when seeing an incorrect claim.
- For higher educated people in four of the eight cases, the incorrect claim leads to a lower perception of sustainability and, in two of the eight cases, to a lower purchase intention. In addition, higher educated people less often indicate "don't know" when asked about the sustainability claims.
- Lower educated people and women are more likely to indicate about the sustainability claims that:
  - they do not know if they understand and find the claim presented credible.
  - they do not know if the product/service is a sustainable choice.
  - they do not know whether they would consider purchasing the product/service.



# Summary of results



# Summary of results (1/2)

## Case 1: Natural gas

Statement	Correct claim	Incorrect claim
Comprehension	65.7	63.7
Credibility	<b>52.5**</b>	<b>44.4*</b>
Sustainable choice	41.1	42.6
Helpfulness for purchase decision	46.9	49.0
Purchase intention	36.2	37.4

## Case 2: Sustainable driving

Statement	Correct claim	Incorrect claim
Comprehension	<b>81.2**</b>	<b>57.6*</b>
Credibility	<b>71.9**</b>	<b>47.0*</b>
Sustainable choice	<b>66.9**</b>	<b>53.9*</b>
Helpfulness for purchase decision	<b>46.4**</b>	<b>37.4*</b>
Purchase intention	<b>52.2**</b>	<b>42.1*</b>

## Case 3: Sustainable delivery option

Statement	Correct claim	Incorrect claim
Comprehension	<b>72.9*</b>	<b>77.3**</b>
Credibility	63.4	64.3
Sustainable choice	<b>68.6*</b>	<b>72.6**</b>
Helpfulness for purchase decision	57.6	56.5
Purchase intention	<b>57.5*</b>	<b>62.0**</b>

## Case 4: Recyclable packaging

Statement	Correct claim	Incorrect claim
Comprehension	<b>76.6**</b>	<b>73.7*</b>
Credibility	<b>69.6**</b>	<b>64.1*</b>
Sustainable choice	<b>46.9**</b>	<b>43.4*</b>
Helpfulness for purchase decision	36.6	33.9
Purchase intention	42.9	40.1

Tables show the average scores on the comprehension and impact statements for each case. **Green numbers & \*\*** significantly higher; **Red numbers & \*** significantly lower

The statements were answered on a scale of 0 (totally disagree) to 100 (totally agree)

# Summary of results (2/2)

## Case 5: Sustainable stay

Statement	Correct claim	Incorrect claim
Comprehension	52.6	51.0
Credibility	<b>46.1**</b>	<b>40.8*</b>
Sustainable choice	50.0	48.2
Helpfulness for purchase decision	37.8	38.6
Purchase intention	41.1	42.8

## Case 6: Eco-Score

Statement	Correct claim	Incorrect claim
Comprehension	<b>55.3**</b>	<b>36.6*</b>
Credibility	<b>39.5**</b>	<b>35.8*</b>
Sustainable choice	44.8	44.4
Helpfulness for purchase decision	<b>37.0**</b>	<b>33.3*</b>
Purchase intention	35.5	33.6

## Case 7: Carbon emissions

Statement	Correct claim	Incorrect claim
Comprehension	<b>60.5*</b>	<b>64.9**</b>
Credibility	<b>42.7**</b>	<b>37.0*</b>
Sustainable choice	<b>43.8*</b>	<b>50.4**</b>
Helpfulness for purchase decision	<b>37.4*</b>	<b>41.9**</b>
Purchase intention	<b>33.9*</b>	<b>39.0**</b>

## Case 8: Sustainable laser printer

Statement	Correct claim	Incorrect claim
Comprehension	<b>67.3**</b>	<b>37.6*</b>
Credibility	<b>44.2**</b>	<b>27.0*</b>
Sustainable choice	<b>30.8*</b>	<b>35.3**</b>
Helpfulness for purchase decision	29.8	30.2
Purchase intention	28.1	26.3

Tables show the average scores on the comprehension and impact statements for each case. **Green numbers & \*\*** significantly higher; **Red numbers & \*** significantly lower

The statements were answered on a scale of 0 (totally disagree) to 100 (totally agree)



# Case 1: Natural gas



## Case 1: Consumers find the correct claim about power generated using natural gas slightly more credible than the incorrect claim

	Correct claim: Power generated using natural gas puts less strain on the environment than does power generated using coal	Incorrect claim: Power generated using natural gas is clean energy and puts less strain on the environment than does power generated using coal
I understand this claim	65.7 (13%)	63.7 (13%)
I find this claim credible	<b>52.5**</b> (17%)	<b>44.4*</b> (15%)
I think this energy contract is a sustainable choice	41.1 ( <b>21%**</b> )	42.6 ( <b>18%*</b> )
This claim can help me with my decision to either take out or not take out the energy contract	46.9 (19%)	49.0 (20%)
I would consider taking out this energy contract	36.2 ( <b>27%**</b> )	37.4 ( <b>22%*</b> )

With the correct claim, consumers find it slightly more difficult to determine whether the product is more sustainable and whether they would buy it; they also indicate more often that they don't know

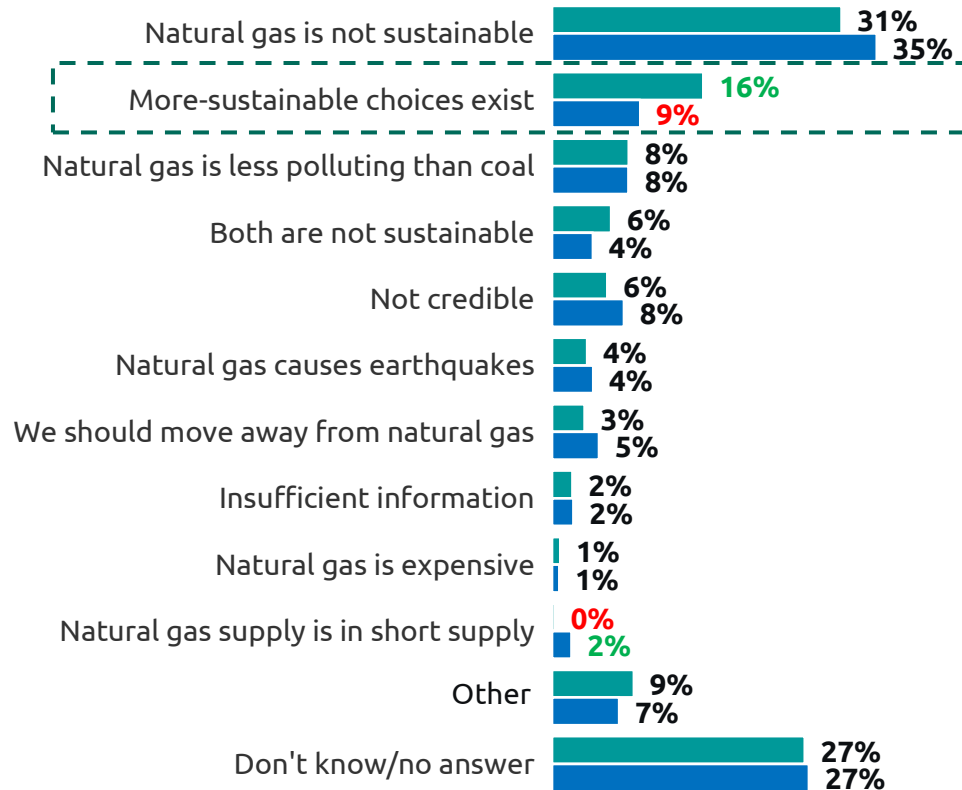
*The table includes average scores (and % don't know) on the statements. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree)*



# If considered not sustainable, why? (spontaneous answer): With the correct claim, consumers more often think of more-sustainable alternatives

## Why do you disagree or partially disagree that this energy contract is a sustainable choice?

(Basis - Does not consider the energy contract a sustainable choice)^



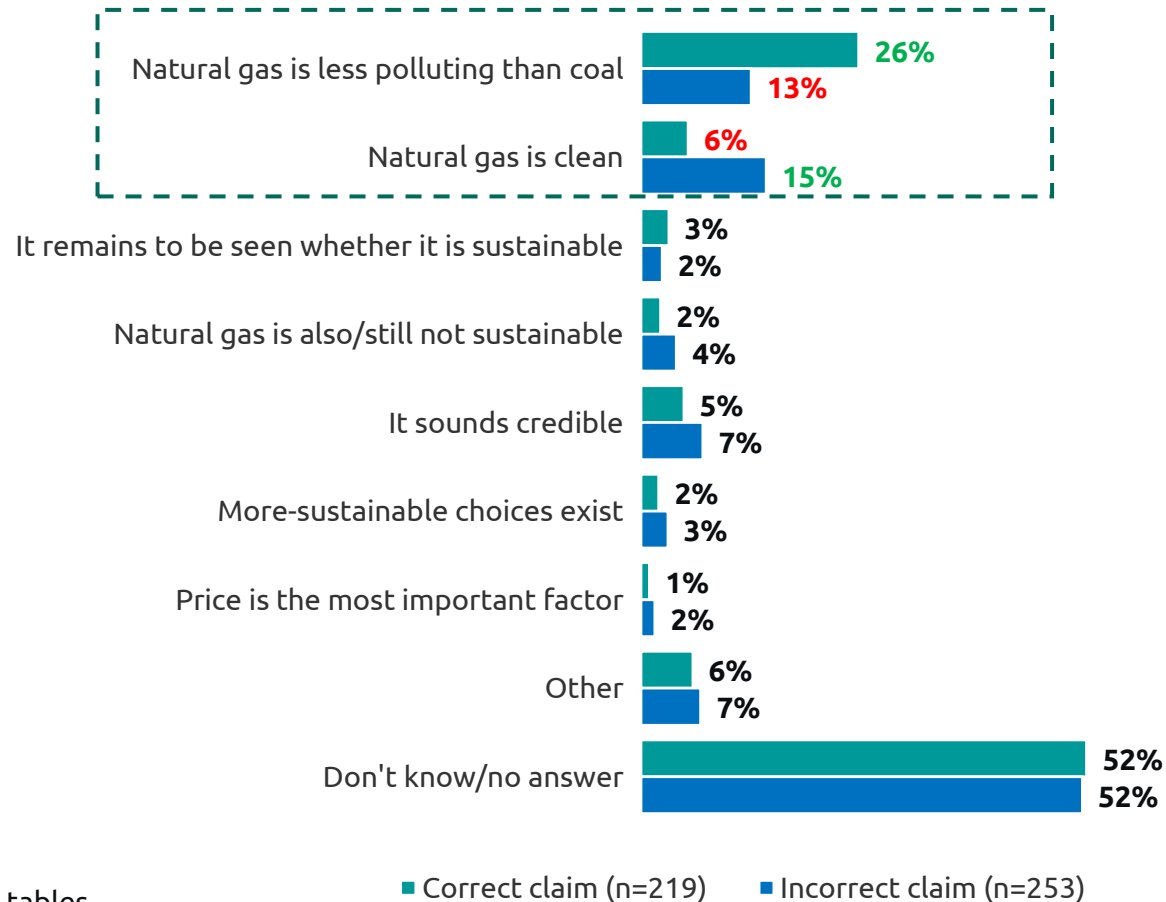
■ Correct claim (n=354) ■ Incorrect claim (n=360)

*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

If considered sustainable, why? (spontaneous answer): With the correct claim, consumers correctly state more often that natural gas is less polluting than coal. The incorrect claim creates a higher expectation of sustainability, consumers more often indicate that natural gas is clean.

Why do you agree or partially agree that this energy contract is a sustainable choice?  
(Basis - Considers the energy contract a sustainable choice)^

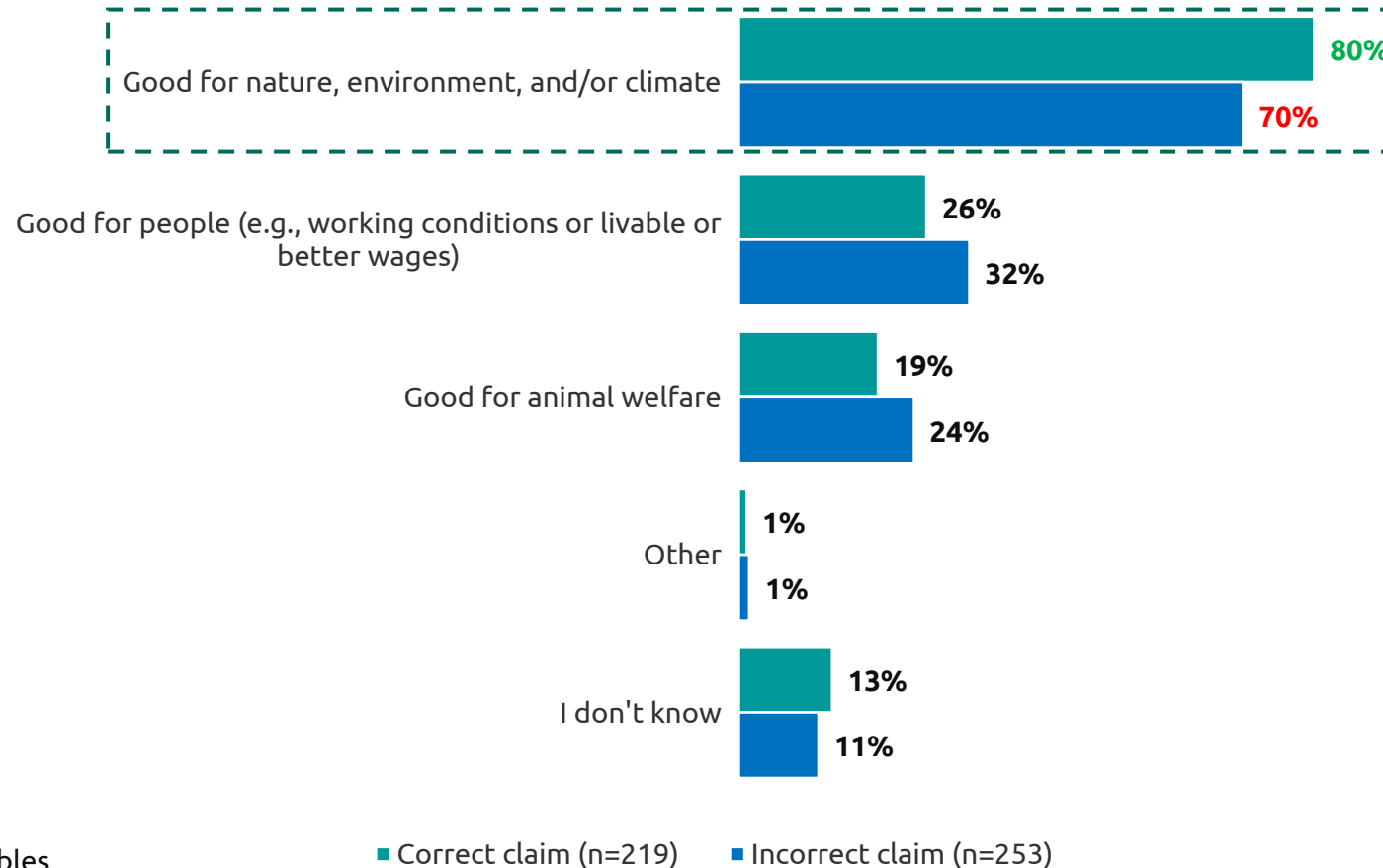


*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, what are the benefits? (multiple-choice question): With the correct claim, consumers more often think that the energy contract will benefit nature, the environment and/or the climate

What benefits do you think this energy contract has in terms of sustainability?  
*More than one answer possible*  
(Basis - Considers the energy contract a sustainable choice)



[Click here](#) for the corresponding tables



# Case 2: Sustainable driving



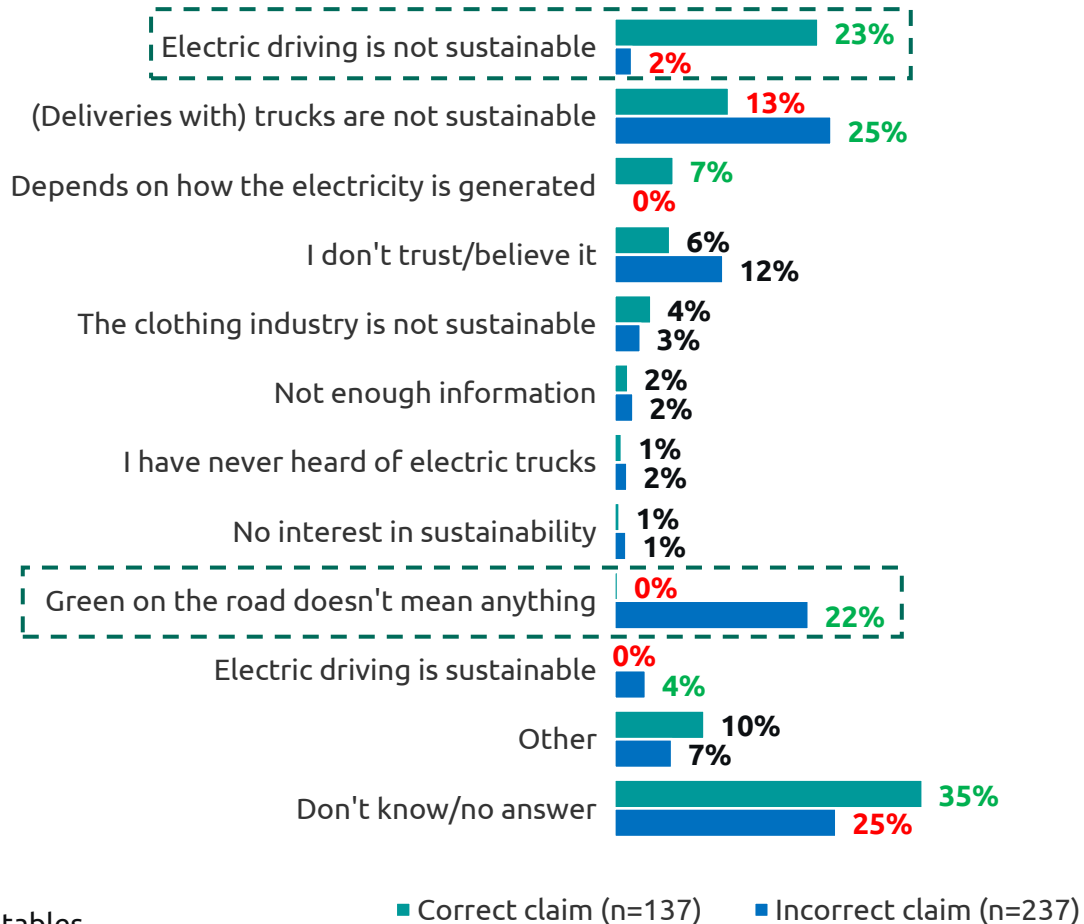
## Case 2: Consumers find the correct claim much easier to understand, much more credible and slightly more helpful for a purchase decision; also, with the correct claim, they find the delivery slightly more sustainable and are slightly more likely to consider buying clothes from the company

	Correct claim: This is a fully-electric truck	Incorrect claim: Green on the road truck
I understand this claim	81.2** (10%)	57.6* (11%)
I find this claim credible	71.9** (11%)	47.0* (13%)
I think this delivery is sustainable	66.9** (12%)	53.9* (15%)
This claim can help me with my decision to either buy or not buy clothing from this company	46.4** (18%)	37.4* (17%)
I would consider buying clothing from this company	52.2** (22%)	42.1* (25%)

*The table includes average scores (and % don't know) on the statements. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree)*

# If considered not sustainable, why? (spontaneous answer): More than 1 in 5 consumers (22%) find the incorrect claim meaningless. With the correct claim; no one indicates the correct claim is meaningless, and consumers are more likely to say that electric driving is not sustainable

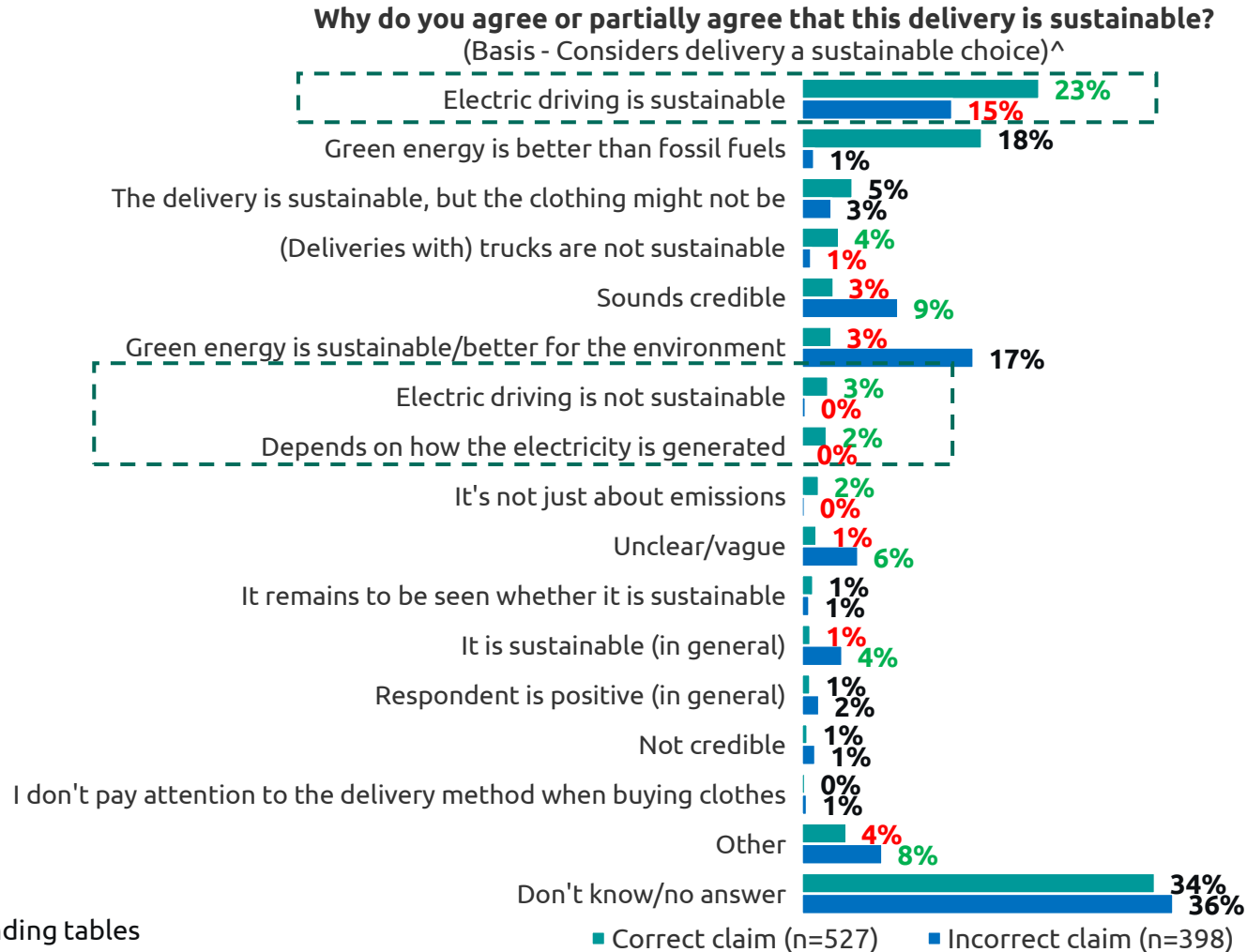
Why do you disagree or partially disagree that this delivery is sustainable?  
(Basis - Does not consider delivery a sustainable choice)^



*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, why? (spontaneous answer): With the correct claim, consumers more often indicate that this claim is about electric driving

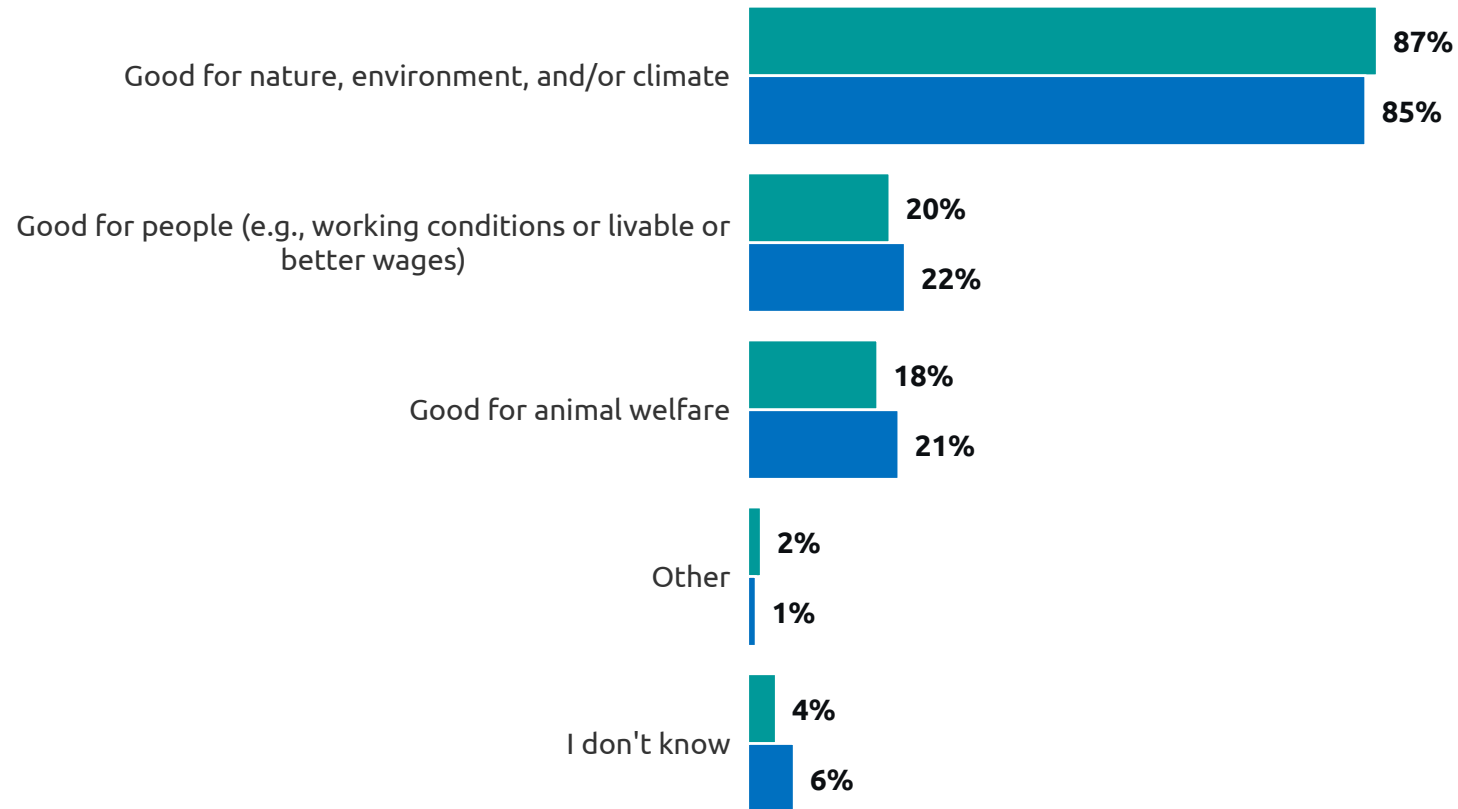


*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, what are the benefits? (multiple-choice question): No differences between correct claim and incorrect claim in what benefits consumers expect

What benefits do you think this delivery has in terms of sustainability?  
*More than one answer possible*  
(Basis - Considers delivery to be sustainable)



■ Correct claim (n=527) ■ Incorrect claim (n=398)

[Click here](#) for the corresponding tables



# Case 3: Sustainable delivery option



## Case 3: Consumers indicate that the incorrect claim is slightly more understandable, consider the delivery to be slightly more sustainable, and more often consider to use of the bike delivery option

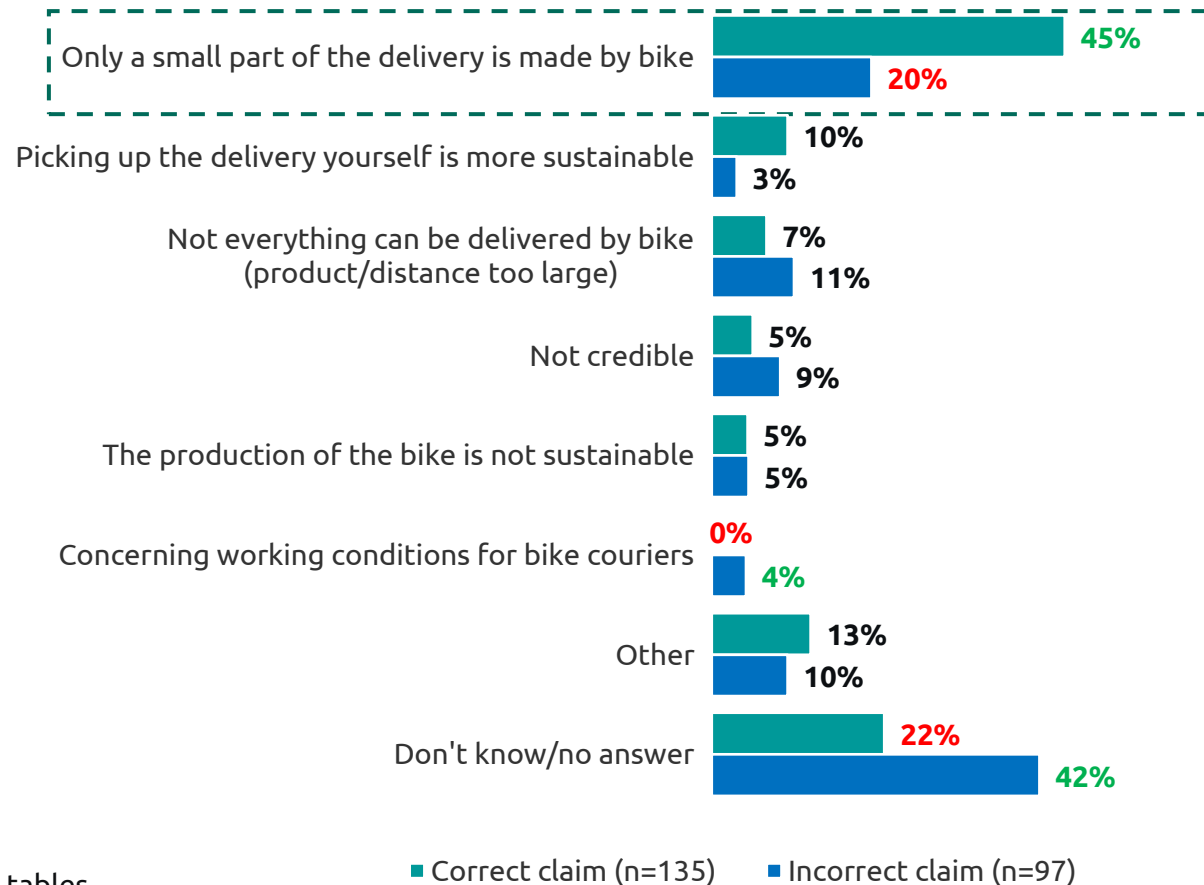
	Correct claim: Sustainable delivery: delivery by bike from the pick-up location in the city in question to the consumer's home	Incorrect claim: Sustainable delivery: delivery by bike
I understand the description of the offered bike delivery option	<b>72.9*</b> (8%)	<b>77.3**</b> (10%)
I find the description of the offered bike delivery option credible	63.4 (9%)	64.3 (11%)
I think the offered bike delivery option is a sustainable choice	<b>68.6*</b> (11%)	<b>72.6**</b> (12%)
This description can help me with my decision to either choose or not choose the offered bike delivery option	57.6 (14%)	56.5 (15%)
I would consider having my order delivered using the offered bike delivery option	<b>57.5*</b> (15%)	<b>62.0**</b> (17%)

*The table includes average scores (and % don't know) on the statements. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree)*

# If considered not sustainable, why? (spontaneous answer): Consumers more often make the realistic assumption that the bike delivery is only a small part of the entire delivery process with the correct claim

Why do you disagree or partially disagree that the bike delivery option (option 4) is a sustainable choice?

(Basis - Does not consider bike delivery a sustainable choice)^

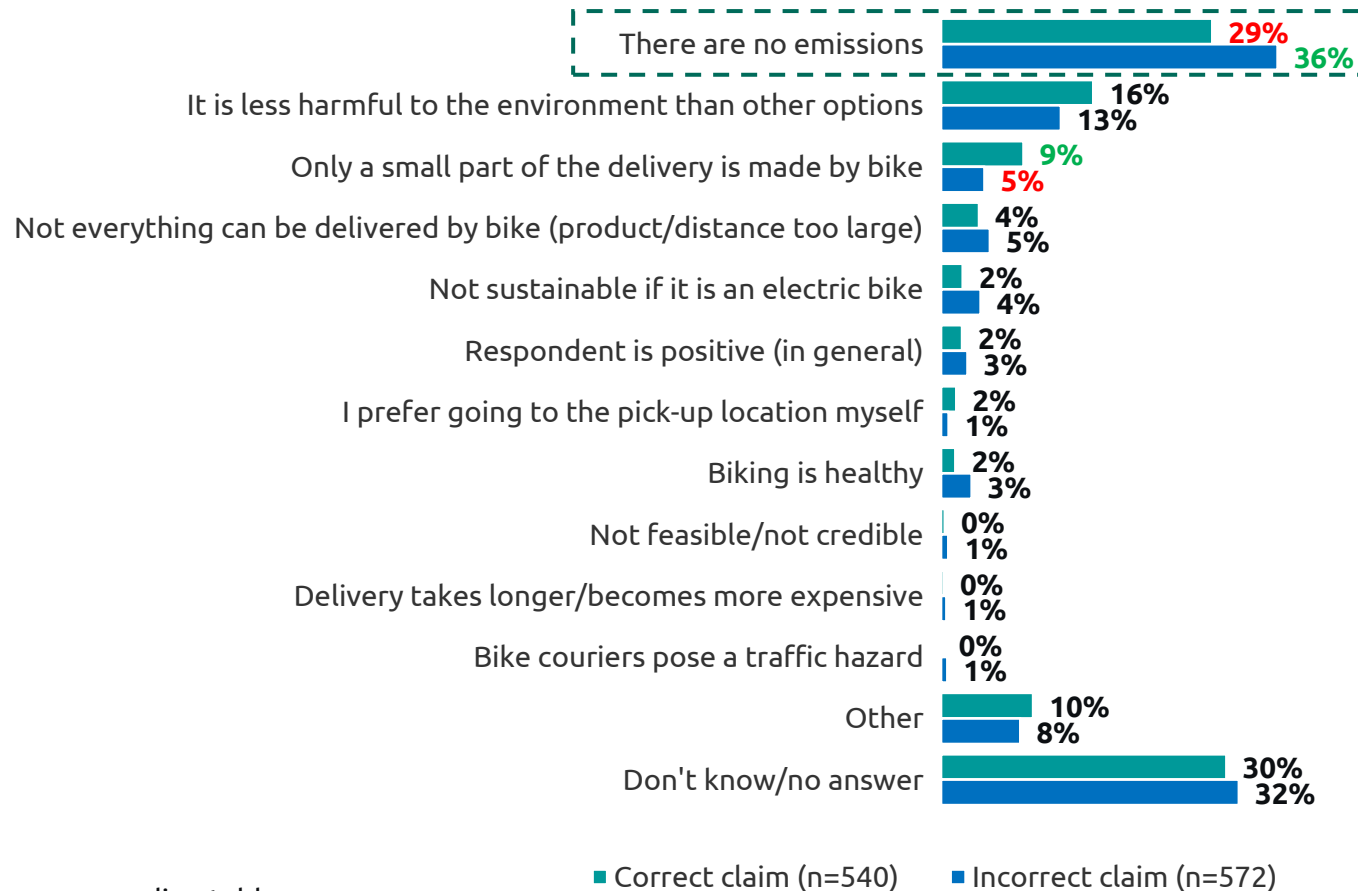


*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, why? (spontaneous answer): With the incorrect claim, consumers more often make the unrealistic assumption that there are no emissions when choosing the bike delivery option

Why do you agree or partially agree that the bike delivery option (option 4) offered is a sustainable choice?  
(Basis - Considers bike delivery a sustainable choice)^

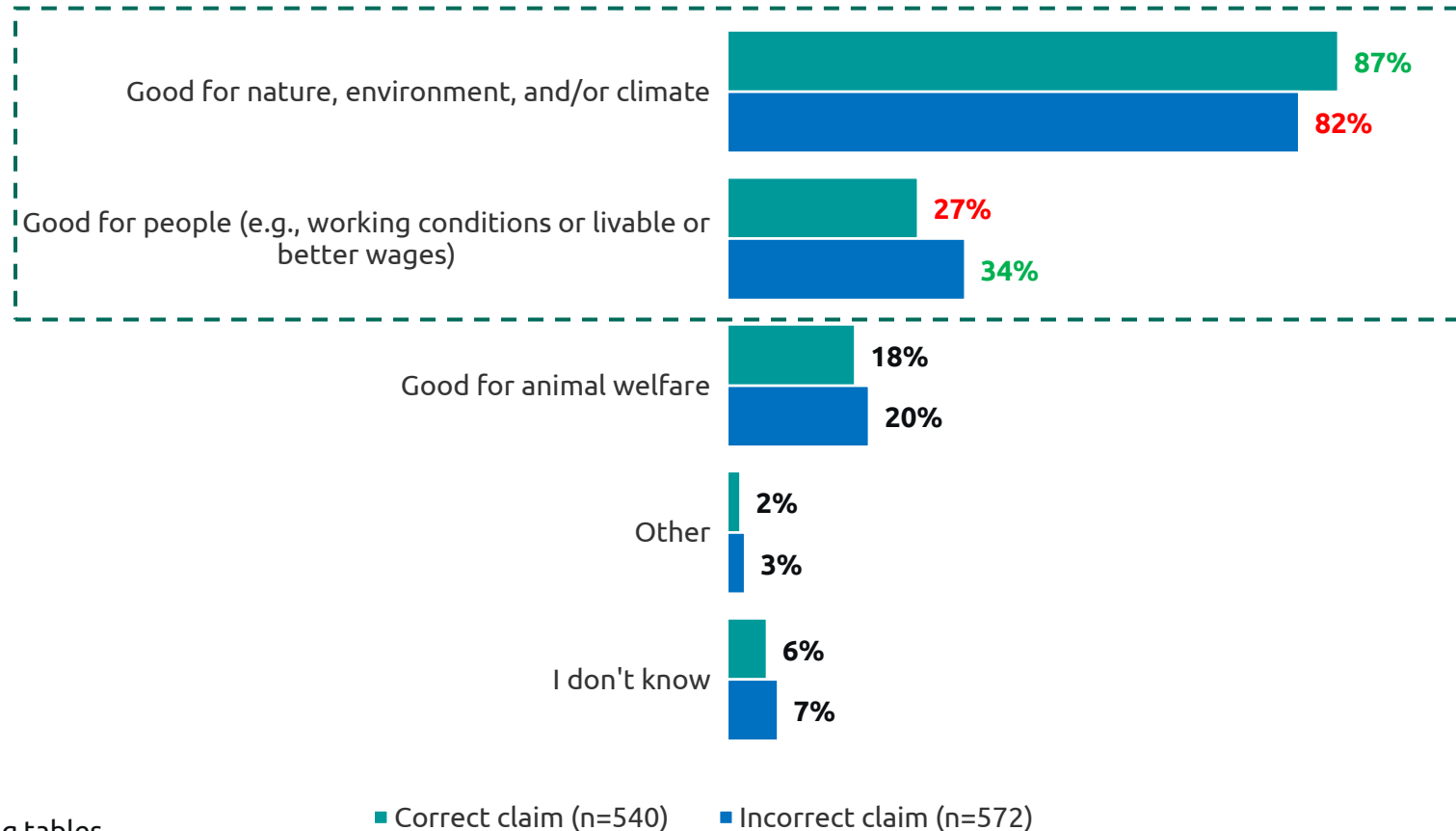


*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

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**If considered sustainable, what are the benefits? (multiple-choice question): With the correct claim, consumers more often think the bike delivery option will benefit nature, the environment and/or the climate, and with the incorrect claim consumers more often think the bike delivery option will benefit people**

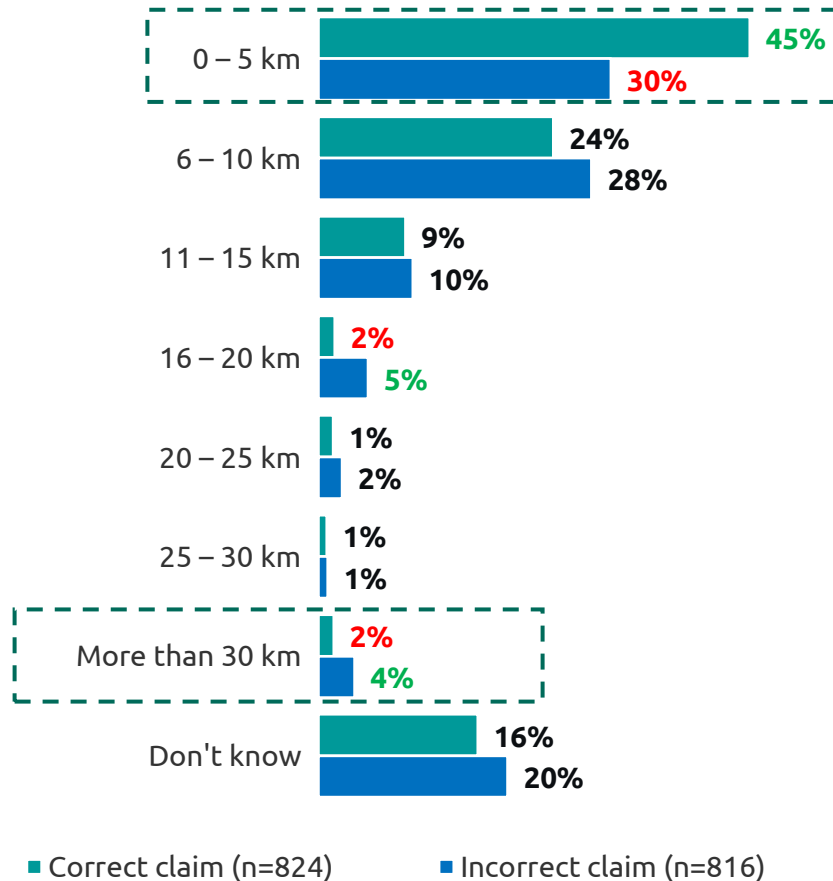
What benefits do you think the bike delivery option (option 4) has in terms of sustainability?  
*More than one answer possible*  
 (Basis - Considers bike delivery a sustainable choice)



[Click here](#) for the corresponding tables

**Cycling distance: With the correct claim, more consumers estimated a short (0-5 km) and fewer consumers estimated a long (>30 km) cycling distance; although consumers initially indicated to understand the claim less well, the estimated distance is more realistic**

On average, approximately how many kilometers do you think the delivery driver cycles to deliver your order to you?  
(Basis - all)



[Click here](#) for the corresponding tables

A person wearing a white short-sleeved shirt is holding a large green recycling bin. The bin has a white recycling symbol (three chasing arrows forming a triangle) on its front. The background is a light green wall. A dark blue horizontal band is overlaid on the lower part of the image, containing the text 'Case 4: Recyclable packaging'. In the bottom right corner, there is a red triangular graphic with a white icon of a trash bin.

# Case 4: Recyclable packaging



## Case 4: Consumers find the correct claim about the laptop packaging slightly more understandable and credible; they also more often think that the laptop is a sustainable choice

	Correct claim: The packaging is recyclable after removing the plastic handle	Incorrect claim: The packaging is recyclable
I understand this claim	76.6** (10%)	73.7* (8%)
I find this claim credible	69.6** (11%)	64.1* (8%)
I think this laptop is a sustainable choice	46.9** (21%**)	43.4* (17%*)
This claim can help me with my decision to either buy or not buy this laptop	36.6 (17%)	33.9 (15%)
I would consider buying this laptop	42.9 (24%)	40.1 (23%)

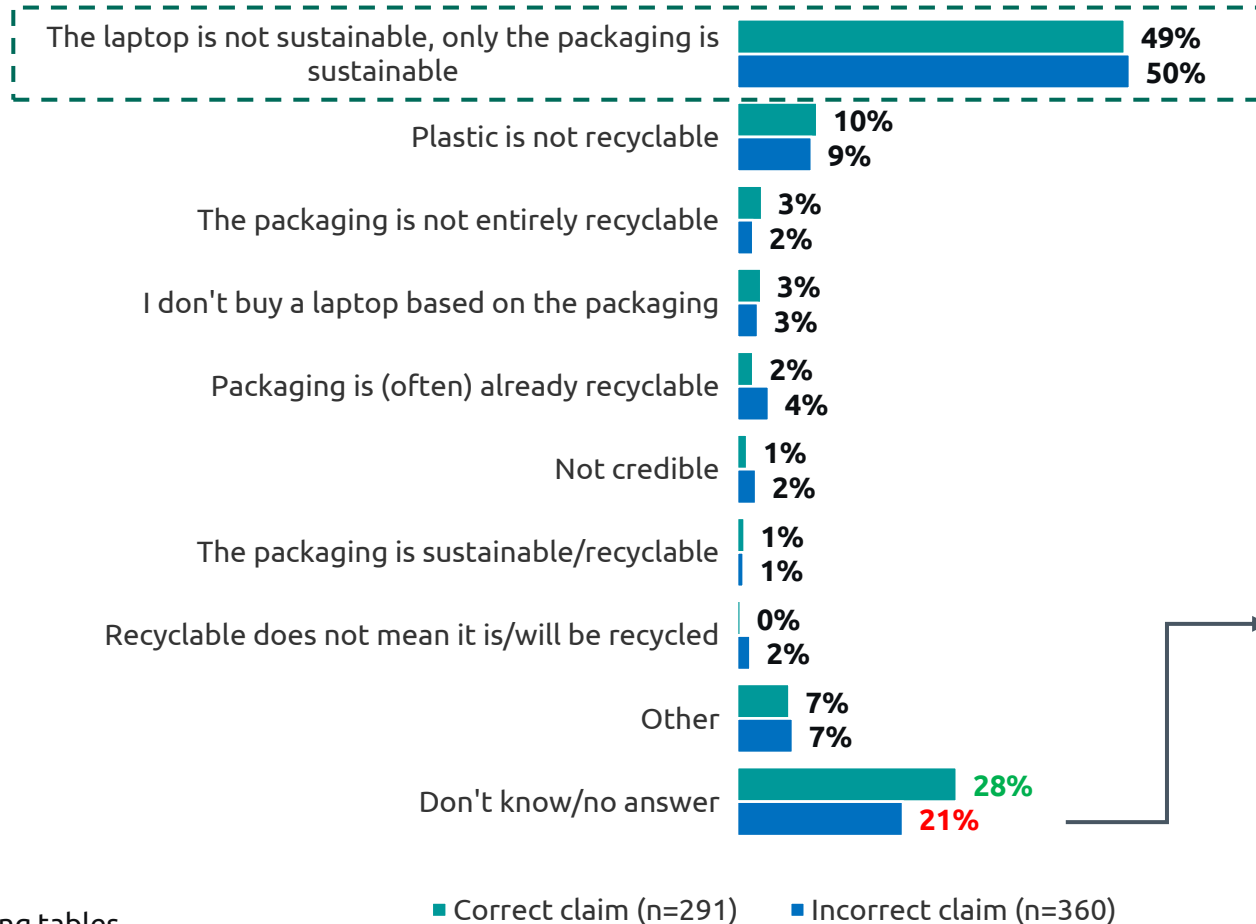
With the correct claim, consumers find it slightly more difficult to determine whether the product is more sustainable; they more often indicate that they don't know

*The table includes average scores (and % don't know) on the statements. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree)*



# If considered not sustainable, why? (spontaneous answer): For both claims, it is equally often mentioned that only the packaging is sustainable

Why do you disagree or partially disagree that this laptop is a sustainable choice?  
(Basis - Does not consider laptop a sustainable choice)^



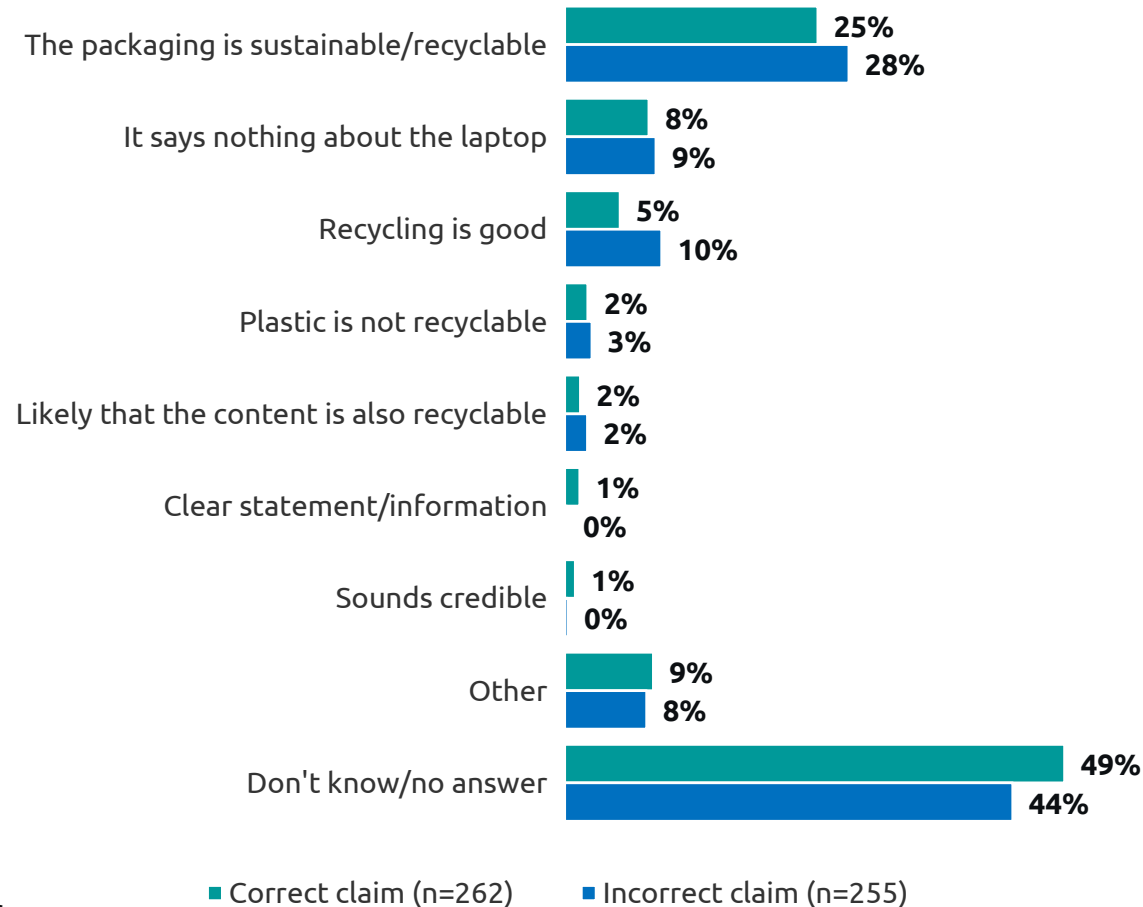
After seeing the correct claim, respondents more often indicated that they didn't know

*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, why? (spontaneous answer): There are no differences between the correct and incorrect claims; the sustainability of the packaging is mentioned just as often for both claims

Why do you agree or partially agree that this laptop is a sustainable choice?  
(Basis - Considers laptop a sustainable choice)^

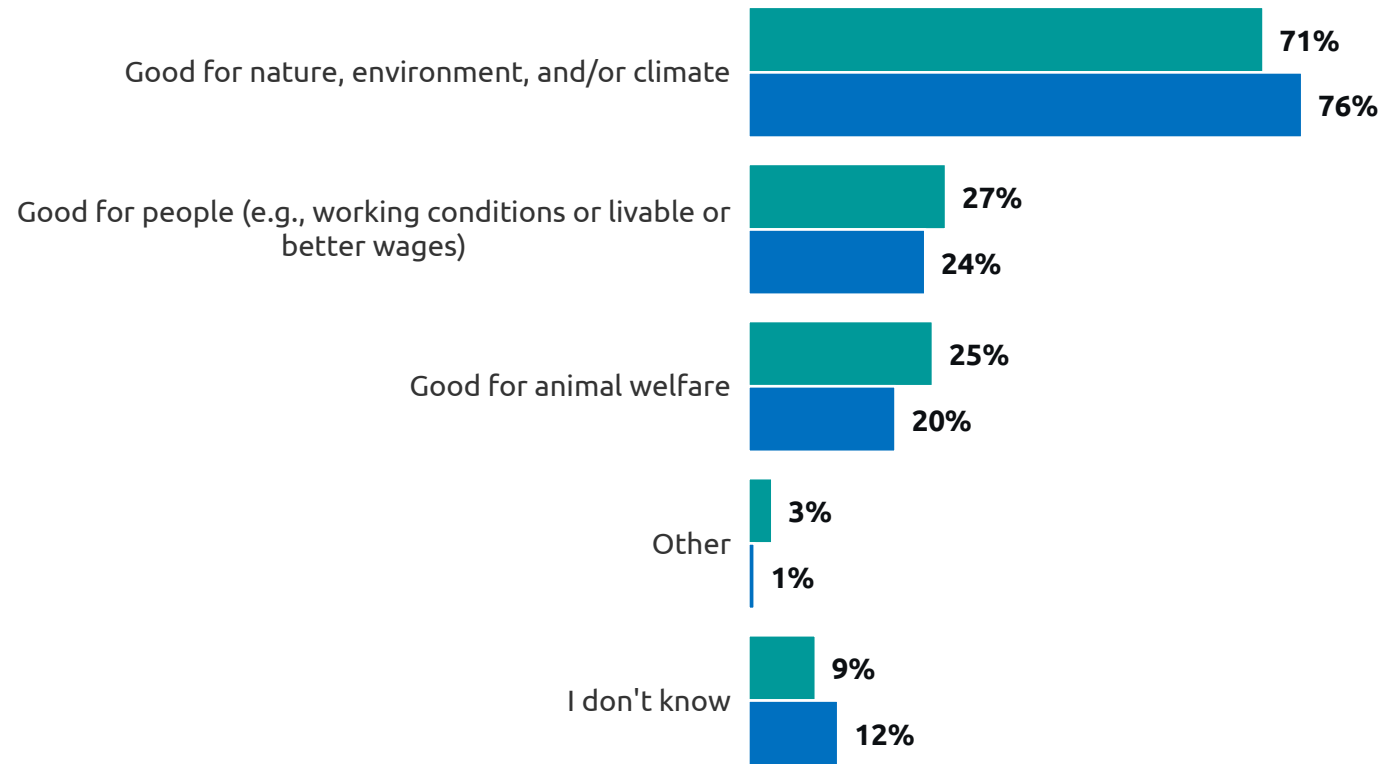


*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, what are the benefits? (multiple-choice question): The benefits to nature, the environment and/or the climate are indicated equally as often for both claims

What benefits do you think this laptop has in terms of sustainability?  
*More than one answer possible*  
(Basis - Considers the laptop a sustainable choice)



■ Correct claim (n=262) ■ Incorrect claim (n=255)

[Click here](#) for the corresponding tables

# Disposing the packaging: Consumers are equally often inclined to dispose of the packaging correctly (separately) for both claims

The laptop has cardboard packaging with a plastic handle. How would you most likely dispose of the packaging?  
(Basis - all)



[Click here](#) for the corresponding tables

■ Correct claim (n=816) ■ Incorrect claim (n=824)

A close-up photograph of a brass bell on a wooden desk. In the foreground, a dark wooden sign with the word 'RECEPTION' is visible. In the background, a map is partially visible on the desk. The scene is lit with warm, golden light, creating a cozy and professional atmosphere.

# Case 5: Sustainable stay



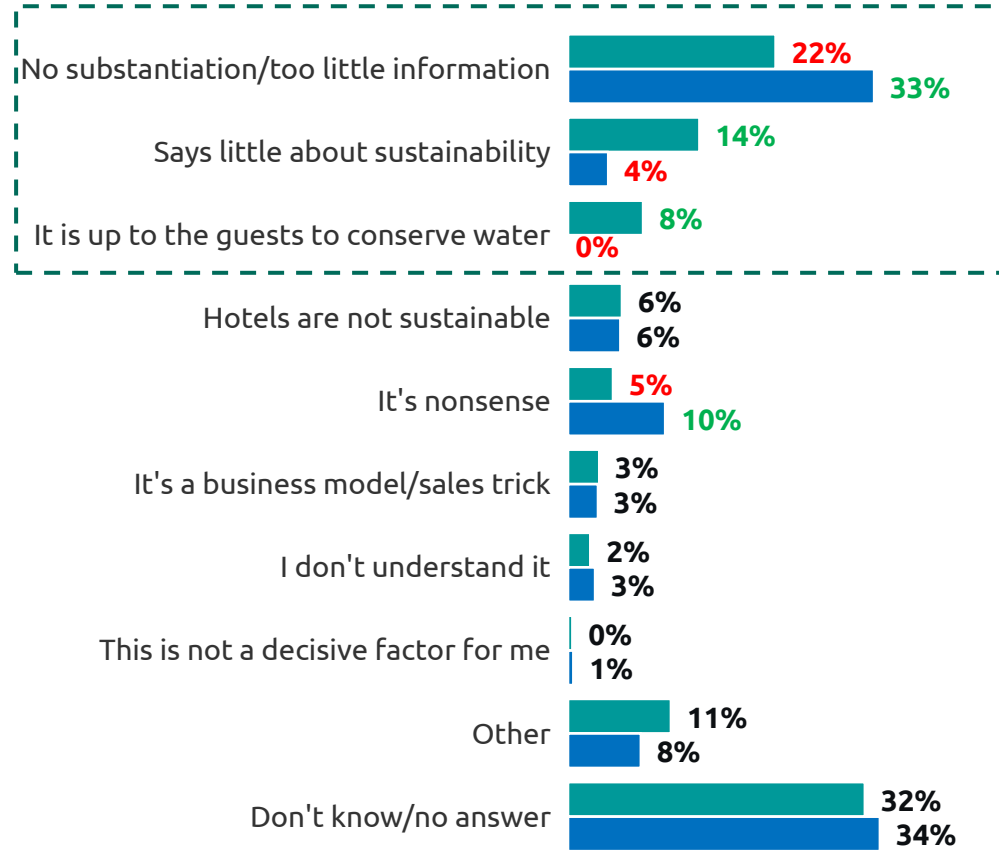
## Case 5: Consumers find the correct claim about the hotel stay slightly more credible than the incorrect claim

	Correct claim:	Incorrect claim:
	Water conservation	Sustainable stay
I understand this claim	52.6 (10%)	51.0 (13%)
I find this claim credible	<b>46.1**</b> (15%)	<b>40.8*</b> (18%)
I think this hotel is a sustainable choice	50.0 (19%)	48.2 (23%)
This claim can help me with my decision to either book or not book an overnight stay at this hotel	37.8 (18%)	38.6 (18%)
I would consider booking an overnight stay at this hotel	41.1 (26%)	42.8 (26%)

*The table includes average scores (and % don't know) on the statements. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree)*

# If considered not sustainable, why? (spontaneous answer): Consumers indicate they need more information more often with the incorrect claim; with the correct claim, consumers more often indicate that it says little about sustainability and that is up to the guests to conserve water

Why do you disagree or partially disagree that this hotel is a sustainable choice?  
(Basis - Does not consider the hotel a sustainable choice)^

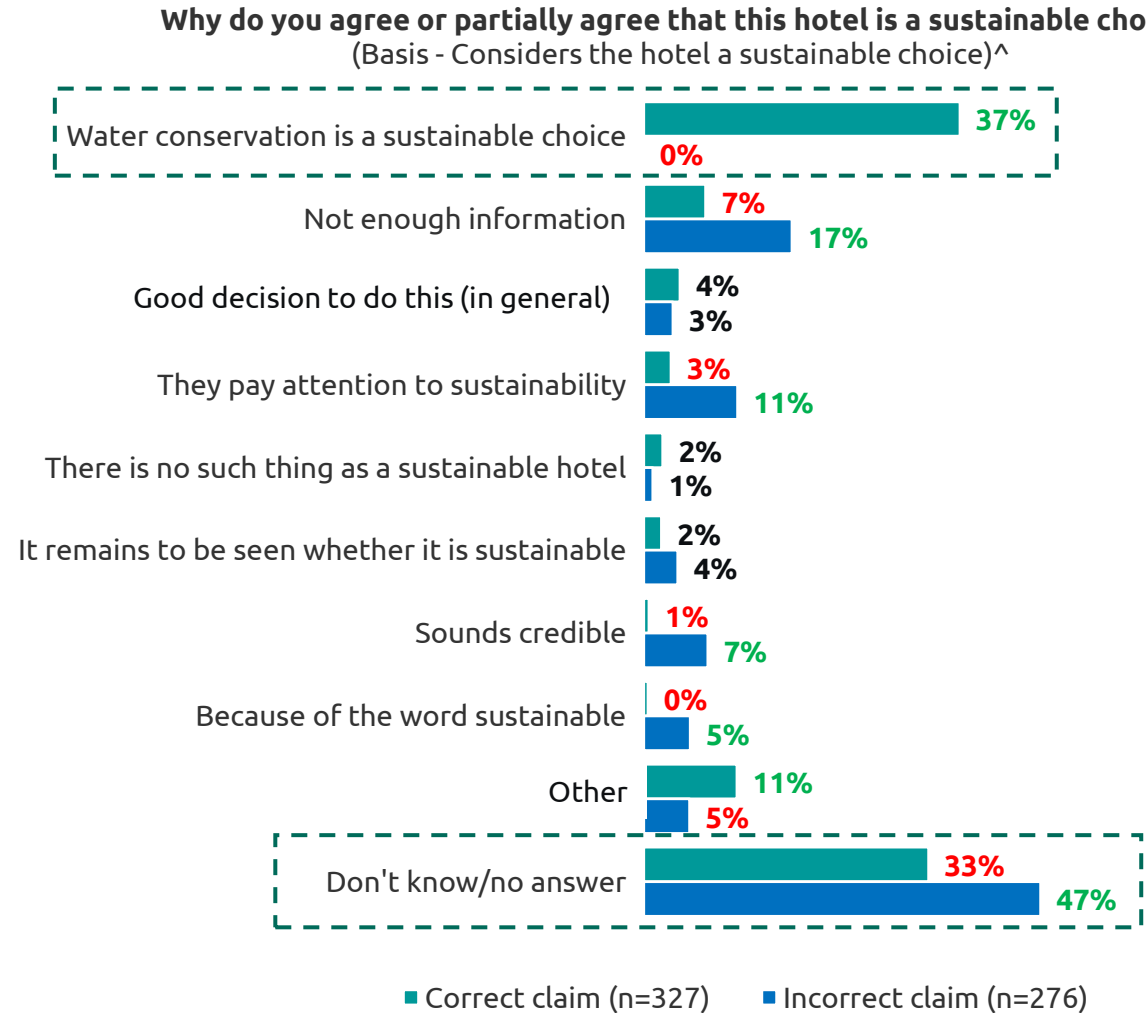


■ Correct claim (n=243) ■ Incorrect claim (n=259)

*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

**If considered sustainable, why? (spontaneous answer):** With the correct claim, consumers more often indicate that the hotel is more sustainable by conserving water than with the incorrect claim. A large proportion of consumers do not indicate why the hotel is a sustainable choice, and this percentage is even higher with the incorrect claim.



*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

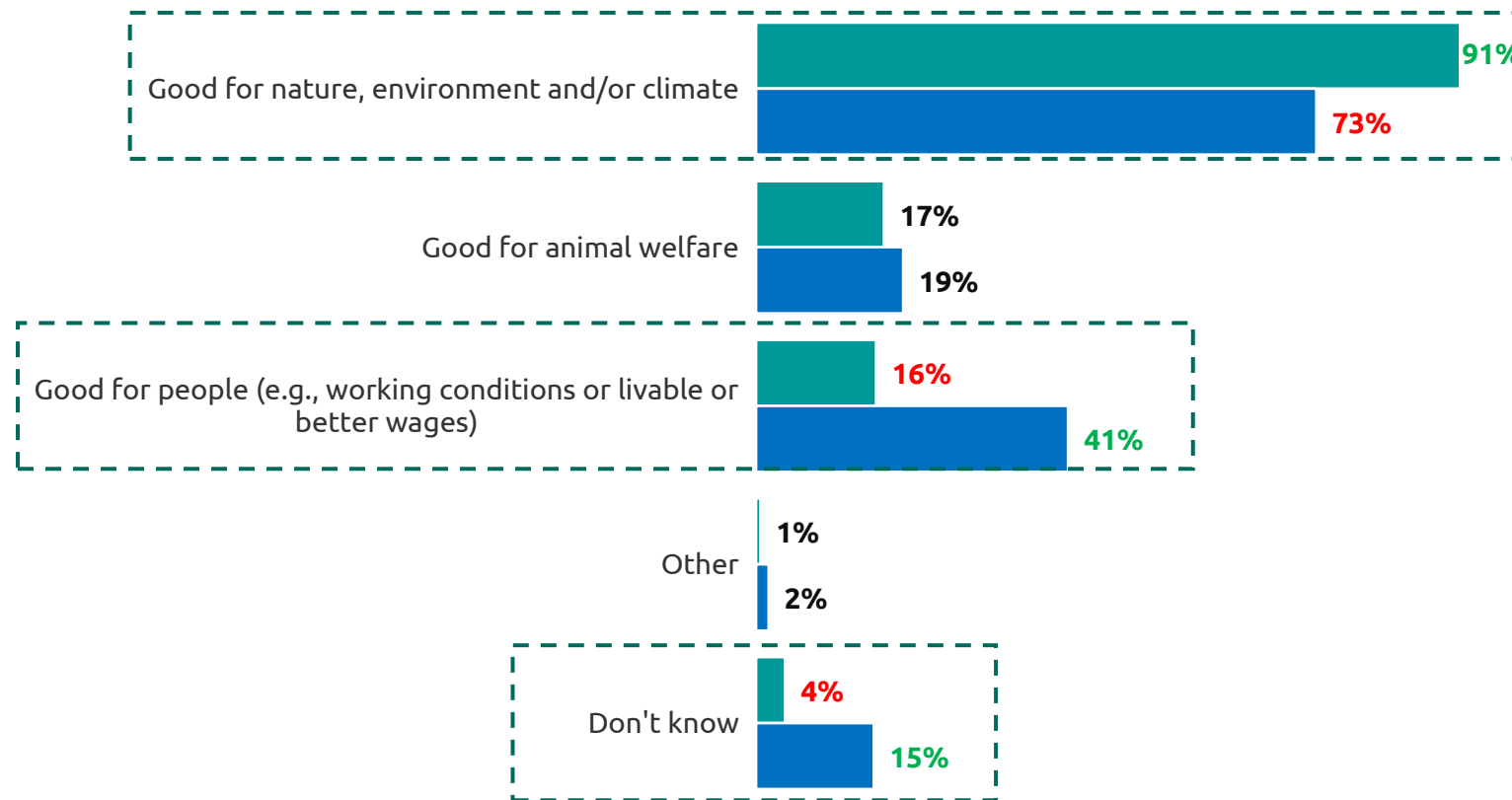


If considered sustainable, what are the benefits? (multiple-choice question): With the correct claim, consumers more often see the benefits for nature, the environment and/or the climate; with the incorrect claim, consumers more often indicate that there are benefits for people and that they do not know what the benefits are

**What benefits do you think this hotel has in terms of sustainability?**

*More than one answer possible*

(Basis - Considers the hotel a sustainable choice)



■ Correct claim (n=327) ■ Incorrect claim (n=276)

[Click here](#) for the corresponding tables



# Case 6: Eco-Score



## Case 6: Consumers find the correct claim about shoes much more understandable, slightly more credible and slightly more useful for their purchase decision

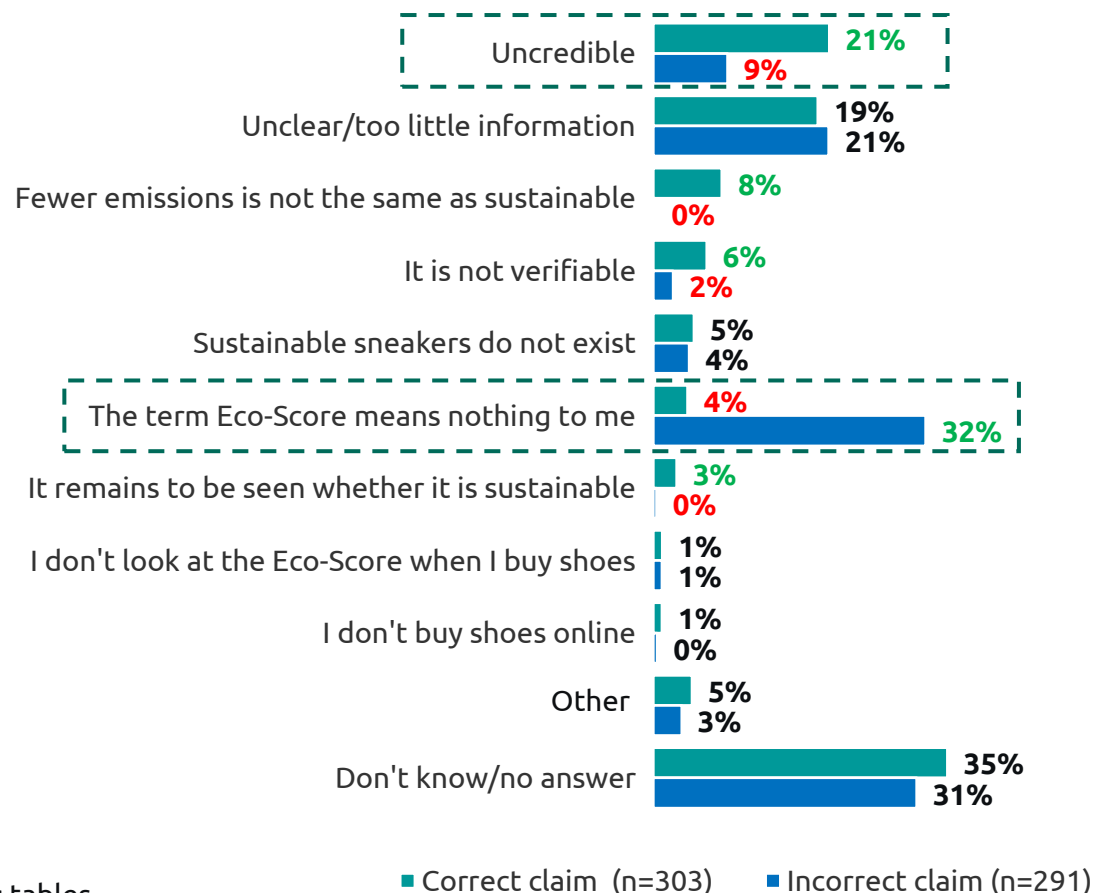
	Correct claim: Eco-Score A: fewer carbon emissions compared with other sneakers (sports shoes)	Incorrect claim: Eco-Score A
I understand this claim	55.3** (13%)	36.6* (14%)
I find this claim credible	39.5** (16%*)	35.8* (23%**)
I think these shoes are a sustainable choice	44.8 (22%)	44.4 (26%)
This claim can help me with my decision to either buy or not buy these shoes	37.0** (19%)	33.3* (20%)
I would consider buying these shoes	35.5 (25%)	33.6 (24%)

With the incorrect claim, consumers find it more difficult to determine whether the statement is credible; they more often indicate that they don't know

*The table includes average scores (and % don't know) on the statements. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree)*

**If considered not sustainable, why? (spontaneous answer): With the correct claim, consumers who don't find the shoes a sustainable choice more often indicate that they find the claim not credible. With the incorrect claim, consumers more often indicate to find the term 'Eco-Score' meaningless.**

**Why do you disagree or partially disagree that these shoes are a sustainable choice?**  
(Basis - Does not consider the shoes a sustainable choice)^

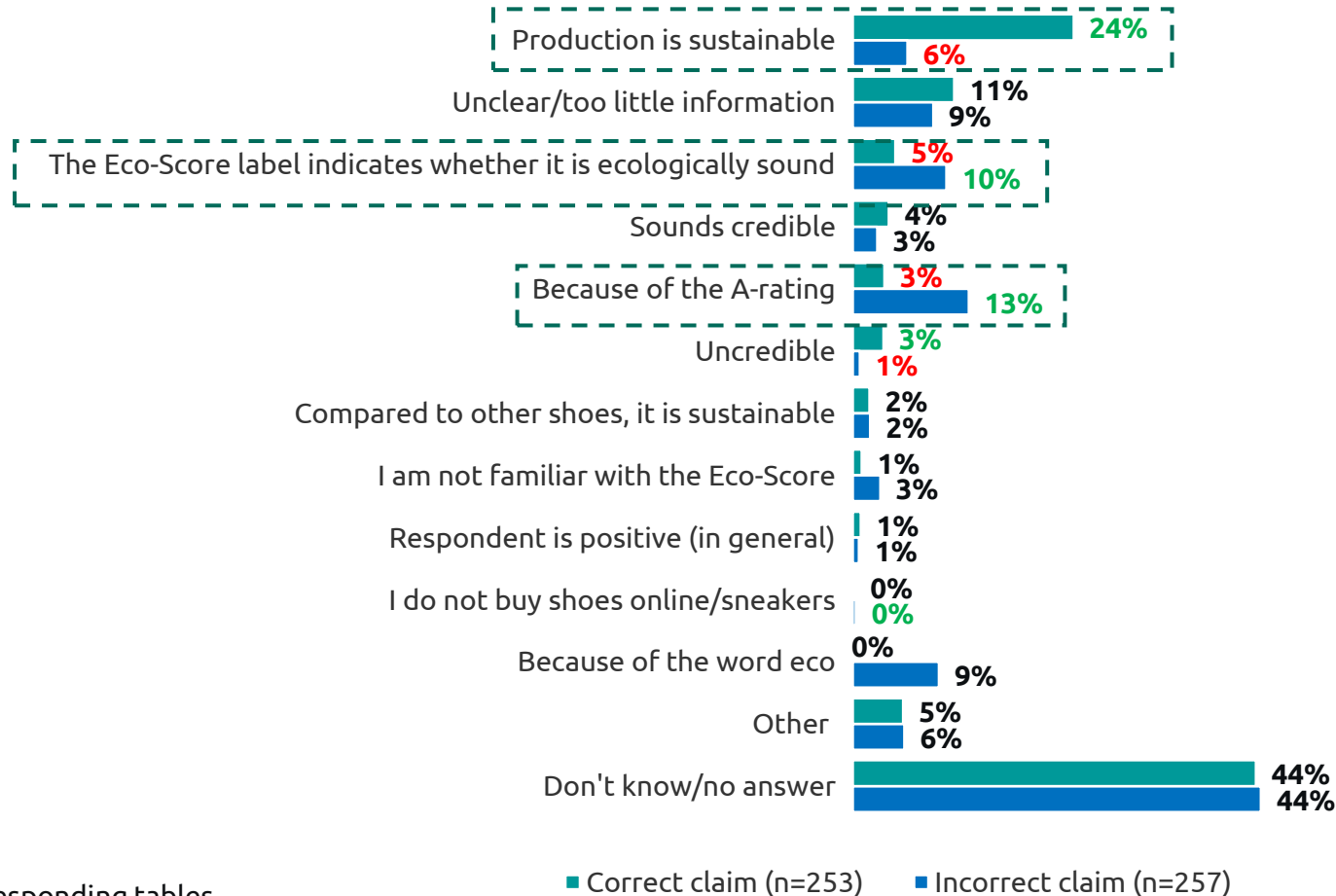


*^NB: This was an open-ended question, answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

**If considered sustainable, why? (spontaneous answer): With the correct claim, consumers more often indicate that the production is sustainable. With the incorrect claim consumers more often indicate that the shoes are labeled as ecologically sound or have an A-rating.**

**Why do you agree or partially agree that these shoes are a sustainable choice?**  
(Basis - Considers the shoes a sustainable choice)^

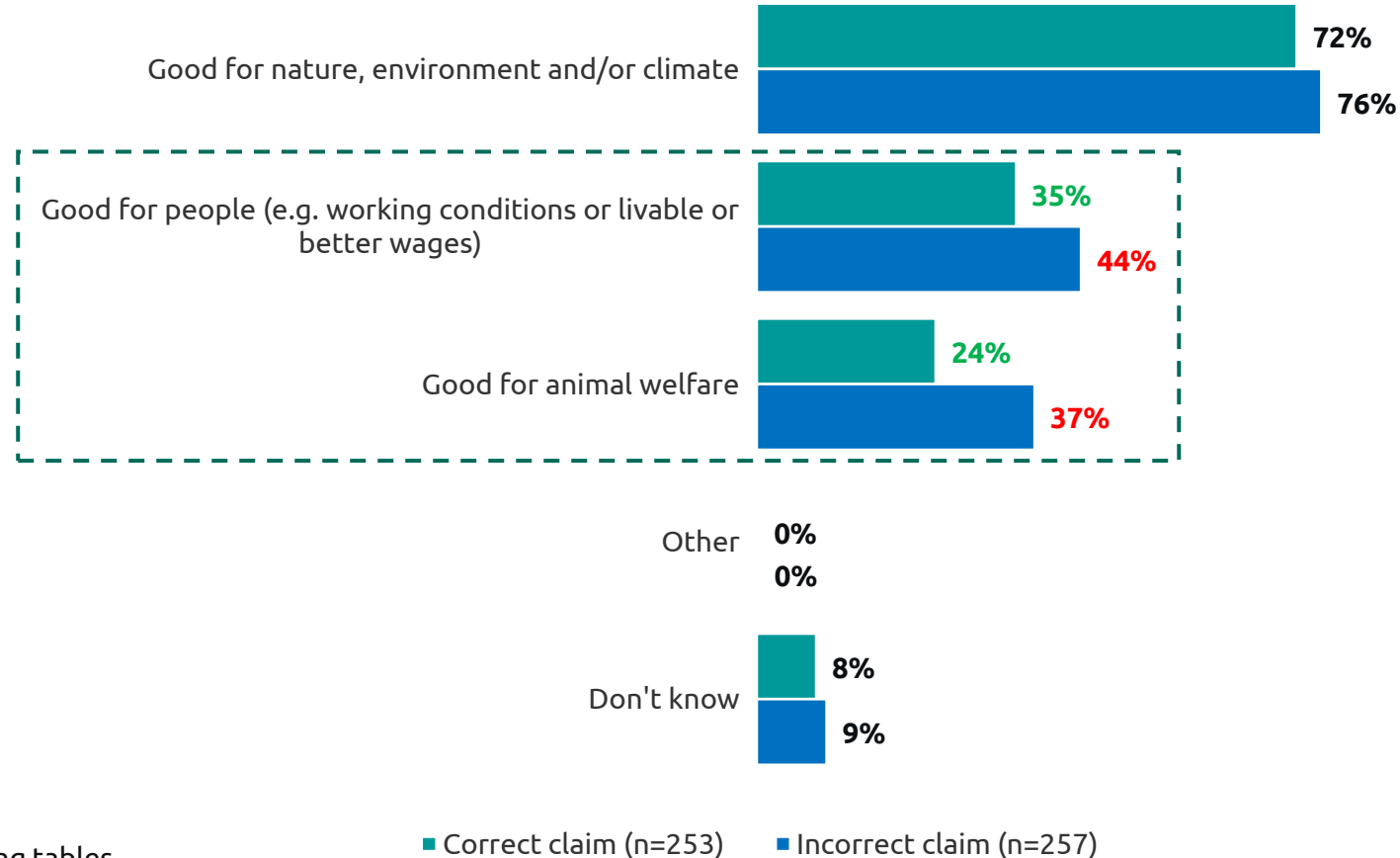


*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, what are the benefits? (multiple-choice question): With the incorrect claim, consumers more often think of the welfare benefits for animals and benefits for people

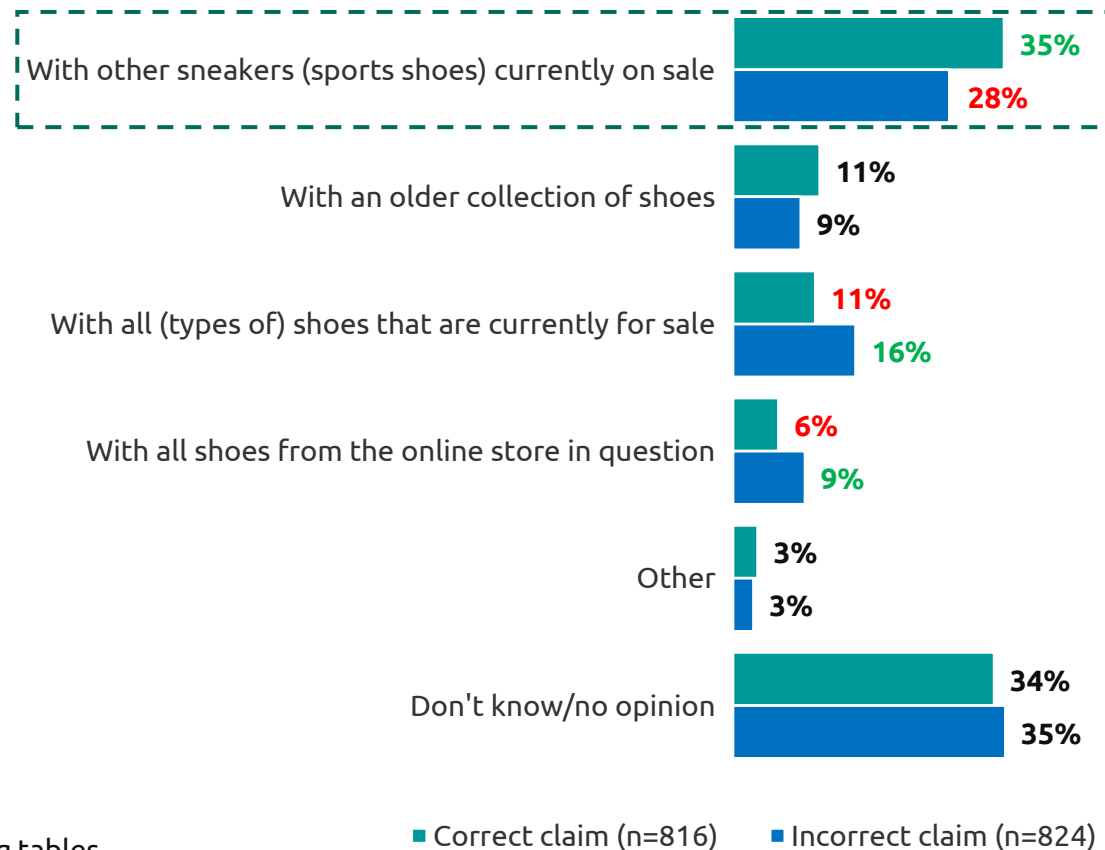
What benefits do you think these shoes have in terms of sustainability?  
*More than one answer possible*  
(Basis - Considers the shoes a sustainable choice)



[Click here](#) for the corresponding tables

## Comparison shoes: For the correct claim, consumers more often indicate that the Eco-Score is based on a comparison with other sneakers

As indicated, the pair of shoes has the Eco-Score A. This makes the pair of shoes different from other shoes. What (types of) shoes do you think the pair of shoes has been compared to?  
(Basis - all)



[Click here](#) for the corresponding tables



# Case 7: Carbon emissions





## Case 7: Consumers find the incorrect claim about the car manufacturer slightly more uncredible, but also slightly more understandable and useful for their purchase decision; they also find the cars slightly more sustainable and consider purchasing them slightly more

	Correct claim: 40% fewer carbon emissions in 2050 compared with 2023	Incorrect claim: Zero carbon emissions in 2030
I understand this claim	60.5* (13%)	64.9** (12%)
I find this claim credible	42.7** (16%**)	37.0* (12%*)
I think that a car from this manufacturer is a sustainable choice	43.8* (20%)	50.4** (18%)
This claim can help me with my decision to either buy or not buy a car from this manufacturer	37.4* (19%)	41.9** (19%)
I would consider buying a car from this manufacturer	33.9* (26%)	39.0** (26%)

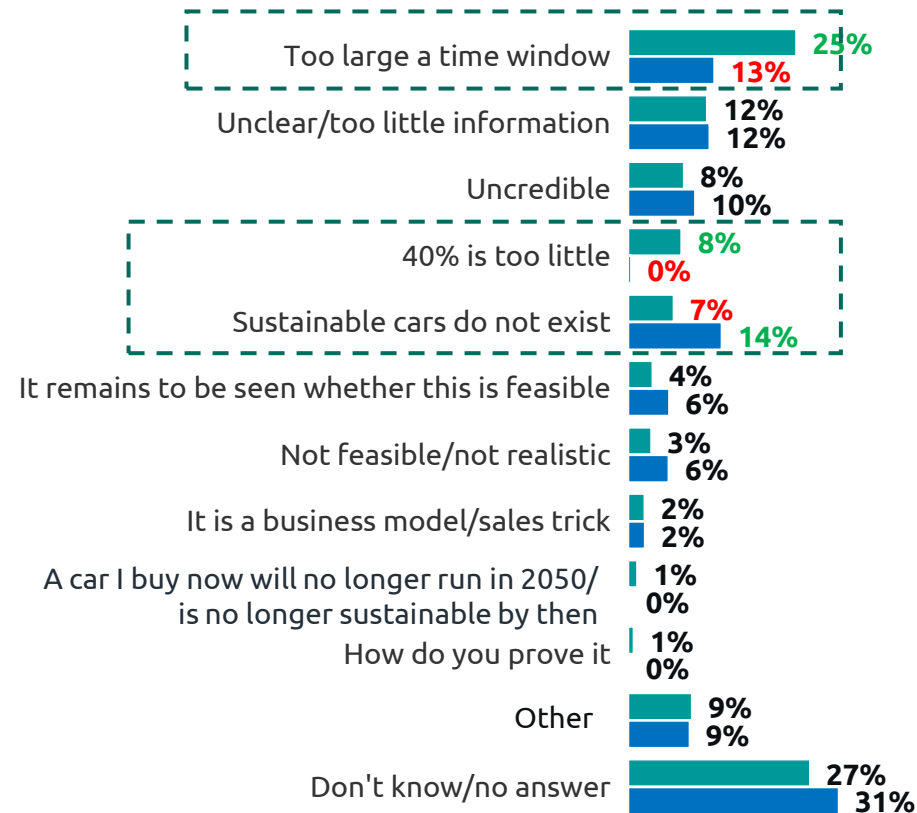
With the incorrect claim, consumers find it easier to determine whether the statement is credible; they less often say that they don't know

*The table includes average scores (and % don't know) on the statements. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree)*

**If considered not sustainable, why? (spontaneous answer): For the correct claim, consumers more often indicate that the time window for carbon emission reduction is too large; for the incorrect claim, they are more likely to indicate that sustainable cars do not exist**

**Why do you disagree or partially disagree that a car of this manufacturer is a sustainable choice?**

(Basis - Does not consider car a sustainable choice)^



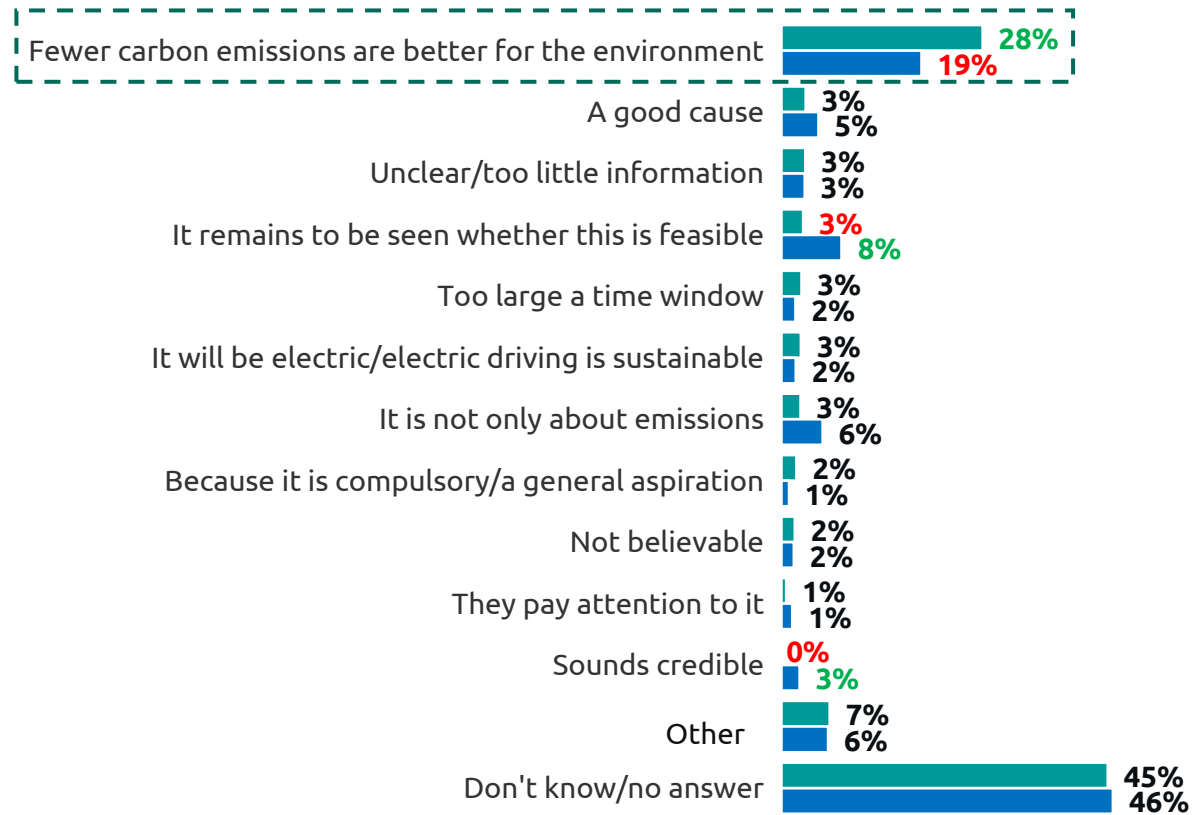
■ Correct claim (n=336) ■ Incorrect claim (n=264)

*^NB: This was an open-ended question, answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, why? (spontaneous answer): With the correct claim, people more often indicate that fewer carbon emissions are better for the environment

Why do you agree or partially agree that a car of this brand is a sustainable choice?  
(Basis - Considers car a sustainable choice)^



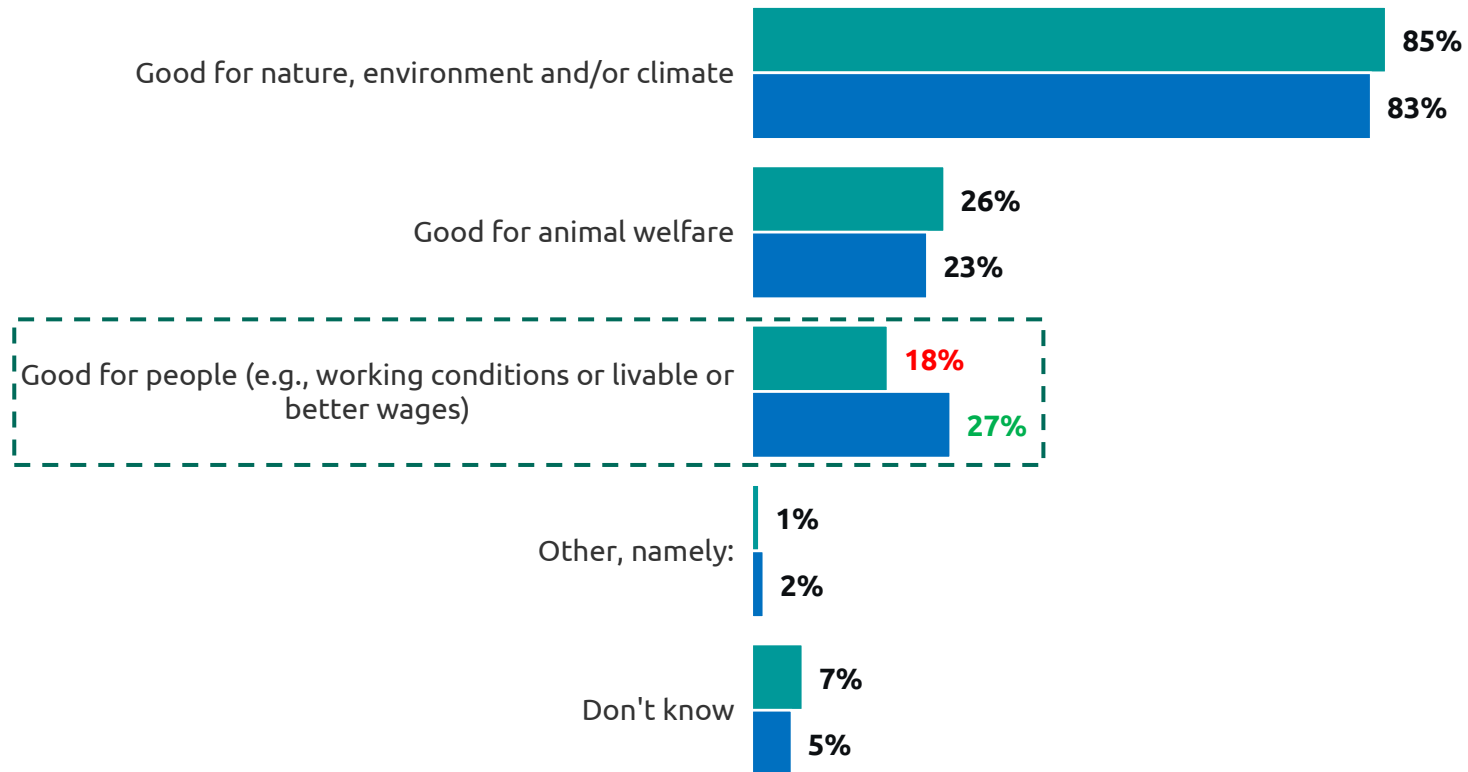
■ Correct claim (n=260) ■ Incorrect claim (n=324)

*^NB: This was an open-ended question, answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables

# If considered sustainable, what are the benefits? (multiple-choice question): With the incorrect claim, consumers more often think the car has benefits for people

What benefits do you think a car of this brand has in terms of sustainability?  
*More than one answer possible*  
(Basis - Considers car a sustainable choice)

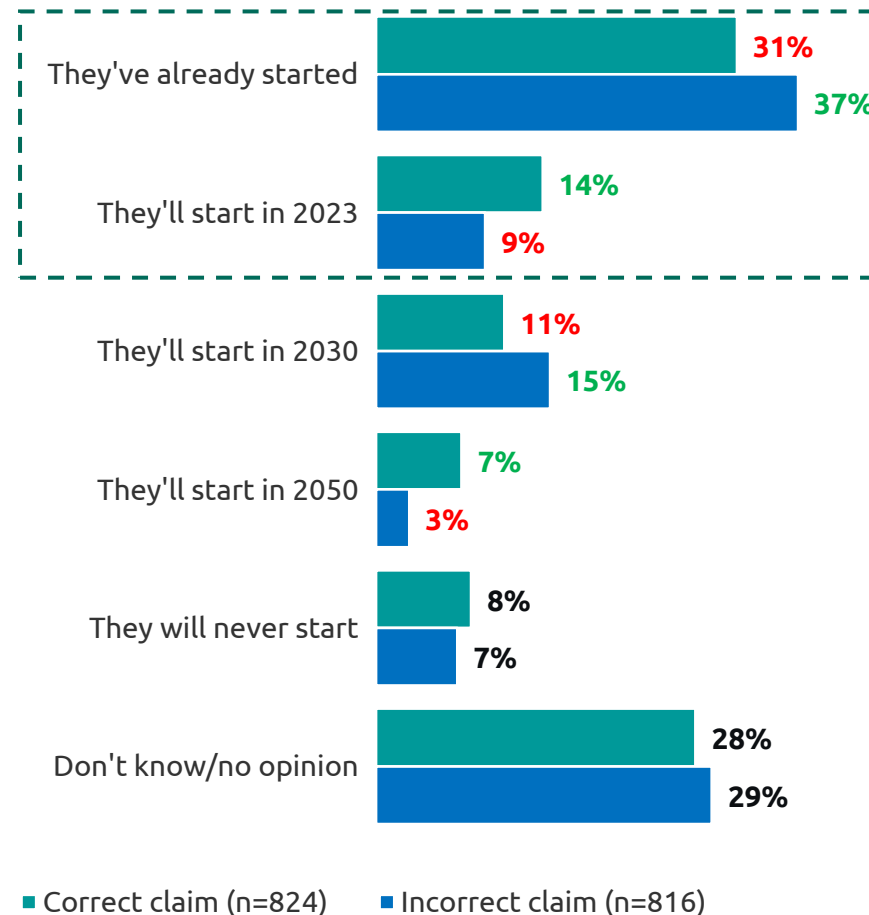


■ Correct claim (n=260) ■ Incorrect claim (n=324)

[Click here](#) for the corresponding tables

# Reducing carbon emissions: Both claims provide an ambiguous picture of when the car manufacturer will start reducing their carbon emissions; for both the correct and incorrect claim, four in ten consumers think the car manufacturer has already started reducing its emissions or will start soon

When do you think the car brand will reduce their carbon emissions?  
(Basis - all)



[Click here](#) for the corresponding tables



# Case 8: Sustainable laser printer



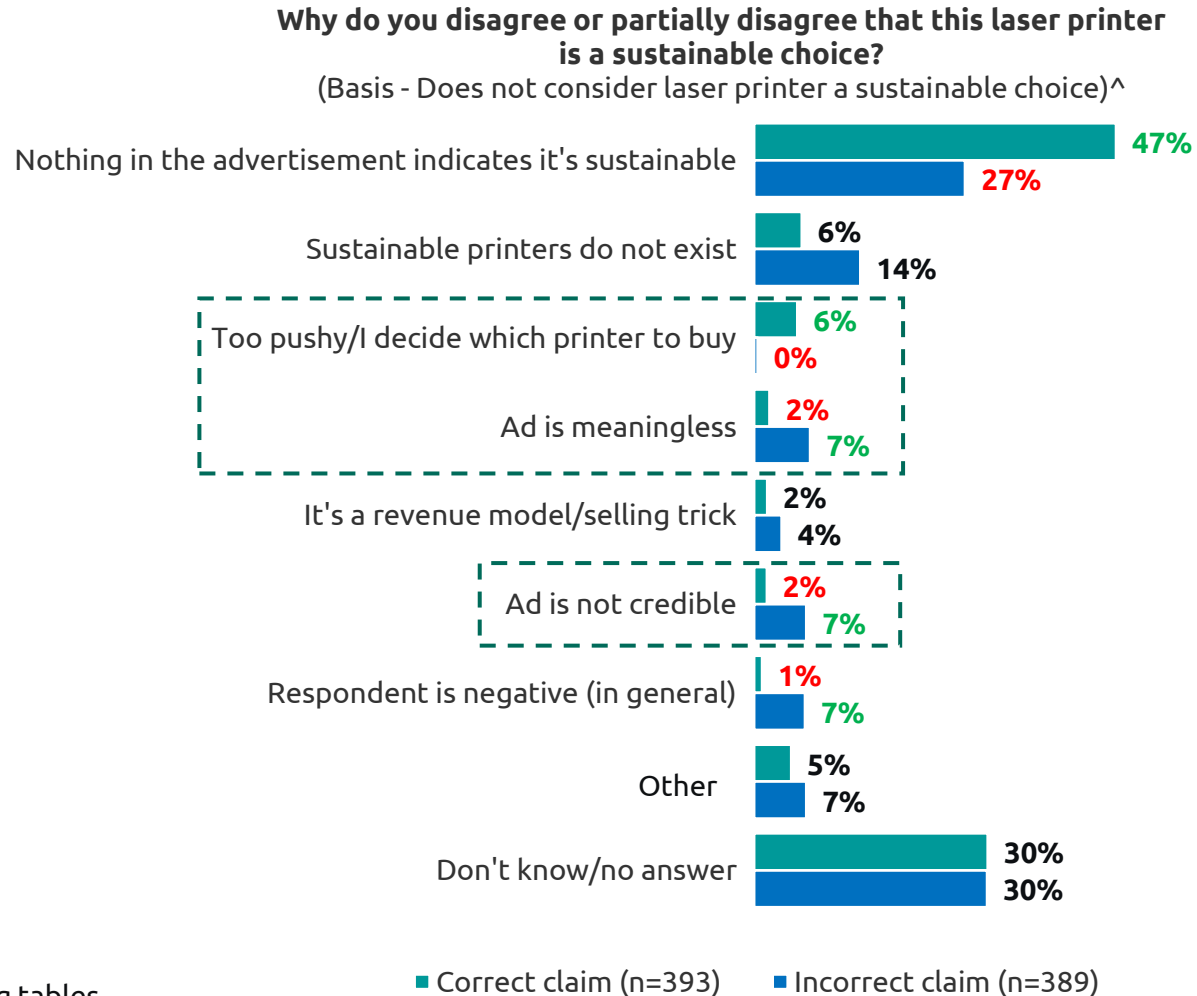
## Case 8: Consumers find the correct claim about the laser printer much more understandable and credible than the incorrect claim; with the incorrect claim, consumers do find the printer a slightly more sustainable choice

	Correct claim: Buy our printer	Incorrect claim: Buy our printer. Make a difference.
I understand this advertisement	67.3** (15%**)	37.6* (11%*)
I find this advertisement credible	44.2** (19%**)	27.0* (13%*)
I think this laser printer is a sustainable choice	30.8* (31%**)	35.3** (24%*)
This advertisement can help me with my decision to either buy or not buy a laser printer from this brand	29.8 (21%)	30.2 (18%)
I would consider buying this laser printer	28.1 (21%)	26.3 (24%)

With the correct claim, consumers find it a little more difficult to determine whether they understand the ad, whether they find the ad credible and whether the laser printer is sustainable

*The table includes average scores (and % don't know) on the statements. The statements were answered on a scale from 0 (totally disagree) to 100 (totally agree)*

# If considered not sustainable, why? (spontaneous answer): Consumers are more likely to find the incorrect claim meaningless and uncredible; the correct claim is more likely to be found unclear and pushy



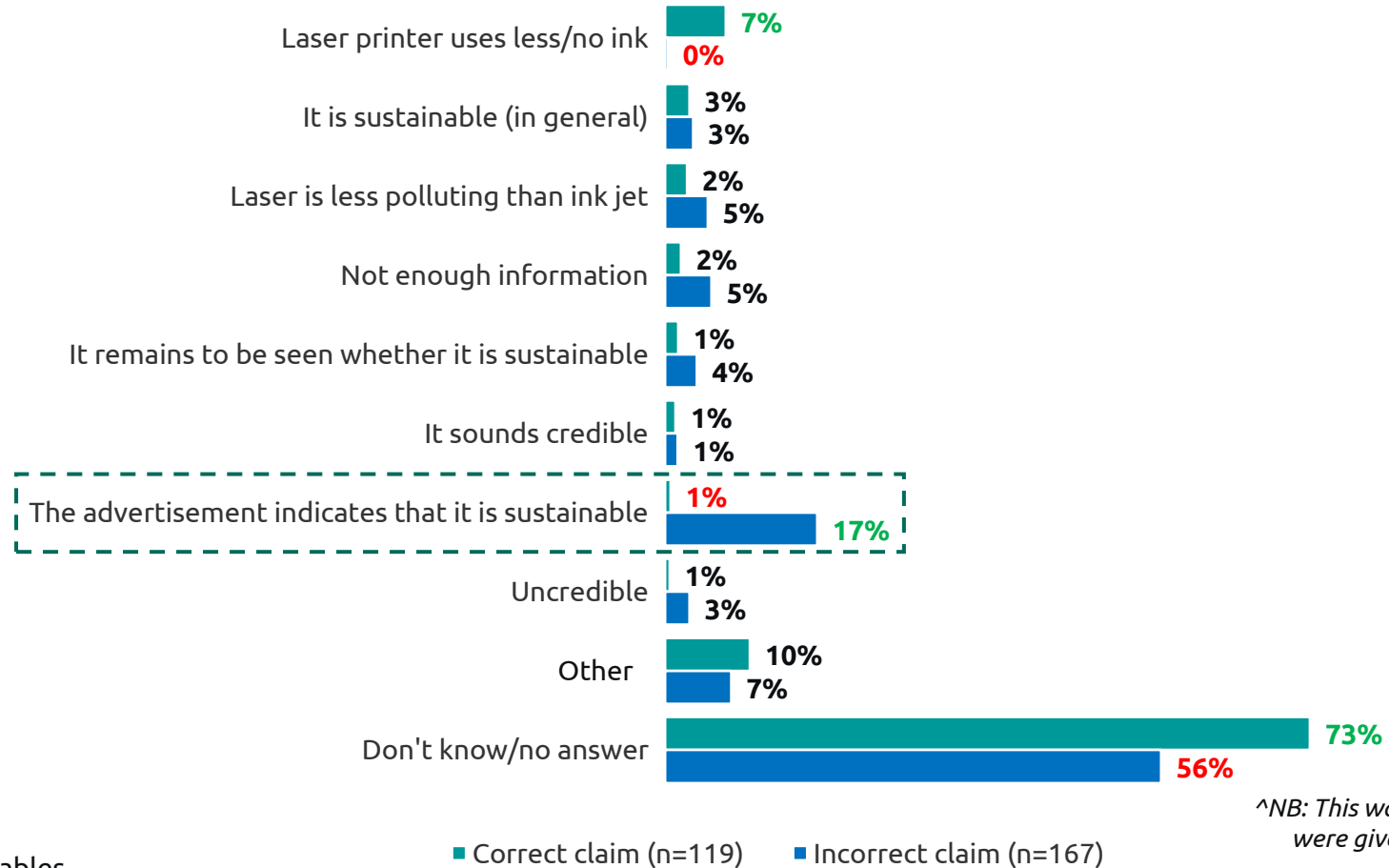
*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

[Click here](#) for the corresponding tables



# If considered sustainable, why? (spontaneous answer): With the false claim, consumers more often indicate that the ad suggests a sustainable choice

Why do you agree or partially agree that this laser printer is a sustainable choice?  
(Basis - Considers laser printer a sustainable choice)^



*^NB: This was an open-ended question; answers were given spontaneously. Responses to this question were coded.*

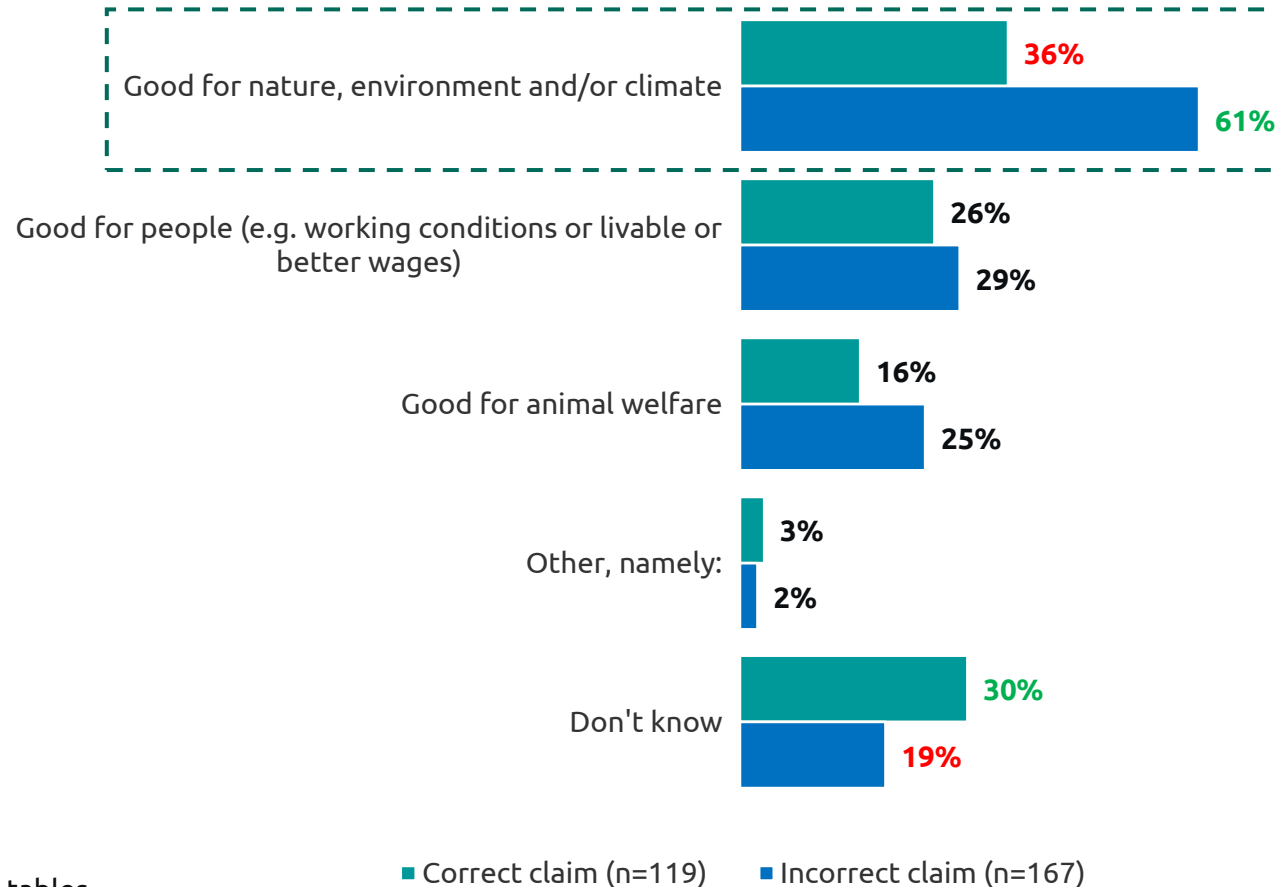
[Click here](#) for the corresponding tables

# If considered sustainable, what are the benefits? (multiple-choice question): With the incorrect claim, consumers are more often think that the printer has benefits for nature, the environment and/or the climate

What benefits do you think this laser printer has in terms of sustainability?

*More than one answer possible*

(Basis - Considers laser printer a sustainable choice)



[Click here](#) for the corresponding tables



**Annex**





**Notable differences between subgroups**



# Notable differences between subgroups (1/4)

## Case 1

### Deviating groups: Correct claim

Men find the claim clearer than women (70.4 vs. 60.6)

16 to 24-year-olds more often indicate that they don't know whether the claim is credible (30% vs. 17%)

16 to 24-year-olds are less convinced that the energy contract is a sustainable choice (33.8 vs. 41.1 on average) and more often indicate that they don't know (35% vs. 21% on average)

### Deviating groups: Incorrect claim

16 to 24-year-olds are more strongly convinced that the energy contract is a sustainable choice (50.8 vs. 42.6 on average) and have a higher purchase intention (43.9 vs. 37.4 on average)

Higher educated people are more strongly convinced that the energy contract is not a sustainable choice (33.5 vs. 42.6 on average) and have a lower purchase intention (30.8 vs. 37.4)

## Case 2

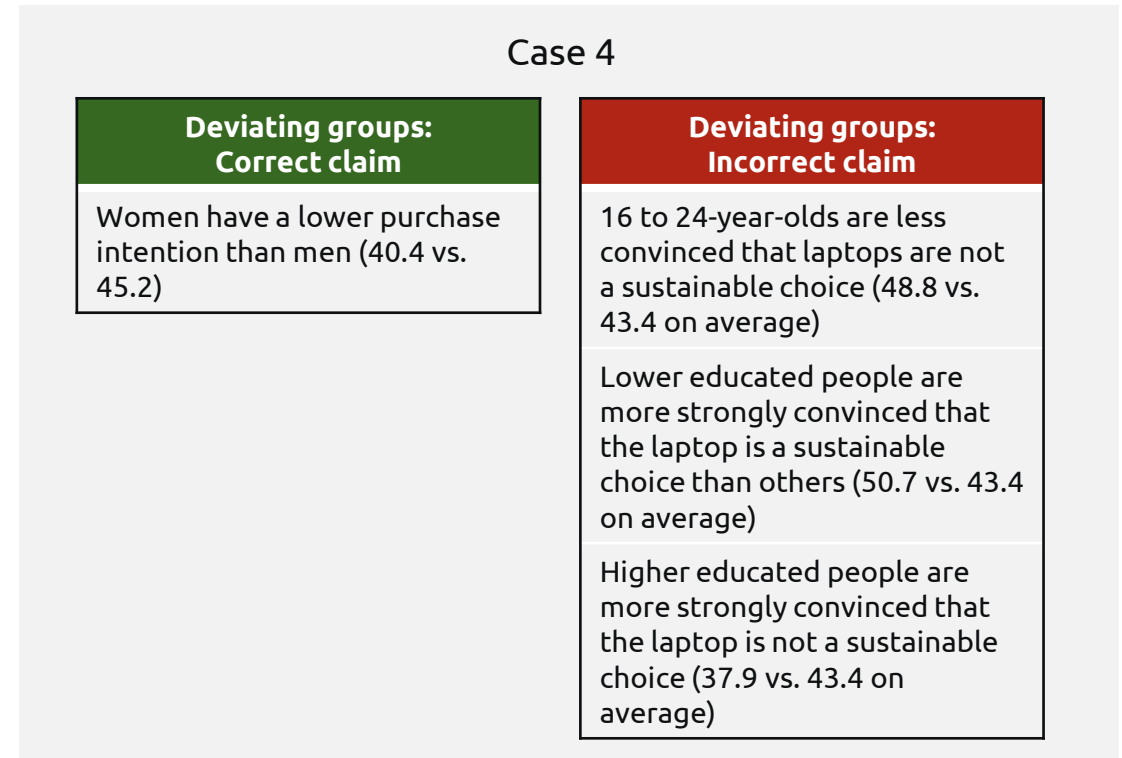
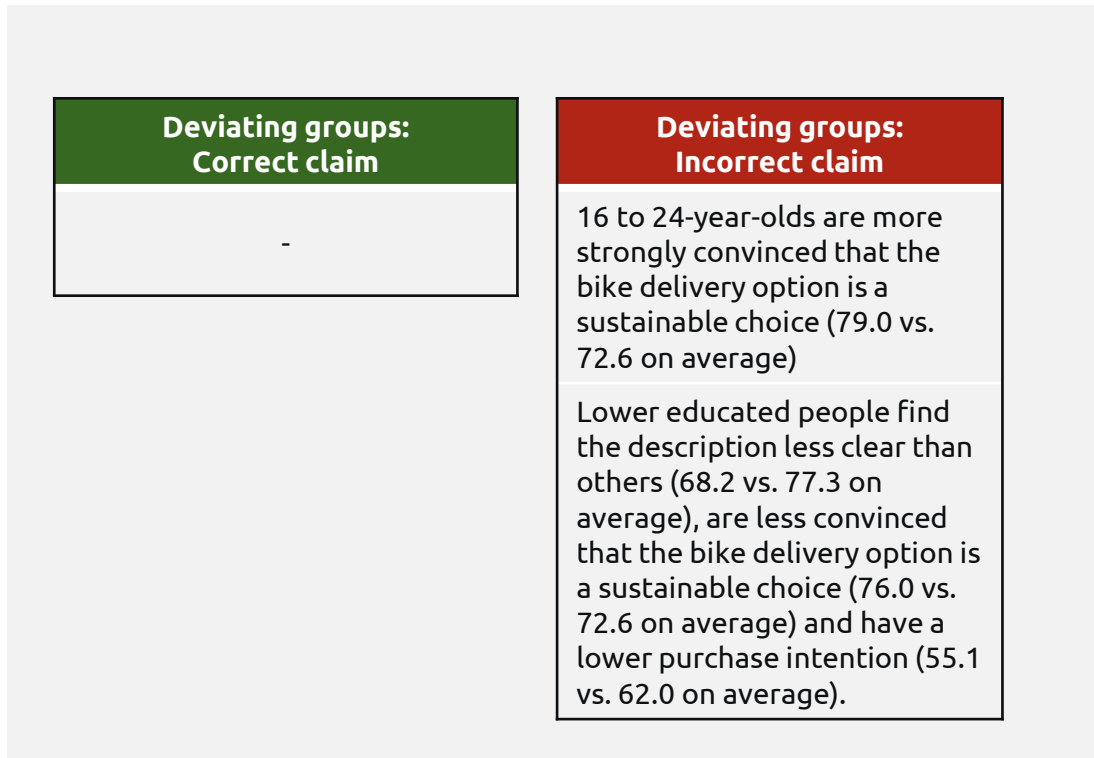
### Deviating groups: Correct claim

-

### Deviating groups: Incorrect claim

Higher educated people are less convinced that the delivery is sustainable (49.8 vs. 53.9 on average)

# Notable differences between subgroups (2/4)



# Notable differences between subgroups (3/4)

## Case 5

### Deviating groups: Correct claim

55 to 64-year-olds are more strongly convinced that the hotel is not a sustainable choice (43.9 vs. 50.0 on average) and have a lower purchase intention (33.1 vs. 41.1 on average)

### Deviating groups: Incorrect claim

16 to 24-year-olds are more strongly convinced that the hotel is a sustainable choice (55.0 vs. 48.2 on average) and have a higher purchase intention (50.2 vs. 42.8 on average)

55 to 64-year-olds and 65 to 80-year-olds are more strongly convinced that the hotel is not a sustainable choice (40.0 and 41.8 vs. 48.2 on average, respectively) and have a lower purchase intention (37.4 and 36.1 vs. 42.8 on average, respectively)

## Case 6

### Deviating groups: Correct claim

16 to 24-year-olds and 25 to 34-year-olds are more strongly convinced that the shoes are a sustainable choice (52.8 and 53.6 vs. 44.8 on average, respectively) and have a higher purchase intention (44.7 and 42.2 vs. 35.5 on average, respectively)

55 to 64-year-olds and 65 to 80-year-olds are more strongly convinced that the shoes are not a sustainable choice (35.6 and 37.1 vs. 44.8 on average, respectively) and have a lower purchase intention (28.1 and 25.1 vs. 35.5 on average, respectively)

### Deviating groups: Incorrect claim

Women are more strongly convinced that the shoes are a sustainable choice than men (49.1 vs. 39.9 on average)

16 to 24-year-olds are more strongly convinced that the shoes are a sustainable choice (54.4 vs. 44.4 on average) and have a higher purchase intention (42.3 vs. 33.6 on average)

Higher educated people find the claim less clear than others (28.8 vs. 36.6 on average) and have a lower purchase intention (28.4 vs. 33.6 on average)

Lower educated people find the claim clearer than others (42.1 vs. 36.6 on average)

# Notable differences between subgroups (4/4)

## Case 7

### Deviating groups: Correct claim

16 to 24-year-olds and 25 to 34-year-olds have a higher purchase intention (41.1 and 43.1 vs. 33.9 on average, respectively)

55 to 64-year-olds and 65 to 80-year-olds have a lower purchase intention (28.0 and 24.6 vs. 33.9 on average, respectively)

### Deviating groups: Incorrect claim

25 to 34-year-olds are more strongly convinced that a car from this manufacturer is a sustainable choice (60.2 vs. 50.4 on average) and have a higher purchase intention (50.5 vs. 39.0 on average)

55 to 64-year-olds are more strongly convinced that a car from this manufacturer is not a sustainable choice (41.8 vs. 50.4 on average) and have a lower purchase intention (29.7 vs. 39.0 on average)

## Case 8

### Deviating groups: Correct claim

Women are more strongly convinced than men that the printer is not a sustainable choice (26.9 vs. 33.5) and have a lower purchase intention than men (23.6 vs. 32.6)

### Deviating groups: Incorrect claim

16 to 24-year-olds are less convinced that the printer is not a sustainable choice (44.8 vs. 35.3 on average)



# Tables for digital accessibility



# Annex | Tables: Why disagree that the energy contract is sustainable

Why do you disagree or partially disagree that this energy contract is a sustainable choice? (Basis - Does not consider the energy contract a sustainable choice)	Correct claim (n=354)	Incorrect claim (n=360)
Natural gas is not sustainable	31%	35%
More-sustainable choices exist	16%**	9%*
Natural gas is less polluting than coal	8%	8%
Both are not sustainable	6%	4%
Not credible	6%	8%
Natural gas causes earthquakes	4%	4%
We should move away from natural gas	3%	5%
Insufficient information	2%	2%
Natural gas is expensive	1%	1%
Natural gas supply is in short supply	0%*	2%**
Other	9%	7%
Don't know/no answer	27%	27%

[Click here](#) to return to the main text

# Annex | Tables: Why agree that the energy contract is sustainable

Why do you agree or partially agree that this energy contract is a sustainable choice? (Basis - Considers the energy contract a sustainable choice)	Correct claim (n=219)	Incorrect claim (n=253)
Natural gas is less polluting than coal	26%**	13%*
Natural gas is clean	6%*	15%**
It remains to be seen whether it is sustainable	3%	2%
Natural gas is also/still not sustainable	2%	4%
It sounds credible	5%	7%
More-sustainable choices exist	2%	3%
Price is the most important factor	1%	2%
Other	6%	7%
Don't know/no answer	52%	52%

[Click here](#) to return to the main text

# Annex | Tables: Benefits of energy contract

What benefits do you think this energy contract has in terms of sustainability? (Basis - Considers the energy contract a sustainable choice)	Correct claim (n=219)	Incorrect claim (n=253)
Good for nature, environment, and/or climate	80%**	70%*
Good for people (e.g., working conditions or livable or better wages)	26%	32%
Good for animal welfare	19%	24%
Other	1%	1%
I don't know	13%	11%

[Click here](#) to return to the main text

# Annex | Tables: Why disagree that delivery is sustainable

Why do you disagree or partially disagree that this delivery is sustainable? (Basis - Does not consider delivery a sustainable choice)	Correct claim (n=137)	Incorrect claim (n=237)
Electric driving is not sustainable	23%**	2%*
(Deliveries with) trucks are not sustainable	13%*	25%**
Depends on how the electricity is generated	7%**	0%*
I don't trust/believe it	6%	12%
The clothing industry is not sustainable	4%	3%
Not enough information	2%	2%
I have never heard of electric trucks	1%	2%
No interest in sustainability	1%	1%
Green on the road doesn't mean anything	0%*	22%**
Electric driving is sustainable	0%*	4%**
Other	10%	7%
Don't know/no answer	35%**	25%*

[Click here](#) to return to the main text

# Annex | Tables: Why agree that delivery is sustainable

Why do you agree or partially agree that this delivery is sustainable? (Basis - Considers delivery a sustainable choice)	Correct claim (n=527)	Incorrect claim (n=398)
Electric driving is sustainable	23%**	15%*
Green energy is better than fossil fuels	18%**	1%*
The delivery is sustainable, but the clothing might not be	5%	3%
(Deliveries with) trucks are not sustainable	4%**	1%*
Sounds credible	3%*	9%**
Green energy is sustainable/better for the environment	3%*	17%**
Electric driving is not sustainable	3%**	0%*
Depends on how the electricity is generated	2%**	0%*
It's not just about emissions	2%**	0%*
Unclear/vague	1%*	6%**
It remains to be seen whether it is sustainable	1%	1%
It is sustainable (in general)	1%*	4%**
Respondent is positive (in general)	1%	2%
Not credible	1%	1%
I don't pay attention to the delivery method when buying clothes	0%	1%
Other	4%*	8%**
Don't know/no answer	34%	36%

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# Annex | Tables: Benefits of delivery

What benefits do you think this delivery has in terms of sustainability? (Basis - Considers delivery to be sustainable)	Correct claim (n=527)	Incorrect claim (n=398)
Good for nature, environment, and/or climate	87%	85%
Good for people (e.g., working conditions or livable or better wages)	20%	22%
Good for animal welfare	18%	21%
Other	2%	1%
I don't know	4%	6%

[Click here](#) to return to the main text

# Annex | Tables: Why disagree that bike delivery is sustainable

Why do you disagree or partially disagree that the bike delivery option (option 4) is a sustainable choice? (Basis - Does not consider bike delivery a sustainable choice)	Correct claim (n=135)	Incorrect claim (n=97)
Only a small part of the delivery is made by bike	45%**	20%*
Picking up the delivery yourself is more sustainable	10%	3%
Not everything can be delivered by bike (product/distance too large)	7%	11%
Not credible	5%	9%
The production of the bike is not sustainable	5%	5%
Concerning working conditions for bike couriers	0%*	4%**
Other	13%	10%
Don't know/no answer	22%*	42%**

[Click here](#) to return to the main text



# Annex | Tables: Why agree that bike delivery is sustainable

Why do you agree or partially agree that the bike delivery option (option 4) is a sustainable choice? (Basis - Considers bike delivery a sustainable choice)	Correct claim (n=540)	Incorrect claim (n=572)
There are no emissions	29%*	36%**
It is less harmful to the environment than other options	16%	13%
Only a small part of the delivery is made by bike	9%**	5%*
Not everything can be delivered by bike (product/distance too large)	4%	5%
Not sustainable if it is an electric bike	2%	4%
Respondent is positive (in general)	2%	3%
I prefer going to the pick-up location myself	2%	1%
Biking is healthy	2%	3%
Not feasible/not credible	0%	1%
Delivery takes longer/becomes more expensive	0%	1%
Bike couriers pose a traffic hazard	0%	1%
Other	10%	8%
Don't know/no answer	30%	32%

[Click here](#) to return to the main text

# Annex | Tables: Benefits of bike delivery

What benefits do you think the bike delivery option (option 4) has in terms of sustainability? (Basis - Considers bicycle delivery a sustainable choice)	Correct claim (n=540)	Incorrect claim (n=572)
Good for nature, environment, and/or climate	87%**	82%*
Good for people (e.g., working conditions or livable or better wages)	27%*	34%**
Good for animal welfare	18%	20%
Other	2%	3%
I don't know	6%	7%

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# Annex | Tables: Distance thought to be traveled by delivery driver

On average, approximately how many kilometers do you think the delivery driver cycles to deliver your order to you? (Basis - all)	Correct claim (n=824)	Incorrect claim (n=816)
0 – 5 km	45%**	30%*
6 – 10 km	24%	28%
11 – 15 km	9%	10%
16 – 20 km	2%*	5%**
20 – 25 km	1%	2%
25 – 30 km	1%	1%
More than 30 km	2%*	4%**
Don't know	16%	20%

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# Annex | Tables: Why disagree that laptop is sustainable

Why do you disagree or partially disagree that this laptop is a sustainable choice? (Basis - Does not consider laptop a sustainable choice)	Correct claim (n=291)	Incorrect claim (n=360)
The laptop is not sustainable, only the packaging is sustainable	49%	50%
Plastic is not recyclable	10%	9%
The packaging is not entirely recyclable	3%	2%
I don't buy a laptop based on the packaging	3%	3%
Packaging is (often) already recyclable	2%	4%
Not credible	1%	2%
The packaging is sustainable/recyclable	1%	1%
Recyclable does not mean it is/will be recycled	0%	2%
Other	7%	7%
Don't know/no answer	28%**	21%*

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# Annex | Tables: Why agree that laptop is sustainable

Why do you agree or partially agree that this laptop is a sustainable choice? (Basis - Considers laptop a sustainable choice)	Correct claim (n=262)	Incorrect claim (n=255)
The packaging is sustainable/recyclable	25%	28%
It says nothing about the laptop	8%	9%
Recycling is good	5%	10%
Plastic is not recyclable	2%	3%
Likely that the content is also recyclable	2%	2%
Clear statement/information	1%	0%
Sounds credible	1%	0%
Other	9%	8%
Don't know/no answer	49%	44%

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# Annex | Tables: Benefits of laptop

What benefits do you think this laptop has in terms of sustainability? (Basis - Considers the laptop a sustainable choice)	Correct claim (n=262)	Incorrect claim (n=255)
Good for nature, environment, and/or climate	71%	76%
Good for people (e.g., working conditions or livable or better wages)	27%	24%
Good for animal welfare	25%	20%
Other	3%	1%
I don't know	9%	12%

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# Annex | Tables: How people are likely to dispose of packaging

The laptop has cardboard packaging with a plastic handle. How would you most likely dispose of the packaging? (Basis - all)	Correct claim (n=816)	Incorrect claim (n=824)
Separately: after removing the plastic handle from the cardboard box	70%	68%
The entire packaging with the waste paper	14%*	18%**
The entire packaging with the residual waste	5%	3%
The entire packaging with the plastic waste	3%	2%
The entire packaging with the bulky waste	2%	2%
The entire packaging at the waste management facility	1%	2%
Don't know/no opinion	5%	5%

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# Annex | Tables: Why disagree that hotel is sustainable

Why do you disagree or partially disagree that this hotel is a sustainable choice? (Basis - Does not consider the hotel a sustainable choice)	Correct claim (n=243)	Incorrect claim (n=259)
No substantiation/too little information	22%*	33%**
Says little about sustainability	14%**	4%*
It is up to the guests to conserve water	8%**	0%*
Hotels are not sustainable	6%	6%
It's nonsense	5%*	10%**
It's a business model/sales trick	3%	3%
I don't understand it	2%	3%
This is not a decisive factor for me	0%	1%
Other	11%	8%
Don't know/no answer	32%	34%

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# Annex | Tables: Why agree that hotel is sustainable

Why do you agree or partially agree that this hotel is a sustainable choice? (Basis - Considers the hotel a sustainable choice)	Correct claim (n=327)	Incorrect claim (n=276)
Water conservation is a sustainable choice	37%**	0%*
Not enough information	7%*	17%**
Good decision to do this	4%	3%
They pay attention sustainability	3%*	11%**
There is no such thing as a sustainable hotel	2%	1%
It remains to be seen whether it is sustainable	2%	4%
Sounds credible	1%*	7%**
Because of the word sustainable	0%*	5%**
Other	11%**	5%*
Don't know/no answer	33%*	47%**

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# Annex | Tables: Benefits of hotel

What benefits do you think this hotel has in terms of sustainability? (Basis - Considers the hotel a sustainable choice)	Correct claim (n=327)	Incorrect claim (n=276)
Good for nature, environment and/or climate	91%**	73%*
Good for animal welfare	17%	19%
Good for people (e.g., working conditions or livable or better wages)	16%*	41%**
Other	1%	2%
Don't know	4%*	15%**

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# Annex | Tables: Why disagree that shoes are sustainable

Why do you disagree or partially disagree that these shoes are a sustainable choice? (Basis - Does not consider the shoes a sustainable choice)	Correct claim (n=303)	Incorrect claim (n=291)
Uncredible	21%**	9%*
Unclear/too little information	19%	21%
Fewer emissions is not the same as sustainable	8%**	0%*
It is not verifiable	6%**	2%*
Sustainable sneakers do not exist	5%	4%
The term Eco-Score means nothing to me	4%*	32%**
It remains to be seen whether it is sustainable	3%**	0%*
I don't look at the Eco-Score when I buy shoes	1%	1%
I don't buy shoes online	1%	0%
Other	5%	3%
Don't know/no answer	35%	31%

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# Annex | Tables: Why agree that shoes are sustainable

Why do you agree or partially agree that these shoes are a sustainable choice? (Basis - Considers the shoes a sustainable choice)	Correct claim (n=253)	Incorrect claim (n=257)
Production is sustainable	24%**	6%*
Unclear/too little information	11%	9%
The Eco-Score label indicates whether it is ecologically sound	5%*	10%**
Sounds credible	4%	3%
Because of the A-rating	3%*	13%**
Uncredible	3%**	1%*
Compared to other shoes, it is sustainable	2%	2%
I am not familiar with the Eco-Score	1%	3%
Respondent is positive (in general)	1%	1%
Because of the word eco	0%*	9%**
Other	5%	6%
Don't know/no answer	44%	44%

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# Annex | Tables: Benefits of shoes

What benefits do you think these shoes have in terms of sustainability? (Basis - Considers the shoes a sustainable choice)	Correct claim (n=253)	Incorrect claim (n=257)
Good for nature, environment and/or climate	72%	76%
Good for people (e.g. working conditions or livable or better wages)	35%*	44%**
Good for animal welfare	24%*	37%**
Other	0%	0%
Don't know	8%	9%

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# Annex | Tables: what shoes are compared to according to consumers

As indicated, the pair of shoes has the Eco-Score A. This makes the pair of shoes different from other shoes. What (types of) shoes do you think the pair of shoes has been compared to? (Basis - all)	Correct claim (n=816)	Incorrect claim (n=824)
With other sneakers (sports shoes) currently on sale	35%**	28%*
With an older collection of shoes	11%	9%
With all (types of) shoes that are currently for sale	11%*	16%**
With all shoes from the online store in question	6%*	9%**
Other	3%	3%
Don't know/no opinion	34%	35%

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# Annex | Tables: Why disagree that car is sustainable

Why do you disagree or partially disagree that a car of this brand is a sustainable choice? (Basis - Does not consider car a sustainable choice)	Correct claim (n=336)	Incorrect claim (n=264)
Too large a time window	25%**	13%*
Unclear/too little information	12%	12%
Uncredible	8%	10%
40% is too little	8%**	0%*
Sustainable cars do not exist	7%*	14%**
It remains to be seen whether this is feasible	4%	6%
Not feasible/not realistic	3%	6%
It is a business model/sales trick	2%	2%
A car I buy now will no longer run in 2050/is no longer sustainable by then	1%	0%
How do you prove it	1%	0%
Other	9%	9%
Don't know/no answer	27%	31%

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# Annex | Tables: Why agree that car is sustainable

Why do you agree or partially agree that a car of this brand is a sustainable choice? (Basis - Considers car a sustainable choice)	Correct claim (n=260)	Incorrect claim (n=324)
Fewer carbon emissions are better for the environment	28%**	19%*
A good cause	3%	5%
Unclear/too little information	3%	3%
It remains to be seen whether this is feasible	3%*	8%**
Too large a time window	3%	2%
It will be electric/electric driving is sustainable	3%	2%
It is not only about emissions	3%	6%
Because it is compulsory/a general aspiration	2%	1%
Not believable	2%	2%
They pay attention to it	1%	1%
Sounds credible	0%*	3%**
Other	7%	6%
Don't know/no answer	45%	46%

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# Annex | Table: Benefits of car

What benefits do you think a car of this brand has in terms of sustainability? (Basis - Considers car a sustainable choice)	Correct claim (n=260)	Incorrect claim (n=324)
Good for nature, environment and/or climate	85%	83%
Good for animal welfare	26%	23%
Good for people (e.g., working conditions or livable or better wages)	18%*	27%**
Other, namely:	1%	2%
Don't know	7%	5%

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# Annex | Tables: When people think the car brand will start reducing their carbon emissions

When do you think the car brand will reduce their carbon emissions? (Basis - all)	Correct claim (n=824)	Incorrect claim (n=816)
They've already started	31%	37%
They'll start in 2023	14%	9%
They'll start in 2030	11%	15%
They'll start in 2050	7%	3%
They will never start	8%	7%
Don't know/no opinion	28%	29%

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# Annex | Tables: Why disagree that laser printer is

Why do you disagree or partially disagree that this laser printer is a sustainable choice? (Basis - Does not consider laser printer a sustainable choice)	Correct claim (n=393)	Incorrect claim (n=389)
Nothing in the advertisement indicates it's sustainable	47%**	27%*
Sustainable printers do not exist	6%*	14%**
Too pushy/I decide which printer to buy	6%**	0%*
Ad is meaningless	2%*	7%**
It's a revenue model/selling trick	2%	4%
Ad is not credible	2%*	7%**
Respondent is negative (in general)	1%*	7%**
Other	5%	7%
Don't know/no answer	30%	30%

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# Annex | Tables: Why agree that laser printer is sustainable

Why do you agree or partially agree that this laser printer is a sustainable choice? (Basis - Considers laser printer a sustainable choice)	Correct claim (n=119)	Incorrect claim (n=167)
Laser printer uses less/no ink	7%**	0%*
It is sustainable (in general)	3%	3%
Laser is less polluting than ink jet	2%	5%
Not enough information	2%	5%
It remains to be seen whether it is sustainable	1%	4%
It sounds credible	1%	1%
The advertisement indicates that it is sustainable	1%*	17%**
Uncredible	1%	3%
Other	10%	7%
Don't know/no answer	73%**	56%*

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# Annex | Tables: Benefits of laser printer

What benefits do you think this laser printer has in terms of sustainability? (Basis - Considers laser printer a sustainable choice)	Correct claim (n=119)	Incorrect claim (n=167)
Good for nature, environment and/or climate	36%*	61%**
Good for people (e.g. working conditions or livable or better wages)	26%	29%
Good for animal welfare	16%	25%
Other, namely:	3%	2%
Don't know	30%**	19%*

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# Original version of cases and claims as presented in the study (1/2)

**Case 1:** Een energiebedrijf biedt een energiecontract aan voor stroom die is opgewekt met aardgas. Daarbij doen zij de volgende uitspraak:

- **Juist:** *Stroom opgewekt met aardgas belast het milieu minder dan stroom opgewekt met steenkolen*
- **Onjuist:** *Stroom opgewekt met aardgas is schone energie en geen belasting voor het milieu zoals stroom opgewekt met steenkolen*

**Case 2:** Een winkel verkoopt kleding. Op hun vrachtwagens waarmee ze de kleding bezorgen staat de volgende uitspraak:

- **Juist:** *Deze vrachtwagen rijdt 100% elektrisch*
- **Onjuist:** *Groen onderweg*

**Case 3:** Een webwinkel waar je iets hebt besteld, geeft vier verschillende bezorgopties:

1. **Duurzame bezorgkeuze: 100% elektrische bus**
2. **Ophalen bij afhaalpunt**
3. **Reguliere bezorging**

- **Juist:** *Duurzame bezorgkeuze: op de fiets bezorgd vanaf het afhaalpunt in uw gemeente*
- **Onjuist:** *Duurzame bezorgkeuze: op de fiets bezorgd*

**Case 4:** Een elektronikawinkel biedt laptops aan. De verpakking bestaat uit een kartonnen doos met een plastic handvat. Op de doos doen zij de volgende uitspraak:

- **Juist:** *De verpakking is recyclebaar, na het verwijderen van het plastic handvat.*
- **Onjuist:** *De verpakking is recyclebaar*

**Case 5:** Je gaat via een boekingswebsite voor hotels op zoek naar een hotel voor je vakantie. Je ziet bij een hotel op deze website de volgende uitspraak:

- **Juist:** *Waterbesparing*
- **Onjuist:** *Duurzaam verblijf*

**Case 6:** Een schoenenwinkel biedt een paar sneakers (sportschoenen) aan op hun website. Daarbij doen ze de volgende uitspraak:

- **Juist:** *Eco-Score A: minder CO2-uitstoot ten opzichte van andere sneakers (sportschoenen)*
- **Onjuist:** *Eco-Score A*

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## Original version of cases and claims as presented in the study (2/2)

**Case 7: Een automerk maakt reclame in een bushokje over hun merk.**

**Daarbij staat de volgende uitspraak over het merk:**

- **Juist:** *40% minder CO2-uitstoot in 2050, ten opzichte van 2023*
- **Onjuist:** *Nul CO2-uitstoot in 2030*

**Case 8: Een elektronikawinkel biedt een laserprinter aan. In hun advertentie staat een afbeelding van de laserprinter in een vogelnest, balancerend op een boomtak, omgeven door een dicht bos. Daarbij staat de volgende uitspraak:**

- **Juist:** *Koop onze printer*
- **Onjuist:** *Koop onze printer. Maak een verschil*

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