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# Consumer Information Communication Strategies and Best Practices for Green-Certified Products

# 2026



## About the Booklet



The Consumer Information Communication Strategies and Best Practices for Green-Certified Products (hereinafter referred to as the Booklet) was initiated by the Consumer Goods Forum (CGF), with the participation of CGF members and technical support from SynTao. It is designed to provide consumer goods companies with a practical guide to consumer communication strategies and case references for green-certified products.

Against the backdrop of the rise of green consumption, green-certified products, as an important medium for promoting the development of both supply and demand, still face consumer awareness and behavioral barriers such as "not recognizing them, not trusting them, not being able to find them, and not bothering to buy them." Drawing on the cognitive patterns, attitudes, behaviors, and driving factors of consumers globally and in China, The Booklet uses the SICAS consumer behavior model as its core framework, combined with Nudge Theory, to systematically develop a methodology for consumer communication strategies for green-certified products. It also compiles consumer communication cases featuring innovations by leading companies, providing the industry with actionable solutions and replicable experience.

## About the Consumer Goods Forum (CGF)



The Consumer Goods Forum (CGF) is the only CEO-led, global organisation that unites consumer goods retailers and manufacturers together globally, started from year 1953 in Paris France. CGF brings together the CEOs and senior management of about 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries. Its member companies have combined sales of EUR 4.6 trillion. CGF is governed by its Board, which consists of about 56 CEOs from manufacturers and retailers. CGF is committed to driving positive change in four key areas: Food Safety, Healthier lives, Sustainability and Data-Driven Value Chain. CGF's vision: Better Lives Through Better Business. We help future-proof businesses and shape a better future — for people, for the planet, and for the industry. To serve its global members, the CGF has established four regional offices in New York, Bogotá, Tokyo and Shanghai.

For more information, please visit [www.theconsumergoodsforum.com](http://www.theconsumergoodsforum.com).

## About SynTao



SynTao Consulting Co., Ltd. (hereinafter referred to as "SynTao") is one of China's leading independent consulting firms. For more than 20 years, SynTao has provided consulting services in ESG, sustainable and responsible investment (SRI), and corporate social responsibility (CSR) within the framework of the Sustainable Development Goals. Drawing on a global perspective and local expertise, SynTao works with companies to develop solutions that promote social and environmental sustainability, helping them build competitive advantage while creating shared value for society. SynTao has published the China Sustainable Consumption Report for ten consecutive years, providing in-depth insights into sustainable consumption and serving as an important reference for businesses, governments, industry associations, NGOs, and the media seeking to understand sustainable consumption trends in China. For more information, please visit <http://www.syntao.com/>.

## Booklet Preparation



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## Limitations



The topic of "consumer communication on green-certified products" explored in the booklet has received relatively limited attention in previous research, and there is a lack of relevant experience and successful models to draw upon. This booklet aims to explore feasible communication strategies and key success factors. As the first publication on this topic released in mainland China, it inevitably has certain limitations. We welcome any comments or corrections regarding areas that may be improved.

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## CEO Comments

\* The following comments are presented in the alphabetical order of their companies

### Bright Dairy

"Green" is the guiding principle embedded in the genes of Bright Dairy. Guided by our vision of "bringing more people the joy of deliciousness and health," we have made "digitalization-driven green transformation" our core approach, building a green development strategy that spans the entire value chain and product life cycle across five pillars: sustainable milk sourcing, green production, green packaging, green transportation and green recycling. From the crop-livestock circular model at our smart farms to energy conservation and emission reduction at our intelligent factories; from the adoption of FSC-certified packaging to the low-carbon upgrades of our cold-chain logistics, and the eight consecutive years of our milk carton recycling initiative — every step we take is turning "green" from a concept into reality.

Looking ahead, Bright Dairy will continue to drive green transformation across the entire value chain through digitalization, ensuring that every drop of milk carries ecological value, and every choice leads to a sustainable future. We firmly believe that when green is felt, it will be chosen; when ecosystems are seen, goodness naturally unfolds.



--- Lu Junfei  
Vice President, Bright Food (Group) Co., Ltd.  
Party Secretary and Chairman, Bright Dairy & Food Co., Ltd.

### Haitian

It is a great honor for Haitian to be included in this case collection with our practices in organic condiments. For a long time, we have been committed to integrating the green concept into the whole process of product R&D, production and market communication, and promoting green certification to make it easy for consumers to understand, recognize and choose. Haitian continues to develop green-certified products such as organic products, uses easy-to-understand communication to open up the link from green products to green consumption, guides the public to consume sustainably, and supports the implementation of the national dual-carbon strategy with industrial practices. We look forward to working together with industry peers to explore feasible paradigms for green communication in consumer goods and jointly create an industry ecosystem for sustainable development.



--- Jianghua Guan  
CEO of Haitian Flavouring & Food Company

### Mengniu

Green certification is not a silent label but a dialogue with consumers about our shared future. Its value lies in making standards tangible and trust credible. At Mengniu, we planted 6,200 mu of shelterbelts in the Ulan Buh Desert, turning sand into oasis. We extended organic certification from farm to product, brought our ecological story to cities through immersive experiences, adopted certified sustainable packaging, and shared our full-chain low-carbon transition on global platforms—showing the responsibility of a Chinese dairy leader. Yet one company alone cannot drive this change. When more businesses join, when every certification is seen and every choice matters, green consumption will become routine, and a sustainable future will be within reach. This is not just Mengniu's mission—it is a shared direction for all of society.



--- Gu Ruizhen  
Vice President, Mengniu Group

### L'Oréal

Our latest insights show that while consumers strongly embrace sustainability, a significant "Say-Do Gap" remains. To bridge this gap, L'Oréal continues to motivate consumers, mobilize partners and move the entire industry chain through its "three-Move" approach, offering more refill options, engaging experiences and broader ecosystem collaboration. We strive to turn sustainable choices into "muscle memory". Refill for Beauty, Action for the Earth!



--- LAN Zhenzhen  
Chief Corporate Affairs and Engagement Officer of L'Oréal North Asia and China

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## Executive Summary

As the global trend toward green consumption continues to deepen, "green" is gradually shifting from a competitive advantage for businesses to a basic requirement for market development. However, consumers' strong identification with green products has not yet been fully translated into actual purchasing behavior, and a significant "attitude-behavior" gap remains in green consumption. The core reason is the disconnect between the communication of green information and consumer decision-making: consumers "cannot recognize" green certification labels, "do not trust" companies' green claims, and find it "difficult to locate and purchase" green-certified products, while effective incentives to drive immediate action are also lacking.

The Booklet was jointly compiled by The Consumer Goods Forum (CGF) China and SynTao. It aims to provide consumer goods companies with a systematic and practical methodology for developing consumer communication strategies for green-certified products. Using the SICAS consumer behavior model as its core framework and incorporating Nudge Theory, the booklet systematically analyzes barriers to green-certified consumption throughout the consumer journey—from awareness, interest, and connection to action and sharing—and proposes targeted communication strategies.

The first chapter explains the necessity of consumer communication for green-certified products from three perspectives: market trends, consumer needs, and regulatory requirements. It points out that for green-certified products to truly make the final leap "from shelf to shopping cart," companies must effectively communicate the value behind the certification to consumers and address key stages in the behavioral decision-making chain, including product acquisition and immediate action.

Based on consumer surveys, industry data, and academic research from 2025–2026, the second chapter categorizes barriers to green-certified consumption into five progressive categories: barriers to initiating awareness, barriers to confirming needs, barriers to product acquisition, barriers to behavioral conversion, and barriers to voluntary advocacy. It reveals the key obstacles consumers face in the process from awareness to action.

The third chapter develops a consumer communication strategy framework for green-certified products in response to the aforementioned barriers, proposing five strategic directions, including "enhancing the visibility of certification labels and reducing information noise" and "reframing value perception and strengthening self-benefit narratives." At the same time, it distills and summarizes the key factors behind successful consumer communication based on corporate experience, providing a reference for companies seeking to build sustainable communication capabilities.

Chapter 4 presents consumer communication practices from four companies—Bright Dairy, Haitian, Mengniu, and L'Oréal—covering multiple consumer sectors, including dairy products, condiments, and beauty and personal care. It demonstrates how companies carry out green communication practices centered on communicating certification value, conveying product value, reaching consumers through channels, and engaging with consumers, providing valuable experience for the industry to promote the transition toward green consumption.

# 01

## Why Companies Need to Engage in Consumer Communication for Green-Certified Products

As the global wave of green consumption gains momentum, "green" has evolved from an optional advantage for companies into a basic requirement for market access. However, consumers' strong recognition of green products has not translated into equivalent purchasing behavior. The gap between "wanting to buy but being unable to find" and "wanting to choose but being unable to decide" is becoming a core bottleneck restricting the large-scale adoption of green consumption. The root cause of this gap lies in a communication disconnect regarding "green information" between supply and demand. This chapter explains the necessity and urgency of companies engaging in consumer communication for green-certified products from three perspectives: market trends, consumer challenges, and regulatory convergence.

### Market Consensus and the Behavioral Gap in Green Consumption

### Domestic and International Regulatory Trends are Converging

### Green-Certified Products: A Bridge of Trust Connecting Supply and Demand

## Market Consensus and the Behavioral Gap in Green Consumption

Green consumption has become a broad social consensus. The *Guide to Promoting Eco-Friendly Product Consumption Behavior*, jointly developed by WWF and SynTao, points out that, taking sustainable palm oil products and sustainable seafood as examples, fewer than 30% of consumers who express an intention to purchase actually complete the purchase<sup>1</sup>. A 2025 survey by iiMedia Research showed that as many as 97.21% of consumers believe green consumption is very important<sup>2</sup>. However, strong identification with the concept has not automatically translated into high purchasing rates. This "attitude-behavior" gap means that the green consumption market contains enormous potential demand that has yet to be unlocked. For businesses, this means, on the one hand, that the green products market offers substantial room for growth, and on the other, that simply "making products green" is not enough to earn consumer trust—they must enable consumers to "see it, understand it, and trust it" in order to convert potential demand into actual purchases.

Green product certification and standards are becoming important drivers of green consumption. Research by SynTao shows that "Hard to identify if it's a low-carbon product" has been the biggest pain point in low-carbon consumption since 2021, and in the 2025 survey it became a reason cited by nearly 50% of respondents for not making a purchase<sup>3</sup>. Among consumers' expectations for the future, calls for "a more comprehensive low-carbon product certification system and labeling scheme" have continued to grow. This further confirms the urgency and necessity of establishing unified certification standards.

## Domestic and International Regulatory Trends are Converging

Against the backdrop of the global transition toward carbon neutrality and enhanced consumer protection, the regulatory environment surrounding "green certification" and "sustainability claims" has undergone a landmark shift in recent years, both internationally and domestically. The core logic of global regulation has comprehensively shifted from the early emphasis on "encouraging companies to make voluntary disclosures" to "cracking down severely on greenwashing" and "standardizing the acceptance and use of certifications."

### ✦ Global Regulations Banning Greenwashing Enter the Mandatory Enforcement Phase

At the international level, the EU ban on green claims—the Directive (EU) 2024/825 on Empowering Consumers for the Green Transition (ECGT Directive)<sup>4</sup>—was signed in February 2024 and entered into force in March 2024. EU Member States must transpose it into national law by March 27, 2026, and it will apply to traders from September 27, 2026. The Directive will fundamentally change the rules governing green communications in the global consumer goods market, focusing on protecting consumers' right to know and right to choose in relation to environmental matters, while regulating companies' environmental marketing practices. The ECGT Directive expressly prohibits companies from using broad environmental claims such as "environmentally friendly," "green," "eco-friendly," "biodegradable," and carbon-offset-based claims such as "carbon neutral" when they cannot substantiate that the claim relates to recognized excellent environmental performance. For example, "climate-friendly packaging" is a broad environmental claim, whereas "100% of the energy used to produce this packaging comes from renewable sources" is a specific environmental claim. The ECGT Directive also prohibits self-created sustainability labels that are not based on criteria established by an independent third-party certification scheme or a public authority. Companies may not imply that products have environmental benefits merely through green graphics or symbols. From the date of implementation,

<sup>1</sup> World Wide Fund for Nature & SynTao. *Guidelines for Promoting Eco-Friendly Product Consumption Behavior*.

<sup>2</sup> iiMedia Research. *White Paper on Green Consumption Behavior in China from 2025 to 2026*.

<sup>3</sup> SynTao. *2025 China Sustainable Consumption Report*.

<sup>4</sup> European Parliament and the Council of the European Union. *Directive on Empowering Consumers for the Green Transition* (Directive (EU) 2024/825).

all EU Member States will enforce the new rules through their national consumer protection authorities. The rules apply to all traders selling to EU consumers, regardless of company size or place of registration. Prohibited claims will be treated as actionable violations and may give rise to commercial risks including fines, advertising rectification, product delisting, customer loss, and reputational damage.

At the same time, to address information asymmetry in supply chains and facilitate regulatory oversight and compliance verification, the EU's *Ecodesign for Sustainable Products Regulation* (ESPR)<sup>5</sup> introduces the Digital Product Passport (DPP), which functions as an "identity card" for products and stores key information across the product's entire value chain, such as ecodesign indicators, hazardous-substance content, recycling solutions, and certification documents. Although the ECGT does not expressly require companies to establish a DPP, companies that do so will find it easier to meet ECGT compliance requirements. The DPP will encourage companies to shift from "marketing-oriented environmental communications" to "data-driven, credible communications" and may become an important channel for companies to communicate product value to consumers in the future.

## ✦ Breaking Through Standards Bottlenecks and Advancing a Comprehensive Green Transition

At the domestic level, although the green consumption market has achieved initial results, it still faces the following major "bottlenecks": first, the green labeling system is "fragmented," resulting in inconsistent public understanding; second, inadequate market constraints have led to the proliferation of "greenwashing" labels; and third, insufficient attention has been paid to the entire life cycle and value chain of consumer goods, with no systematic synergy yet formed across procurement, production, circulation, and consumption<sup>6</sup>. To address these issues, relevant domestic management policies are accelerating efforts to standardize green certification and labeling management. The State Administration for Market Regulation and other departments are accelerating the implementation of unified national *Measures for the Administration of Green Product Certification and Labeling*, which represent China's first comprehensive and unified systematic regulation of green product certification activities. Under this system, unified rules are implemented by the State Administration for Market Regulation, gradually integrating the various fragmented and overlapping evaluation standards in the market. It currently covers 122 types of consumer-related products, including electronic and electrical appliances, furniture, building materials, express delivery packaging, and textiles<sup>7</sup>.

With regard to the unified management of product carbon labeling certification, China is also accelerating the development and implementation of relevant standards and regulatory measures. In September 2024, the national standard *Greenhouse Gases—Carbon Footprint of Products—Requirements and Guidelines for Quantification* (GB/T 24067-2024)<sup>8</sup> was issued, filling the gap in China's general accounting standards and ensuring that carbon footprints nationwide are calculated using the same "ruler." In March 2025, the Certification and Accreditation Administration of the People's Republic of China issued the *General Implementation Rules for Product Carbon Footprint Labeling Certification (Trial)*, clarifying key aspects such as the applicable scope, procedures, and labeling format for certification<sup>9</sup>. Subsequently, in September 2025, it issued specific implementation rules for the first batch of 17 products, including lithium batteries and photovoltaic modules<sup>10</sup>.

In the future, "green" will no longer be a marketing concept that companies can define and claim at their own discretion, but a compliance requirement based on unified and standardized third-party certification standards. This means that companies that fail to proactively embrace the green certification system and effectively communicate the value of certification will face both compliance risks and the risk of being eliminated by the market.

<sup>5</sup> European Parliament and the Council of the European Union. *Ecodesign for Sustainable Products Regulation* (Regulation (EU) 2024/1781).

<sup>6</sup> The Consumer Goods Forum (CGF) China. *China Green Consumer Products Selection Guide (2025 Edition)*.

<sup>7</sup> Certification and Accreditation Administration of the People's Republic of China (CNCA). *New Green Product Certification Rules Issued in China: A New Milestone for a Unified Green Product Certification and Labeling System*. January 4, 2026.

<sup>8</sup> Ministry of Ecology and Environment of the People's Republic of China. *Greenhouse Gases—Carbon Footprint of Products—Requirements and Guidelines for Quantification*. September 10, 2024.

<sup>9</sup> National Certification and Accreditation Administration of the People's Republic of China. *Announcement on the Release of the General Implementation Rules for Product Carbon Footprint Labeling Certification (Trial)*. March 17, 2025.

<sup>10</sup> National Certification and Accreditation Administration of the People's Republic of China. *Notice of the Secretariat of the CNCA on Issuing the First Batch of Product-specific Implementation Rules for Product Carbon Footprint Labeling Certification (Trial)*. September 3, 2025.

## Green-Certified Products

## A Bridge of Trust Connecting Supply and Demand

In 2025, the Consumer Goods Forum (CGF) China, together with relevant professional institutions, developed the *Consumer Goods Forum (CGF) China Green Consumer Goods Selection Guide (2025 Edition)* (hereinafter referred to as the "Selection Guide"). It aims to provide the industry with a unified, credible, and actionable reference framework for green product selection, covering the entire life cycle and value chain of consumer goods, thereby offering clear and reliable guidance for retailers' product selection, brands' green transformation and upgrading, and consumers' purchasing decisions.

In this report, green-certified products refer to consumer goods that possess documentation proving their green attributes in accordance with the requirements of the Selection Guide. Unlike ordinary "green products," for which companies merely make self-declared claims, green-certified products are based on unified and standardized third-party criteria, helping to foster a shared understanding between supply and demand of "what truly constitutes green." On the supply side, unified standards can effectively regulate corporate behavior, provide scientific guidance for green transformation, and prevent "greenwashing" from disrupting the market. On the demand side, prominently displaying relevant green certification marks on products can significantly reduce consumers' information-screening costs and help them quickly identify genuinely green products. On the distribution side, this certification system also provides a core basis for retailers' green product selection, establishing a full value-chain trust mechanism from production to sales.

However, for green-certified products to make the final leap "from shelf to shopping cart," the key lies in whether companies can effectively communicate the value behind the certification to consumers. Certification addresses the standards-related question of "what is green," while consumer communication addresses the perception and trust-related question of "why should consumers choose green." This is precisely the core value of the Booklet's focus on "consumer communication strategies."



# 02

## Core Factors Influencing Consumers' Green-Certified Purchasing Behavior

The "attitude-behavior" gap has long existed in the field of green consumption: although consumers generally hold positive attitudes toward environmental protection and demonstrate some willingness to purchase, the actual proportion of green consumption remains very low. According to the *Guidelines for Promoting Eco-Friendly Product Consumption Behavior*, jointly developed by WWF and SynTao, using sustainable palm oil products and sustainable seafood as examples, the conversion rates from consumer intention to actual behavior are only 38% and 24%, respectively. This indicates that, in the context of green consumption, the transition from attitude to behavior is not a linear process and may face multiple internal and external barriers<sup>1</sup>.

This chapter synthesizes relevant academic research and the latest consumer surveys conducted in 2025–2026, categorizing the core factors influencing green-certified consumption behavior into five progressive levels: barriers to cognitive activation, barriers to need confirmation, barriers to product acquisition, barriers to behavioral conversion, and barriers to proactive advocacy.

### Sense: Unaware or Unable to Recognize

### Interest & Interactive: Knowing, Yet Feeling It Is Not Worth It

### Connect & Communicate: Want to Buy, but Unable to Find It

### Action: Want to Buy, but Back Out at the Last Moment

### Share: Willing to Share, but Lacking Motivation

### Sense

### Unaware or Unable to Recognize

The central question at this level is: How can consumers quickly and accurately identify green-certified products among the wide range of products available?

First comes "not knowing what these certifications are." According to research conducted by SynTao Consulting, consumers have very limited awareness of the 20 recommended criteria in the CGF Selection Guide. Most certification marks have recognition rates below 30%, with the lowest in the single digits<sup>3</sup>. This means that among the surveyed group, more than 70% of consumers are effectively "unfamiliar" with these green labels. Clearly, moving from "not knowing" to "knowing" is the primary step in breaking down cognitive barriers and unlocking consumption potential.

Next comes "knowing that green matters, but being unable to tell which option is better." Although a broad social consensus on green consumption has been established, the gap between "high acceptance" and "low recognition" creates a barrier to converting attitudes into behavior. A 2025 survey by iiMedia Research showed that as many as 97.21% of consumers believe green consumption is very important<sup>2</sup>, but high acceptance has not automatically translated into high recognition rates. China's green certification system remains relatively fragmented. There are numerous certifications related to green products, the distinctions and connections between different certification standards are not sufficiently clear, and they do not seamlessly align with international standards. As a result, consumers find it difficult to distinguish among the many products displaying green certification labels. This information overload is one of the reasons for the difficulty in making distinctions. Therefore, even when consumers possess an awareness of green consumption, they still lack effective tools to make informed decisions when faced with the wide range of products on store shelves. How to adopt effective strategies to eliminate barriers to initiating awareness has become the key at this stage.

### Interest & Interactive

### Knowing, Yet Feeling It Is Not Worth It

Once consumers successfully identify products with green certifications, they enter the demand-confirmation stage. Consumers further assess whether a product is "worth buying" and seek to balance their willingness to pay, trust, and the various forms of value involved. At this stage, consumers' main concerns are price, trust, and product value.

First is price. Green-certified products are often more expensive, but this is not simply a matter of a "brand markup"; rather, it results from the accumulation of costs across the entire value chain—including certification fees, premiums for sustainable raw materials, green factory upgrades, low-carbon logistics, and investment in traceability systems—which internalize costs that were previously externalized in the price. SynTao's research shows that low-carbon consumption in China is entering an "era of modest premiums," with consumers generally most willing to accept a premium of no more than 10% across most product categories<sup>3</sup>. In this context, objectively presenting the reasons behind the premium has become an important tool for consumer communication. It should be emphasized that being "more expensive" is not an inevitable fate for green-certified products: in the short term, small-batch production and compliance investments do indeed raise costs; in the long term, economies of scale, the maturation of green technologies, and design optimization may instead reduce costs. In addition, policy subsidies, carbon-pricing mechanisms, and a life-cycle cost perspective are all helping to narrow or even reverse the price disadvantage of green products. Therefore, green-certified products are likely to be more expensive for the time being, but as green practices shift from a "differentiating selling point" to an "industry benchmark," the premium will gradually narrow and may eventually disappear.

The second is distrust. SynTao's report shows that consumers experience a certain degree of "greenwashing" anxiety. "Difficulty identifying whether a product is low-carbon" has remained consumers' biggest pain point in low-carbon consumption since 2021, and in 2025, nearly 50% of respondents cited it as a reason for not engaging in low-carbon consumption<sup>3</sup>. iiMedia Research data confirms this concern: 61% of consumers believe that energy-efficient products suffer from "false energy-efficiency labeling"<sup>2</sup>. Consumers are not unwilling to buy; they are afraid of buying the wrong product or being deceived. This shows that the core obstacle to consumers' green purchasing decisions is shifting from "whether they care about environmental protection"

to "whether they trust environmental claims." Establishing a credible value-verification system has therefore become crucial for companies seeking to drive market adoption of green-certified products.

Next is product value. Value translation is the key lever for stimulating purchase intent. Research shows that consumers are not inherently opposed to sustainable products; rather, when they lack awareness and an understanding of their value, it is difficult for them to develop the motivation to purchase. Take RSPO and MSC certification as examples: once consumers understand the certification labels and the value behind them, more than 95% express an intention to purchase<sup>1</sup>. This demonstrates that certification systems and transparent information can help companies translate abstract sustainability concepts into product value that consumers can understand and trust. However, as low-carbon consumption gradually moves from advocacy to actual purchasing, consumers' focus on product value is also changing. Research by SynTao shows that over the past five years, the proportion of consumers who regard "good product quality and durability" as the foundational value of low-carbon consumption has increased significantly, while the appeal of low-carbon values, such as a "simple, quality-oriented, healthy lifestyle" and "quantified carbon-reduction contributions/a sense of mission"—has been declining<sup>3</sup>. This trend is even more evident in the current economic environment. McKinsey research indicates that, amid global macroeconomic pressure and fluctuations in consumer confidence, environmental impact has been significantly squeezed in purchase decisions by factors such as perceived quality, price, purchasing convenience, and brand<sup>11</sup>. This shows that consumers will not pay solely for a product's environmental attributes. Further analysis indicates that consumers' recognition of sustainable value increasingly depends on whether they can perceive direct benefits. Research also shows that consumers place greater importance on the direct personal utility generated by green attributes. When sustainable products clearly deliver direct benefits such as "natural health," "energy savings and lower costs," or "high quality," consumers' willingness to pay can increase two- to threefold; by contrast, merely emphasizing abstract environmental concepts such as "protecting the planet" is unlikely to effectively drive purchase decisions<sup>12</sup>. Therefore, for companies, the focus of value communication for future low-carbon products should not remain at the level of communicating environmental concept, but should translate environmental value into product advantages that consumers can perceive, such as better quality, safer materials, a longer service life, and more transparent product information.

## Connect & Communicate

### Want to Buy, but Unable to Find It

Even after recognizing a product's value and being willing to pay a reasonable premium, consumer behavior still faces the final purchasing barrier between "decision and purchase"—is the product accessible, and is it convenient to obtain?

The economic costs of green products are obvious, while the time and effort consumers spend purchasing goods are often overlooked. Research has found that limited availability and the difficulty of obtaining green products can become major barriers to purchasing environmentally friendly products<sup>13</sup>. If consumers need to spend a great deal of time searching for products with green certifications, the resulting expenditure of time and effort may be enough to cause them to give up halfway. This issue remains prominent in today's green consumer market. According to the Green and Low-Carbon Consumption Big Data Report (2025), based on big-data analysis of seven major e-commerce platforms, more than 260,000 products, and over 1.8 billion sales, green products accounted for 23.92% of supply, while purchases of green products accounted for 32.45% of total purchases. Demand significantly exceeds supply, creating a clear "demand gap"<sup>14</sup>. Data from iiMedia Research also shows that 67.88% of consumers identified "purchasing convenience" as the support measure most in need of improvement, followed by product certification (56.42%), far exceeding the demand for price subsidies (36.3%)<sup>2</sup>. This indicates consumers' strong desire to obtain green-certified products conveniently and efficiently. Therefore, improving the availability of green products, the transparency of certification information, and the efficiency of decision-making during the purchasing process will be key to driving the large-scale development of green consumption.

<sup>11</sup> McKinsey. *Sustainability in packaging 2025: Inside the minds of global consumers*.

<sup>12</sup> Sina Finance. *Circular Economy Enters an Implementation-Driven Phase under the 15th Five-Year Plan: OC&C on Consumer Trends and Corporate Responses*. April 10, 2026.

<sup>13</sup> Qi Haifeng, Yu Hui, Xiang Weilin, et al. *Why Do Consumers' Words and Actions Diverge in the Context of Green Consumption?* [J]. *Advances in Psychological Science*. 2019, 27(7): 1307–1319.

<sup>14</sup> Economic Information Daily. *Green and Low-Carbon Consumption Big Data Report (2025)*. December 26, 2025.

## Action

### Want to Buy, but Back Out at the Last Moment

Even when the obstacles in the first three stages have been resolved, consumers may still fail to complete the final purchase due to deeper psychological mechanisms and external circumstances.

The first reason is "the power of habit." Research in behavioral economics has found that people are naturally inclined to maintain the status quo and reluctant to change their existing consumption habits. Even if they know that green products are better, switching products means learning new ways to use them and taking on uncertain risks. Many people would rather think, "Forget it—I'll just buy the one I usually buy." This status quo bias is often associated with loss aversion: people would rather forgo potential gains than bear the possible losses brought about by change.

The second reason is "thinking one way but acting another." The Dual Action Model (DAM) in behavioral economics suggests that consumption decisions are influenced by two different psychological systems. System 1 is primarily responsible for fast, spontaneous, subconscious-related decisions, while System 2 governs slower, more logical, conscious decisions. In the context of green consumption, consumers' environmental attitudes are the result of rational thinking, but their actual shopping behavior is easily driven by the subconscious and established habits. Consumers' environmental awareness must overcome their past consumption habits to bring about behavioral change. If a brand fails to communicate the value of green-certified products clearly and effectively, consumers will be guided by System 1 when making the final decision, prioritizing familiar, non-green-certified products that require no change in habits.

The third reason is "uncertainty in the broader environment." Barriers to behavioral execution are not merely products of individual psychological mechanisms; they are also influenced by the macro environment. When people are uncertain about their future income, they may ultimately give up due to an "insufficient sense of economic security," even after completing cognitive priming, confirming their needs, and assessing convenience and accessibility.

This means that communication about green-certified products cannot stop at "persuasion"; it must provide precise nudges at the moment of consumption decision. First, reduce the cost of changing consumption behavior by making green choices the "path of least resistance" through default options and similar measures. Second, capture the mind at the moment of decision by using intuitive signals, such as visualized carbon-reduction data and instant feedback on green energy—to transform environmental value into an "impulsive reason" that System 1 can understand instantly. Third, strengthen immediate positive rewards by using instant incentives, social currency, and a sense of meaning to offset economic anxiety, giving green consumption a definite emotional value in the present.

## Share

### Willing to Share, but Lacking Motivation

After a purchase has been completed, sharing the consumption experience is highly beneficial for product dissemination and the expansion of product adoption. Expanding the market for green-certified products requires not only making them "available to buy," but also making consumers "willing to talk about them." Research by SynTao shows that more than 70% of consumers are willing to try purchasing low-carbon products after seeing others share their experiences<sup>3</sup>. However, sharing green consumption experiences naturally entails certain barriers. Information such as the meaning of certification labels and the effects of emissions reductions is often abstract and technical, making it difficult for consumers to translate it into accessible, easy to understand language for social communication.

Therefore, companies need to proactively "prepare the script and set the stage" for consumers. By lowering the barriers to translating information and creating social currency, companies can enable consumers to share their usage stories with ease, without requiring them to become environmental experts. When consumers are able to share, the dissemination of green-certified products no longer depends solely on one-way corporate promotion; instead, through consumers' authentic experiences, it can naturally permeate broader social circles.

In summary, consumers' green-certified purchasing behavior does not follow a simple linear process of "attitude → behavior." Rather, it requires them to overcome five successive barriers: cognitive activation, need confirmation, product acquisition, behavioral conversion, and proactive dissemination. At the cognitive level, the gap between strong green identification and limited recognition capabilities, together with systematic distrust of "greenwashing," creates perceptual barriers. At the need-confirmation level, premium thresholds, functional trade-offs, and need alignment jointly constrain the conversion of value identification into willingness to pay. At the acquisition level, product availability and convenience of access form important bottlenecks. At the action level, the status quo bias, conflicts between the dual psychological systems, and the broader macroeconomic context jointly inhibit the realization of the final purchase. At the sharing level, the establishment of social identity around green consumption and the barriers to sharing green consumption experiences together affect consumers' willingness to share. This overview of the barriers also provides precise guidance for developing consumer communication strategies.

## 03

## Methodology for Consumer Communication Strategies for Green-Certified Products

To help companies effectively overcome the aforementioned barriers to consumer behavior, this methodology uses the consumption behavior model for the digital age (SICAS) as its core framework and incorporates Nudge Theory into the behavioral stages to provide targeted responses to the green consumption barriers identified in Chapter 2, thereby establishing a consumer communication strategy for green-certified products. To address barriers to cognitive initiation, labels must be made more prominent and information noise reduced during the Sense stage; to address barriers to need confirmation, self-interest narratives must be strengthened and product value translated during the Interest stage; to address acquisition barriers, the convenience of obtaining products must be restructured and product availability increased during the Connect stage; to address barriers to behavioral conversion, refined strategic measures should be employed during the Action stage to encourage immediate consumption; and to address barriers to proactive communication, products should be linked to lifestyles, sharing templates provided, and certain sharing incentives offered during the Share stage. The one-to-one alignment between barriers and strategies forms the logical foundation of this methodology's "problem-method" closed loop.

### Sense: Making Labels More Prominent and Reducing Information Noise

#### Interest & Interactive: Reframing Value Perception and Strengthening Self-Interest Narratives

#### Connect & Communicate: Reframing Convenience of Access and Increasing Product Availability

#### Action: Behavioral Nudges to Reduce Decision Friction

#### Share: Integrate with Lifestyles and Lower the Barriers to Sharing

#### Success Factors in Consumer Communication

### Sense

### Making Labels More Prominent and Reducing Information Noise

The core objective of the Sense stage is to facilitate consumers' cognitive initiation. The main barriers to consumer communication include "not knowing" about green certification and "knowing about it but finding it difficult to distinguish."



Efforts should focus on communicating the categories and value of green certification labels, thereby establishing consumers' basic understanding of green-certified products.

For those who "do not know"



Clear and easy-to-understand information translation and education should be provided, or simple comparisons among similar certifications should be conducted to reduce consumers' cognitive load and activate their awareness of green-certified products. In this process, information must be clearly visible. The more accessible the information, the more likely it is to attract consumers' attention. Therefore, companies should proactively communicate information to consumers rather than requiring consumers to search for it themselves—for example, by using clear visual icons together with concise text on the front of packaging.

For those who "know but have difficulty distinguishing"



#### Centralized presentation and communication of green certification labels

Systematically presenting consumers with a range of trustworthy green certifications through official channels, industry platforms, retail platforms, and other channels can help deepen consumers' understanding of green certification in a structured way.



#### Using clear visual icons and concise text on packaging<sup>15</sup>

Compared with using labels alone, concise visual information combined with simple, clear text helps consumers gain a detailed understanding of the meaning behind the labels.

Good Practice  
(Company A)



Poor Practice  
(Company B)



<sup>15</sup> United Nations Environment Programme (UNEP) and International Trade Centre (ITC). *Guidelines for Providing Product Sustainability Information: Global Guidance on Making Effective Environmental, Social and Economic Claims, to Empower and Enable Consumer Choice*. 2017.

## Interest & Interactive

### Reframing Value Perception and Strengthening Self-Interest Narratives

After identifying green-certified products, consumers' primary concerns during the need-confirmation stage are balancing "price," "trust," and "product value."

#### To address price concerns

The reasons for the premium on green-certified products and the various links in their value chain should be broken down. By describing the long-term value of green-certified products, consumers' sensitivity to the current price can be reduced, reshaping their price perception and encouraging price acceptance.

#### To address trust concerns

The authority of the certification can be publicized by highlighting endorsements from authoritative institutions and providing an authoritative certification list, such as a "Product Selection Guide." An instant verification system can also be established—for example, by using QR codes or blockchain technology to create a visualized end-to-end information trail covering raw materials, production, packaging, and logistics. Consumers can scan the code to verify the information, or brands can establish an official mini program or website query portal to enhance the credibility of verification.

#### Regarding product value

While highlighting environmental benefits, it is also important to emphasize the personal value of green-certified products by translating their green certification attributes into tangible benefits consumers can experience, such as health, quality, and savings. This will help shift consumers' perceptions from "not worth it" to "good value for money," fully stimulating their willingness to purchase.



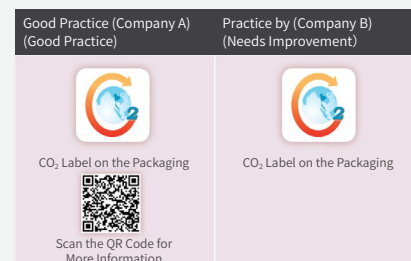
#### Demonstrate authoritative endorsement<sup>6</sup>

Explain that the green certification has been recognized by official authorities or reliable third-party platforms to enhance its credibility.



#### Establish an instant verification system<sup>15</sup>

Compared with using labels alone, providing basic information on the packaging and offering consumers supplementary information through additional channels, such as QR codes, can help them better understand the impact of the label and provide an instant means of verification.



#### The content is accurate and compelling<sup>15</sup>

Compared with a company's own statements, the use of globally recognized certification marks is more likely to earn consumer recognition.

| Good Practice (Company A)                                   | Poor Practice (Company B)                         |
|-------------------------------------------------------------|---------------------------------------------------|
| "Our T-shirt is organic."                                   | "Our T-shirt is organic."                         |
|                                                             |                                                   |
| Method: Global Organic Textile Standard (GOTS), Version 5.0 | Method: Hypothetical Responsible T-Shirt Standard |



#### Translating the value of green certification<sup>15</sup>

A company uses the EU Ecolabel on its products and makes a simple statement about the value represented by the ecolabel.



## Connect & Communicate

### Reframing Convenience of Access and Increasing Product Availability

Even after consumers recognize a product's value and are willing to pay for it, they may still face purchasing barriers related to whether the product is accessible and how convenient it is to obtain. The foundation for addressing this barrier is to expand the development and supply of green-certified products. It should be noted that moving green-certified products from "niche options" to "mainstream shelves" cannot rely solely on the efforts of individual consumer goods companies. Instead, it requires consumer goods companies, distributors, and consumers to create a positive interaction loop. Among them, distribution channels are the key hub in this closed loop. On the one hand, they need to expand the range of green-certified products they offer and encourage more such products to enter mainstream channels; on the other hand, they need to lower the barriers to consumer purchases through channel optimization and value translation.

For enterprises, this means sharing responsibility with distribution stakeholders for translating value. Through green sections, scenario-based displays, visual information, sales-associate scripts, and other methods, they can transform the health, environmental, and quality values behind green certification into purchase reasons that consumers can perceive and understand. To lower the barriers to consumer purchase, enterprises can:



#### Optimize channels

Encourage e-commerce platforms to integrate "green certification" into standard filtering dimensions and launch dedicated green sections, eliminating the need for consumers to perform targeted searches for certified products. Collaborate with offline retail outlets such as supermarkets and hypermarkets to deploy special zones or prominent signage for green-certified merchandise, enabling these products to stand out naturally on shelves and securing their access to mainstream daily consumption channels.



Carry out digital deployment



Strengthen offline sales-assistance capabilities

Only when the purchasing threshold for consumers is genuinely lowered, and green-certified products become a category that "sells well and attracts customers," will distribution players have the endogenous motivation to continuously expand their product selections, and will companies have the market confidence to further expand supply. As supply increases, distribution players can further enrich their product selections—thus creating a virtuous, mutually reinforcing cycle among the three parties: "enhanced awareness → growing demand → increased purchases → validation of commercial value → expanded supply and product selection → improved availability → strengthened value perception."

For example, on brand websites and in e-commerce backends, deploy green certification documents and LCA data as machine-readable structured text, enabling AI assistants to accurately retrieve and recommend products when answering questions such as "Which washing machines meet the China Environmental Labeling standard?" Enterprises can also optimize green certification consultation services through online customer support to provide immediate answers to certification-related questions, thereby reducing consumers' information-search costs. In addition, through long-term engagement mechanisms such as membership programs, regular newsletters, and community activities, they can continuously communicate updates about green-certified products to consumers, strengthen awareness in everyday consumption, and enhance user relationship stickiness.

Through offline sales training, use scientifically grounded scripts in consumption scenarios to guide consumers toward successfully purchasing green-certified products.



Jointly establishing and joining green consumption zones

Compared with promoting a single product independently, collective platforms such as Tmall Forest Market are better able to help consumers find reliable green-certified products.


Digital deployment<sup>16</sup>

In Brazil, Nestlé deployed Theo, a chatbot providing assistance with the Nestlé Cocoa Plan on WhatsApp, to serve consumers seeking information about the program and related products, enabling them to conveniently access the relevant information.


Reaching and communicating through multiple channels<sup>16</sup>

Nestlé's green-certified products in Brazil reach different audience groups through various channels, including digital platforms, community activities, and printed materials. This innovative strategy enables the company to engage effectively with consumers and stakeholders, increasing public awareness of the Nestlé Cocoa Plan and its initiatives.


<sup>16</sup> One Planet Network. *Retail4Impact 2025 – Case Study: Nestlé Brazil*. 2025.

## Action

## Behavioral Nudges to Reduce Decision Friction

At the moment of consumption, more refined nudging strategies are needed. By making subtle changes to the choice architecture, these strategies reduce friction in consumption decisions and encourage behavioral intentions to translate into actual purchases without restricting consumer freedom. Specific strategies include:



### Default options

Set green-certified products as recommended or default options, leveraging behavioral inertia to reduce consumers' decision-making costs.



### Simplify decision-making

Translate the complex concept of the value of green certification into language that consumers can understand at a glance, reducing the decision-making burden in the moment.



### Prominent design

Place sustainable packaging products in highly visible locations, create themed shopping areas, or promote them around eco-friendly holidays and major shopping festivals, making the products readily accessible and increasing their visibility.



### Social norms

Display the proportion of consumers who have chosen green products or publish a green consumption ranking to activate the bandwagon effect.



### Framing effect

Reframe the decision-making context through loss aversion (emphasizing the losses associated with not choosing green-certified products) or gain framing (emphasizing the benefits of choosing green-certified products).



### Incentives and feedback

Immediately display a carbon-reduction certificate after purchase and credit green points to the consumer, establishing a membership system of "green consumption points–benefit redemption–tier advancement" and turning one-time purchases into lasting habits.

## Nudge Theory

Nudge theory explores how small and innovative design of marketing scenarios can significantly influence people's behavior. It offers insights on guiding individuals to make better decisions that usually well balance both social and personal interests, while maintaining consumers' freedom of choice. Typical strategies include:



**Defaults:** Set environmental protection options as defaults, thus leveraging inertia to reduce resistance to decision-making.

**Simplification:** Simplify information or optimize process to bring down decision costs.



**Salience:** Highlight key options through visual or message guiding to grab attention.

**Feedback & Incentives:** Using immediate feedback, foster positive reinforcement for Behavioral intentions.



**Social Norms:** Disseminate group Behavior data to foster peer pressure and thereby trigger the bandwagon effect.

**Framing Effects:** Reframe information presentation to influence decisions using "loss aversion" or "resonance".



### Salience design<sup>15</sup>

Procter & Gamble clearly marked "TURN TO 30°" on Ariel product packaging to promote "washing at 30 degrees," demonstrating to consumers that the updated product performs just as well as washing at the 40–60° C temperatures people typically choose. Surveys show that within five years, 15% of Ariel users had adapted to setting the water temperature to 30° C when doing laundry.



### Social norm prompts<sup>15</sup>

Provide feedback that allows consumers to compare themselves with others, such as showing the average energy consumption of similar households on energy bills, or the proportion of consumers who purchase eco-labeled products during everyday shopping.



### Feedback incentives<sup>17</sup>

For example, with South Korea's Green Credit Card, cardholders can receive financial rewards for purchasing low-carbon or eco-friendly products, using public transportation, and reducing their utility expenses for water, electricity, and gas. Immediate financial rewards turn green consumption behaviors into tangible benefits, while the cumulative effect transforms individual actions into lasting habits.



<sup>17</sup> United Nations Framework Convention on Climate Change (UNFCCC). Green Credit Card | Republic of Korea.

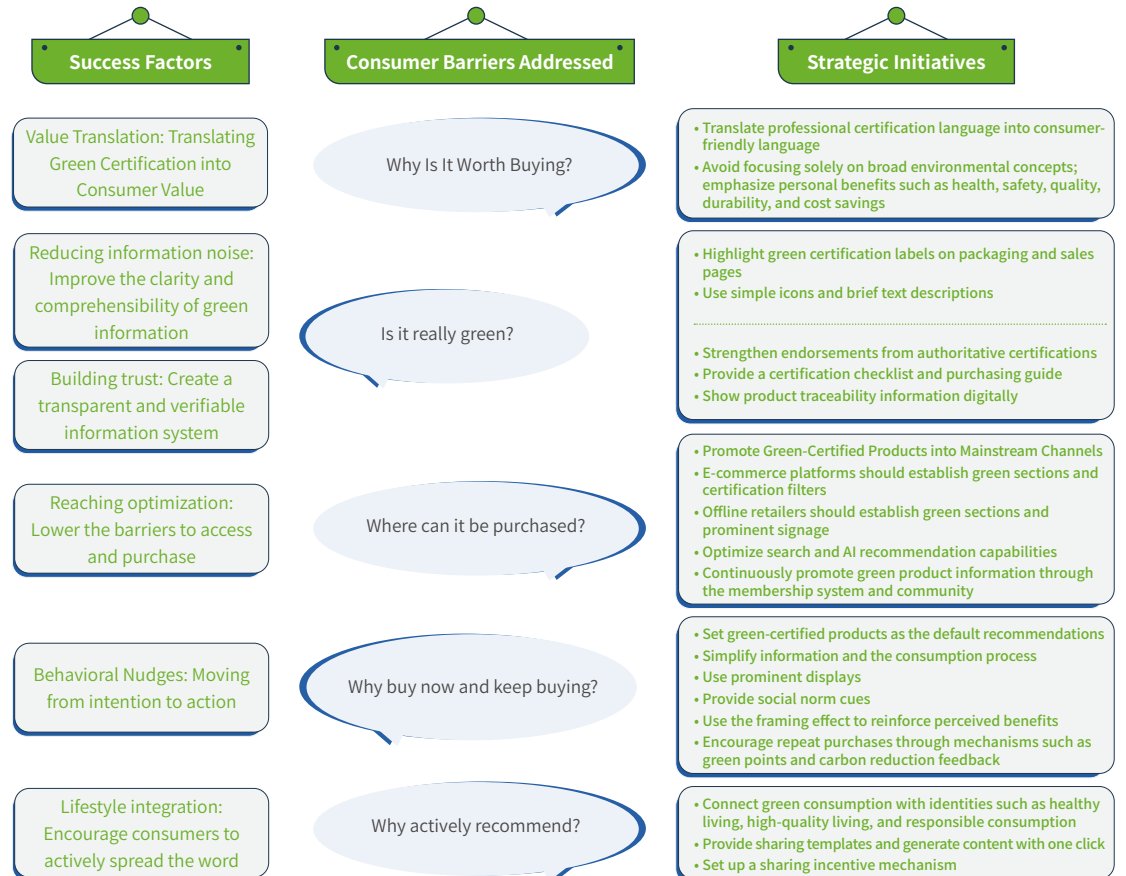
## Share

## Integrate with Lifestyles and Lower the Barriers to Sharing

How to encourage word-of-mouth sharing after a purchase: first, promote consumers' social identity recognition of green consumption by linking green consumption with existing identity labels such as "quality of life" and "healthy family," making green consumption a form of social capital that consumers are willing to showcase; second, lower the threshold for information sharing by translating complex information for consumers in advance and providing sharing templates (such as brand-prepared sharing copy and one-click poster generation); third, establish immediate sharing incentives to motivate consumers to share through economic rewards.

## Success Factors in Consumer Communication

The consumer communication strategy for green-certified products developed based on the SICAS model indicates that effectively driving the conversion of green-certified product consumption requires not only targeted measures by enterprises at key stages—including consumer awareness, interest generation, trust building, and purchase conversion—but also the development of a systematic and coordinated communication framework covering the entire consumer decision-making process. Based on an analysis of practical cases from leading companies in the industry, the project team further distilled and summarized the key success factors in consumer communication for green-certified products, providing a reference for enterprises to improve their ability to communicate green value, strengthen consumer awareness and trust, and promote the conversion of green consumption behavior.



# 04

## Best Practice Cases



### Bright Dairy — Healthy Ecosystems, Naturally Better Milk: Turning Sustainable Certification into a Reason to Buy

- Haitian — From Certification to the Table: Making Organic Condiments an Everyday Choice
- Mengniu Group — From the Desert to the Palate: Turning Green Certification into a Brand Story Consumers Can Trust
- L'Oréal — From Awareness to Action: Bridging the "Last Mile" of Consumer Decision-Making



### + Bright Dairy

## Healthy Ecosystems, Naturally Better Milk: Turning Sustainable Certification into a Reason to Buy

### Program Background

In the dairy industry, sustainable certifications have long been confined to labels and explanatory text on packaging. Consumers see the marks but often do not understand the health and ecological value behind them; the information is difficult to remember and harder still to translate into a reason to buy. Bright Dairy chose to address this problem at its source. It embedded green and low-carbon principles in its corporate DNA and, guided by a "digitalization-driven green transformation," pursued low-carbon upgrades across five areas - sustainable milk sourcing, green production, green packaging, green transportation and green recycling - to build a green development strategy spanning the entire value chain and product life cycle.

Strategy, however, must ultimately reach consumers. In 2025-2026, Bright Dairy used two products featuring organic certification and/or FSC-certified packaging as the focal points for consumer communication, "translating" technical certification concepts into everyday understanding and purchase considerations. Bright Ubest Premium Organic Fresh Milk is certified under China Organic Product Certification, and its packaging carries the FSC label. Under the theme "Fresh Organic Goodness, Enhanced Nutrition," it answers the question, "Why is this glass of milk better?" - helping consumers understand the health and quality benefits behind organic certification. Bright Youjia High-Calcium Organic Pure Milk uses paper packaging carrying the FSC label. Under the theme "Healthy Ecosystems, Naturally Better Milk," it answers the question, "Why is this carton worth choosing?" - helping consumers understand the environmental value behind FSC certification. Together, the two communication themes serve one goal: turning sustainable certification from technical jargon into a compelling reason to buy.



Promotional visuals for Bright Youjia



Bright Ubest

# Consumer Communication Strategy

Bright Dairy developed a consumer communication program around Bright Ubest Premium Organic Fresh Milk and Bright Youjia High-Calcium Organic Pure Milk, two products featuring organic certification and/or FSC-certified packaging. Using China Organic Product Certification and FSC certification as its entry points, the company designed an end-to-end consumer communication strategy to help consumers notice, understand, trust and choose dairy products bearing these certification marks. The journey spans product exposure, interest building, convenient access, purchase decisions and experience sharing.

## Sense - Make Certified Products Noticeable

### Laying the groundwork through brand promotion

Bright Youjia raised campaign awareness through outdoor advertising, social media promotion on rednote, offline Eco Challenge events at Xuanwu Lake in Nanjing and Qiandao Lake (Thousand Island Lake), and the brand's owned-media channels. This made the Bright Youjia x Ant Forest collaboration a topic of conversation both on social media and in consumers' everyday lives, building initial awareness of products bearing sustainable certification marks.

Key visual for the Bright Youjia x Ant Forest collaboration

### Building a multi-touchpoint presence

Bright Ubest used online product posters, key visuals, product detail pages and store livestreams, together with materials used by in-store promoters, to make the brand's fresh and vibrant organic image visible across multiple settings. Bright Youjia, meanwhile, used large-screen connected TV (CTV) as a breakthrough channel to precisely reach quality-conscious family consumers.

### Bringing the ecological story to life

In partnership with Southern Weekly and renowned alpine botanist Zhendong Fang, Bright Youjia produced the documentary "Making a Healthy Ecosystem Visible: A Traceability Journey to Tengchong, Yunnan." By connecting the brand's ecological dairy farms with Tengchong's ecological character - its water, wind and soil - the film turned "Healthy Ecosystems, Naturally Better Milk" from a slogan into a story consumers could see and verify for themselves. It also helped consumers associate FSC certification with responsible forestry and forest ecosystem protection.

"Making a Healthy Ecosystem Visible: A Traceability Journey to Tengchong, Yunnan," a documentary jointly produced by Bright Youjia and Southern Weekly

## Interest - Build Interest and Trust

### Communicating value clearly

- Bright Ubest clearly explained the value of certified organic products to consumers. For example: "Organic milk is produced according to organic production standards. The use of chemical fertilizers, pesticides and other synthetic chemicals is strictly prohibited throughout production and processing, while packaging, storage and transportation must also meet the applicable strict requirements." By connecting the environmental value of certification with consumers' aspirations for health and quality of life, the brand made the certification easier to understand.

### Generating interest

- Consumers could earn Ant Forest green energy by purchasing co-branded products, receive gifts based on their ranking in the Bright Youjia Public Welfare Forest watering challenge, and check in at Eco Challenge events. These varied formats stimulated interest, broadened awareness of the campaign and strengthened recognition of the brand's values.



Campaign visuals for "Add a Little Green to the Earth": the Bright Youjia Public Welfare Forest Leaderboard Challenge, limited-edition cause-related products offering green energy, the Bright Youjia Eco Challenge, and other activities

### Creating a first-hand experience

- By traveling to Tengchong, Yunnan, to plant the brand's Public Welfare Forest and film ecological traceability videos, consumers could directly experience landscapes in harmony with Bright Youjia's ecological dairy farms, understand the brand's commitment to ecological protection, and learn about the environmental attributes of Bright Youjia products.



Selected posters for Bright Youjia x Ant Forest co-branded products

## Connect - Provide Convenient Access and Communication Channels

Cross-brand collaboration

Through its cross-sector collaboration with Ant Forest, Bright Youjia tapped into the platform's strong association with ecological action and its broad consumer base. This enabled the brand to communicate its green message more efficiently and made a "green choice" a natural extension of environmentally friendly behaviors already familiar to hundreds of millions of Ant Forest users.

Multi-channel communication

Bright Youjia promoted the co-branding campaign online through social media platforms including rednote and Weibo, encouraging public participation in green consumption activities.



Promotion of the co-branding campaign on Bright Youjia's rednote and Weibo accounts

Reaching consumers at the point of payment

Bright Youjia used Alipay Tap!, leveraging Alipay's nationwide user base of more than 1 billion, to drive store traffic and make the featured products easier to purchase at the point of payment.

Omnichannel availability

Bright Ubest's organic range was available across online and offline channels, making certified products easy to find in supermarkets, convenience stores and e-commerce channels across virtually any purchase setting.

## Action - Facilitate Purchase Decisions

Prominent design

The word "Organic" is clearly displayed on the packaging. E-commerce product pages state that the product is made from 100% organic raw milk and display the certificate issued under China Organic Product Certification, reinforcing credibility.



Product detail page for Bright Ubest Organic Fresh Milk on Tmall

Immediate Incentives

Exclusive discounts through Alipay Tap! and a chance to receive a randomly awarded Ant Forest tree after purchase reinforced consumers' decisions at the point of sale. Each carton of Bright Youjia represented not only milk, but also a virtual sapling that consumers could water as part of a public-interest initiative, creating an immediate sense of reward.

## Share - Promote Experience Sharing

**Event-based incentives**

Using offline Eco Challenge events as the setting, Bright Youjia encouraged participants to post user-generated content about the campaign on rednote, turning the consumption of products bearing sustainable certification marks into a shareable, story-rich experience, grounded in a real-world setting and reinforced by social rewards.










Bright Youjia Eco Challenge

## Program Outcomes



### Industry impact

The Bright Youjia x Ant Forest integrated marketing campaign won a Bronze Award in the Integrated Marketing category and an Excellence Award in the Public Welfare Marketing category at the Tiger Roar Awards, providing a benchmark for consumer communication around sustainable certification.

### Public impact

The campaign generated more than **16.61** million impressions on large-screen connected TV (CTV), reaching primarily larger households with medium-to-high purchasing power. Outdoor advertising, brand-owned media channels, user-generated content on rednote and interactive activities such as Eco Challenge events raised campaign awareness while encouraging consumers to share the campaign on their own initiative.

### Commercial impact

Bright Ubest's organic range exceeded RMB **100** million in annual sales. Bright Youjia's Alipay Tap! promotion leveraged Alipay's nationwide user base of more than **1** billion, drove store traffic and closed the loop between brand building and sales conversion. In partnership with Ant Forest and RT-Mart, Bright Youjia used instant discounts triggered through Alipay Tap! to boost offline sell-through. The campaign achieved a redemption rate above **90%**, with the average transaction value approximately **twice** the usual level.

### Environmental impact

The Bright Youjia Ecological Public Welfare Forest in Tengchong, Yunnan, comprises **62,500** Chinese white pines (*Pinus armandii*) planted across **404.8** mu (approximately 27 hectares). Planted and maintained by the Yunnan Green Environment Development Foundation (YGF), the forest has turned "every purchase supports public welfare" from a slogan into a tangible environmental asset that can be verified on the ground.



Bright Youjia Ecological Public Welfare Forest (404.8 mu; 62,500 Chinese white pines)

## Industry Takeaways

**Translate certification into trust and lower barriers to understanding:** Break organic certification standards down into tangible quality promises - for example, "the use of chemical fertilizers, pesticides, hormones and other synthetic chemicals is strictly prohibited throughout production and processing." Frame FSC certification in terms of responsible forestry and forest ecosystem protection to make its value easier for the public to understand.

**Use tangible stories to amplify the value of certification:** Develop stories and experiences that people can share and participate in - such as the Tengchong ecological traceability documentary, the Ant Forest public welfare forest planting program and Eco Challenge events. These are more compelling than simply stating, "We have obtained a certification."

**Use convenient touchpoints to bridge the awareness-action gap:** Make products bearing sustainable certification marks available across online and offline channels so that awareness can lead to purchase, and purchase to repeat purchase.

**Use co-branding to reach new audiences and tap into established green associations:** Use cross-platform collaborations as a key lever for reducing the cost of green communication. Ant Forest gave Bright Youjia a ready-made entry point through consumers' existing association with green action, allowing the brand to build trust more efficiently.



## + Haitian

## From Certification to the Table: Making Organic Condiments an Everyday Choice

## Program Background

Haitian is committed to sustainable development and puts it into practice, starting with "green production" and driving continuous change from production to products, and from internal systems to wider society. On the raw material side, Haitian sources "eco-friendly" premium raw materials, such as non-GMO soybeans sourced from Northeast China. In production, Haitian's Gaoming manufacturing base was recognized as the world's first "Lighthouse Factory" in the soy sauce brewing industry, leveraging digital transformation and intelligent technologies to continuously improve production efficiency and reduce resource and energy consumption. Packaging design strictly follows the 5R (Reduce-Reuse-Recycle-Regeneration-Rejection) principles and is progressively incorporating the Consumer Goods Forum (CGF)'s Golden Design Rules to improve packaging recyclability. At the end-of-life stage, the company actively works with upstream and downstream partners to build a comprehensive system for the recovery and reuse of production and packaging waste, promoting a circular economy.

Within its full-value-chain sustainability strategy, Haitian continues to advance sustainable product development and certification, and has launched multiple organic products. However, consumers rarely pay attention to green-related certifications when using condiments in their daily lives. How can consumers be encouraged to accept and prioritize these products with sustainable certifications? In 2025-2026, Haitian demonstrated two products with sustainable certifications consumer communication initiatives for the industry: Haday Organic Condiments, certified organic in China, the EU and the US; and the Organic Black Truffle Seasoning Gift Set, launched by Haitian's "Four Sight" brand and certified under China Organic Product Certification (hereafter, "Four Sight").



Haday Organic Condiments



Four Sight Organic Black Truffle Seasoning Gift Set

## Consumer Communication Strategy

Haitian's communication strategy follows the complete journey "from certification to awareness to the table." Haday Organic Condiments served as the title sponsor of the domestic food competition variety show Yi Fan Feng Shen, embedding the message "certified organic in China, the EU and the US, with end-to-end organic traceability" in a high-traffic entertainment setting. Offline cooking demonstrations and tastings, together with integrated online-to-offline channels, moved consumers from "seeing" to "tasting" and finally to "buying," completing the journey from certification awareness to the table. For Earth Day, Four Sight partnered with Aihuishou to connect organic certification with empty-container recycling, allowing consumers to experience green value through a closed loop of "buy organic - use organic - recycle empty containers - reduce carbon emissions."



## Sense - Make Certified Products Noticeable

### Making certification labels visible

Haday Organic and Four Sight prominently displayed the products' core selling points — the "organic certification mark" and "Organic Product Certification Code" — on the packaging.

### Translating certification

One-commerce product detail pages, the brands proactively explained the core meaning of "China Organic Product Certification" — at least 95% of the ingredients are organic and without the use of synthetic pesticides or fertilizers, among other requirements. Certification therefore became more than an icon; it became a set of promises consumers could understand.



E-commerce product detail page for the Four Sight Organic Black Truffle Seasoning Gift Set

### Creating an awareness anchor through entertainment exposure

Haday Organic Condiments sponsored the hit cooking show "Yi Fan Feng Shen". Product displays, in-program usage, pre-roll spots, creative mid-roll ads, end-credit bonus clips, opening titles and corner graphics delivered frequent exposure inside and around the program to the core message: "certified organic in China, the EU and the US, with end-to-end organic traceability."



The cooking show "Yi Fan Feng Shen"

### Expanding touchpoints through cross-sector collaboration

Campaign information appeared simultaneously across online and offline Aihuishou touchpoints, including large screens on smart recycling kiosks, in-store advertising displays and pop-ups on the Aihuishou app homepage. The collaboration drew on both brands' established user bases to reach audiences across different consumer groups, repeatedly reinforcing Four Sight's image as a specialist organic food brand in multiple settings.



## Interest - Build Interest and Trust

### Making the experience tangible

- Through cooking demonstrations and tastings in offline retail channels, Haday Organic Condiments allowed consumers to taste dishes prepared with the product, turning abstract certification value into a tangible flavor experience. Activities such as the Haday Amateur Chef Competition encouraged consumers to use the organic condiments themselves, converting "awareness" into "first-hand experience" and building interest.



In-store cooking demonstrations and the Haday Amateur Chef Competition

### Building brand trust through authoritative assurance

- Haday Organic and Four Sight established trust across four dimensions. Certification: upholding end-to-end organic control standards from field to table. Product: presenting core selling points with clear data. Traceability: assigning a unique code to each bottle so consumers could scan and verify its organic identity. Quality assurance: implementing a six-step, end-to-end organic quality assurance process covering soil, raw materials, processing, testing, certification, and storage, transportation and sales.



## Connect - Provide Convenient Access and Communication Channels

### Integrated omnichannel marketing

Haday Organic Condiments used resources from "Yi Fan Feng Shen" and the Haday Food Lovers Festival brand property to embed organic elements deeply across online and offline promotions. Integrated marketing with online-to-offline platforms such as Meituan, and Taobao, together with key supermarkets, covered the entire journey from promotional exposure to purchase. When consumers wanted to buy after watching the show, the product was readily available at nearby supermarkets or online.

### Creating long-term communication touchpoints

Under the theme "Do One Small Thing for the Earth," Four Sight established an ongoing topic hub on social platforms and continued to publish real, relatable stories of consumers participating in recycling. This built emotional resonance through everyday action and accumulated reusable brand content. Participants retained from the campaign were also invited into the brand's private community, where they were continuously engaged and nurtured into loyal brand advocates, fostering long-term connections with the brand.



Visual from the "Do One Small Thing for the Earth" campaign

## Action - Facilitate Purchase Decisions

### Creating a default option

As a specialist brand focused on organic products, Four Sight's entire portfolio consists of certified organic products. Choosing the Four Sight brand therefore defaults consumers into a green, organic choice without requiring them to screen comparable products separately.

Haday Organic Condiments offered show-themed merchandise-including the signature apron from "Yi Fan Feng Shen" and a playful crab-claw fork-as promotional gifts. The emotional connection encouraged purchases and gave them the social appeal of "getting the same item as seen on the show." Consumers who purchased Four Sight products and returned empty containers for recycling could earn green points and redeem rewards, reinforcing green consumption habits.

### Feedback and incentives



Promotional gifts inspired by "Yi Fan Feng Shen"

## Share - Promote Experience Sharing

### Inspiring imitation and sharing through recipes from the show

Across Haday-owned accounts, rednote, Douyin and other social media platforms, Haday Organic Condiments published recipes that recreated dishes from "Yi Fan Feng Shen". The content encouraged consumers to imitate and share, forming a complete experience-sharing journey: "watch the show-learn the recipe-cook with Haday Organic Condiments-post the result." This allowed certified products to become a natural part of consumers' social expression.

### Guiding conversations and co-creating user-generated content

Four Sight launched the hashtag "#味地球减碳" ("Taste for Earth, Cut Carbon") on its social media channels, encouraging users to share their own stories of greener living — such as empty-container recycling check-ins, everyday organic cooking and low-carbon lifestyle tips. Relatable daily settings helped the campaign build resonance.

## Program Outcomes



### Industry impact

The integrated marketing campaign "A Divine Taste: Haday Food Lovers Festival" won Gold at the 17th Tiger Roar Awards, Silver in the Seeding Marketing category at the Golden Mouse Digital Marketing Awards, Gold at the Golden Touchpoint Global Business Innovation Awards and Bronze at the Effie Awards, among other honors. It provides a practical reference for consumer communication around green certification.

### Public impact

"Yi Fan Feng Shen", sponsored by Haday Organic Condiments, recorded **1.061** billion views, embedding the message "certified organic in China, the EU and the US" in public awareness at billion-view scale. Four Sight's Earth Day campaign, "Do One Small Thing for the Earth," generated more than **160** million impressions and reached core community users in China's first-and second-tier cities.

### Commercial impact

Through integrated marketing around the Haday Food Lovers Festival, Haday Organic Condiments worked with the supermarket business unit and online-to-offline channels to drive sales. Supermarket sales increased **4.2%** year on year, reaching their highest value in nearly three years, while online-to-offline channel sales grew by more than 60%. Four Sight's Earth Day campaign brought **6,677** people into the brand's private community (with an **86.24%** retention rate), generating exposure and conversion for the store. These enterprise WeChat contacts can continue to be managed as long-term first-party customer assets.

### Environmental impact

Haday Organic Condiments uses a minimalist formula with no additives or preservatives, reducing potential chemical inputs into soil and water at source. Four Sight's Earth Day campaign engaged **9,588** environmental participants and collected **3,037** kilograms of plastic containers, reducing carbon emissions by approximately **6,347** kilograms. This turned "Do One Small Thing for the Earth" from a slogan into a measurable environmental contribution.

## Industry Takeaways

**Earn consumer trust through product excellence:** The value of certification lies not in the label itself, but in the complete, verifiable quality system behind it. Haday Organic Condiments builds credibility in product quality through organic certification in China, the United States and the European Union. The Four Sight Organic Black Truffle Seasoning Gift Set upholds end-to-end organic control standards from field to table.

**Amplify green communication through cross-sector partnerships:** By leveraging the entertainment property "Yi Fan Feng Shen", Haday Organic Condiments embedded organic certification messages in a billion-view setting, achieving both brand exposure and category education. Four Sight partnered with Aihuishou to form a cross-sector combination of "organic food producer × recycling platform," amplifying the environmental message through collective action.

**Connect the full journey from awareness to purchase:** Haday Organic Condiments went beyond exposure inside the program. Cooking demonstrations and tastings at key supermarkets, integrated online-to-offline channels, the Haday Amateur Chef Competition and other offline activities moved consumers from "seeing" to "tasting" and finally to "buying," promoting organic products across the entire journey from communication to application.

## Mengniu Group

### From the Desert to the Palate: Turning Green Certification into a Brand Story Consumers Can Trust

#### Program Background

Mengniu's sustainability journey began with a simple vision: "Promise a Healthier World." Guided by this vision, Mengniu aligned its business with the United Nations Sustainable Development Goals (SDGs) and developed its GREEN Sustainable Development Strategy. The strategy identifies raw milk traceability and upstream deforestation risk management as priority areas. Mengniu set sustainability targets, assesses and manages deforestation risks in its supply chain, monitors genetically modified components throughout the process from feed cultivation to animal husbandry, and ensures that all organic farms comply with China's organic certification standards, safeguarding raw-material safety and compliance at source. Under this framework, Mengniu has continued to advance green certification at the product level. By 2025, 88.11% of the inner packaging paper for all Mengniu products will have sustainable forest certification. In 2025-2026, Deluxe Desert Organic Fresh Milk Ice Cream obtained organic product certification, becoming "China's first organic ice cream." Driven by the goals of achieving zero deforestation for its products and reducing their carbon footprint, Shiny Meadow actively uses FSC-certified packaging.

Yet green-certified products are often silent on the shelf. Consumers are not necessarily faced with a lack of certification, but with labels they do not understand or trust: What does "organic" mean? How do the standards on a certificate relate to the food on their table? How can a brand prove that these labels are more than marketing claims? To address this, Mengniu developed a systematic approach to consumer communication for green-certified products. Through the "Organic from the Desert, the Cow Has Arrived!" campaign, Deluxe turned organic certification from a certificate into a brand story consumers could perceive and trust, strengthening purchase intent and product confidence. Shiny Meadow, meanwhile, used Hong Kong Climate Week (HKCW) 2026 to make FSC-certified packaging a window into Mengniu's end-to-end sustainability practices. Green certification was no longer small print beside the ingredient list, but a brand language consumers could understand, believe and ultimately choose to pay for.



#### Consumer Communication Strategy

Mengniu continues to deepen whole-chain collaboration for the dairy industry's green transformation, embedding sustainability from farm to table. In communicating green-certified products, Mengniu advanced two initiatives along parallel tracks: consumer experience through Deluxe and authoritative-platform communication through Shiny Meadow. Together, they formed a full-journey strategy spanning awareness, interest, access, action and sharing, designed to help consumers notice, understand, trust and ultimately choose green-certified dairy products.



#### Sense - Make Certified Products Noticeable

##### Highlighting value

Product visuals for Deluxe Desert Organic Fresh Milk Ice Cream clearly display "China's first organic ice cream" and three green attributes—"organic farm, organic milk source and organic certification"—allowing consumers to grasp the product's key value at a glance.



Product image of Deluxe Desert Organic Fresh Milk Ice Cream

##### Speaking through an authoritative platform

As an invited participant at HKCW 2026, Mengniu delivered a presentation titled "Low-Carbon Manufacturing and Supply Chain Transformation: Green and Low-Carbon Transition in the Dairy Supply Chain" and accepted an interview with Xinhuanet, clearly explaining the brand's ESG actions. Shiny Meadow, the event's only officially authorized designated milk, was featured at the venue in a gift set combining its Hong Kong-market products, an ESG-themed silk scarf and an ESG handbook. This enabled guests to encounter green-certified products and corporate sustainability practices in a tangible, visible way.



Mengniu speaking at Hong Kong Climate Week



Shiny Meadow as the only officially authorized designated milk for Hong Kong Climate Week



Shiny Meadow ESG promotional handbook for Hong Kong Climate Week (single page)

## Interest - Build Interest and Trust

### Responding to health needs and demonstrating product value

- Mengniu highlighted the product's lack of artificial additives and its low-sugar, low-fat profile, directly linking environmental value with consumers' pursuit of a high-quality lifestyle. The "desert oasis" imagery communicated the unique value of organic milk sourced from the golden dairy belt at 40-50 degrees north latitude, protected from pollution by a natural desert buffer.

### Visualizing full-value-chain traceability

- The vivid story of a 4,200-li trek across deserts, oases, forests, the Great Wall and the Huangpu River to deliver organic ice cream brought the distant Ulan Buh Desert farm closer to consumers and made the value of green-certified products visible.



Deluxe x FamilyMart co-branded poster, translating "organic from the desert" certification into the visual narrative "the cow has arrived"

## Connect - Provide Convenient Access and Communication Channels

### Integrating into everyday settings

Placement in FamilyMart stores allowed the product to fit naturally into urban office workers' commutes, afternoon breaks and other daily moments, making the green choice easy to reach.

### Reaching consumers across channels

Deluxe Desert Organic Fresh Milk Ice Cream entered multiple retail settings, including Fudi, FamilyMart in East China, Pang Dong Lai and Xiaoxiang Supermarket, reaching a broad range of consumer groups and occasions.

### Creating an immersive experience

Deluxe partnered with FamilyMart to stage an immersive "Organic from the Desert, the Cow Has Arrived!" pop-up at Shanghai Shimao Festival City. A desert-oasis setting filled the venue, while performers in distinctive "cow hero" costumes danced and handed out gifts. Consumers completed playful check-ins to receive limited-edition items, including customized cow cups, cow spoons and trend-inspired cow bags. The activation transformed "tasting a cup of ice cream" into a brand experience consumers could see, taste and touch.



Consumers interact with the product at the "Organic from the Desert, the Cow Has Arrived!" pop-up

## Action - Facilitate Purchase Decisions

### Framing effects

The pilgrimage story follows a "desert cow hero" carrying a green freezer that symbolizes organic vitality. Beginning at an organic farm deep in Inner Mongolia's Ulan Buh Desert, the hero treks 4,200 li across deserts, oases, forests, the Great Wall and the Huangpu River before arriving on the streets of Shanghai. By building an emotional connection, the story gives the purchase a sense of purpose: supporting organic production and protecting nature.



Deluxe and FamilyMart co-branded pop-up

### Prominent design

The pop-up transformed "tasting ice cream" into a multisensory brand experience that consumers could see, taste and touch, stimulating purchase desire. On e-commerce platforms, Deluxe clearly explained on product detail pages that the ice cream was certified organic and made with high-quality milk from an organic farm.



Selected information from the e-commerce product detail page for Deluxe Desert Organic Fresh Milk Ice Cream

## Share - Promote Experience Sharing

### Creating shareable moments

At Shanghai Shimao Festival City, the immersive pop-up's desert-oasis setting brought the natural purity of Ulan Buh into a bustling commercial district. The striking visual contrast drew large crowds to stop and take photos, generating natural material for social sharing.



The "Organic from the Desert, the Cow Has Arrived!" pop-up at Shanghai Shimao Festival City

## Program Outcomes



### Industry impact

Deluxe received China's first organic product certification for ice cream, filling a gap in organic certification in the domestic frozen-dessert industry. At HKCW 2026, Shiny Meadow delivered the presentation "Low-Carbon Manufacturing and Supply Chain Transformation: Green and Low-Carbon Transition in the Dairy Supply Chain," presenting Mengniu's end-to-end sustainability practices -spanning farms, sourcing, packaging, factories, logistics and product certification-to policymakers, business leaders and leading innovators from around the world.

### Public impact

The Deluxe campaign reached more than **10** million people. Through its status as the only officially authorized designated milk for HKCW 2026, Shiny Meadow achieved frequent exposure at an international conference, **265,000** views across owned media, **23,000** interactions and **10** articles in international media, further strengthening the brand's international ESG recognition.

### Commercial impact

Deluxe Desert Organic Fresh Milk Ice Cream entered multiple retail settings, including Fudi, FamilyMart in East China, Pang Dong Lai and Xiaoxiang Supermarket. In 2025, Mengniu's ice cream business achieved double-digit growth in China and continued to improve profitability. Shiny Meadow entered the Hong Kong market, and its premium fresh milk products were rolled out to more than 1,000 stores across Wellcome, PARKnSHOP, AEON, 7-Eleven and other retailers, offering Hong Kong consumers a new high-quality fresh milk option.



Shiny Meadow entering the Hong Kong market

### Environmental impact

Over **6,200** acres of shelterbelts have been planted in the throat area of the Ulan Buh Desert, greening more than **220** square kilometers of desert. Nowadays, an ecological wonder has been created with **350,000** mu of high-quality organic grasslands coexisting with **21** organic farms, producing **120,000** tons of organic milk annually and forming a closed-loop ecological economy linking combating desertification, nurturing soil, planting grass, feeding and production.

## Industry Takeaways

**Build trust on product strength:** Deluxe Desert Organic Fresh Milk Ice Cream obtained organic product certification from the China Organic Food Certification Center, becoming China's first organic ice cream. Sourced from Ulan Buh Desert oasis farms in the golden dairy belt at 40-50 degrees north latitude, its strong product credentials support the brand story.

**Seamlessly connect channels and experiences:** Deluxe Desert Organic Fresh Milk Ice Cream worked closely with FamilyMart in East China, combining everyday distribution with a high-profile pop-up event. Retail channels delivered broad reach, while the pop-up generated excitement, creating a complete consumer journey.

**Use emotional storytelling to drive brand identification:** Rather than relying on dry explanations, the campaign made the "organic from the desert" concept tangible through a 4,200-li pilgrimage story. Emotional storytelling made the brand idea easier to perceive and share.

**Precisely target the core audience:** The campaign focused on urban office workers, commuters and consumers pursuing a high-quality lifestyle. This group is not only FamilyMart's core audience but also among the most active sharers on social media, supporting precise and efficient communication.



L'ORÉAL  
CHINA

+ L'Oréal

## From Awareness to Action: Bridging the "Last Mile" of Consumer Decision-Making

## Program Background

At the 4th China International Carbon Neutrality Expo, L'Oréal launched "2026 Consumer Research Report on Refills". The study found that awareness of beauty refills among female consumers had reached 81%. However, despite strong growth in both awareness and purchase intent, this interest had not fully translated into actual purchases: the Say-Do Gap for both skincare and makeup refills remained as high as 28%.

In response to this sustainable consumption Say-Do Gap, L'Oréal adopted a two-step strategy: first make the products more sustainable, then make their sustainability credentials visible. At the first stage, L'Oréal continued to advance the sustainable production of refillable products and support their certification under standards such as FSC. At the second stage, the company partnered with Ant Group to join "Forest Market", China's first nationwide sustainable-consumption platform by Ant Group. The platform includes products in its "Environmentally Friendly Product System" if they appear on relevant national green-manufacturing lists, hold recognized domestic or international sustainable certifications or demonstrate environmental and carbon-reduction attributes. Consumers can earn Ant Forest green energy by browsing and purchasing eligible products; after accumulating enough energy, they can apply to plant a real tree or support an ecological public-interest project. With the platform's science-based validation and sustainable-consumption incentives, L'Oréal turned product sustainability attributes into visual cues that consumers could understand, find and trust. This created a complete communication pathway from recognizing products with green certification to wanting to buy them, bridging the "last mile" of online purchase decisions.



L'Oréal's booth at the 2026 Carbon Neutrality Expo and the L'Oréal 2026#JoinTheRefillMovement campaign poster



Ant Forest's "Environmentally Friendly Product System"

## Consumer Communication Strategy

In 2026, L'Oréal elevated #JoinTheRefillMovement into the Group's biggest ever corporate sustainability campaign, uniting four divisions, 18 brands and 28 products. In China, the company used the Carbon Neutrality Expo as the core launchpad and reached consumers through coordinated online and offline channels, building an integrated communication pathway combining authoritative platforms, immersive experiences and multi-channel amplification. Around refillable products carrying green certification marks, L'Oréal designed targeted communication actions at every step of the consumer journey from "Say" to "Do".



## Sense - Make Green Certification Products Noticeable

### Creating recognition through labels

L'Oréal worked with Ant Group and Tmall to develop a "sustainable product label". Embedded directly in product displays on e-commerce pages, the green label enabled consumers to recognize eligible products at a glance without additional research.

### Building credibility through authoritative endorsement

As the only beauty company to participate in the Carbon Neutrality Expo for four consecutive years, L'Oréal appeared under the theme "Refill For Beauty, Action For The Earth" and received the Outstanding Contribution Award. Linking the products with a national-level expo established a strong anchor for consumer recognition.

### Making the display engaging

At the booth, an interactive flip-card installation presented L'Oréal's 3R design approach (Reduce, Replace and Recycle) and the plastic-reduction technologies used in different products, attracting consumer attention.

### Reaching consumers across channels

From the Carbon Neutrality Expo and a touring exhibition at 14 universities to the "Refill Box" RED pop-up, the campaign extended refill-related touchpoints into campuses, shopping districts and other settings in the daily lives of young consumers, keeping refills consistently visible.



L'Oréal receives the Outstanding Contribution Award at the 2026 Carbon Neutrality Expo



## Interest - Build Interest and Trust

### Reframing the idea

- At the Carbon Neutrality Expo, Zhenzhen LAN, Chief Corporate Affairs and Engagement Officer of L'Oréal North Asia and China, introduced the idea that "practicing sustainability is like keeping fit". This reframed sustainable consumption as an easy and stylish lifestyle choice and sparked consumer interest.

### Translating dual value

- The campaign clearly communicated the value-for-money benefit of lower-priced refills while condensing their environmental value into a simple, understandable message: using one Lancôme Absolue Soft Cream refill instead of a full-size jar uses 100% less glass, 95% less metal, 42% less plastic and 36% less cardboard.

### Building brand trust through layered endorsements

- L'Oréal invited celebrities to record refill demonstration videos and audio-enabled educational posters, while working with leading KOLs in beauty, sustainability and lifestyle to produce in-depth reviews and educational content. Together, these voices turned products with green certification from an abstract concept into an appealing choice.



L'Oréal's 360-degree photo installation at the Carbon Neutrality Expo



## Connect - Provide Convenient Access and Communication Channels

### Ensuring availability

L'Oréal launched refillable products from more than ten brands in China, spanning skincare, makeup, haircare and fragrance. Supply increased seventeenfold over five years, making refills readily accessible to consumers.

### Making products easy to find online

Through close collaboration with e-commerce platforms, L'Oréal created green labels and dedicated sections for refillable products, making them easy for consumers to find.

### Communicating clearly offline

L'Oréal established the Carbon Neutrality Expo as an annual communication milestone, participating for four consecutive years and exploring sustainability themes in greater depth under a different theme each year. In 2026, L'Oréal also hosted a sustainable consumption salon, using refills as a key entry point into sustainable consumption. It convened industry experts and young opinion leaders to discuss how sustainability could move from something consumers "feel is right" to something they "do every day", creating a two-way dialogue platform for consumers and industry experts.



L'Oréal's sustainable consumption salon

### Employees as brand ambassadors

President of L'Oréal North Asia & Chief Executive Officer of L'Oréal China, Vincent Boinay and Chief Corporate Affairs and Engagement Officer of L'Oréal North Asia and China, Zhenzhen Lan, appeared in videos demonstrating how to use refills. An internal "Refill Challenge" also turned employees into "refill experts" able to give consumers first-hand guidance in their daily work.

## ¥ Action - Facilitate Purchase Decisions

### Prominent design

Green labels assigned to certified products on e-commerce platforms made the greener choice stand out and helped guide purchase decisions.

### Streamlined decision-making

A "Two Steps to Refill, an Easy Way to Protect the Planet" video and simple "one refill = XX% less plastic" formulas translated complex life-cycle assessment results into easy-to-understand decision cues.

### Feedback and incentives

Consumers purchasing L'Oréal products carrying green labels through the "Forest Market" on Ant Group and Tmall platforms received Ant Forest green energy. Once they accumulated enough energy, they could plant a saxaul tree, ensuring that each sustainable purchase was immediately recorded and rewarded.

### Social norms

Messages such as "the number of refillable products has increased seventeenfold in five years" and "81% of female consumers in China are aware of refills" signaled that choosing refills was becoming a mainstream trend.

### Positive framing

Emotional slogans such as "Refill For Beauty" framed refill purchases as a "romantic choice to act for the planet", replacing moral pressure with positive emotion.



The #JoinTheRefillMovement Declaration on Sustainable Consumption and Green Lifestyle launched by L'Oréal and Ant Group

## Share - Promote Experience Sharing

### Creating shareable destinations

The 360-degree rotating photo spot at the Carbon Neutrality Expo, university "Refill Stations" and the RED pop-up were designed as visually striking photo spots that lowered the barrier to sharing.

### Encouraging user-generated content across platforms

The #JoinTheRefillMovement topic launched on Weibo and RED inspired more than 10,000 consumer-generated posts.

### Leveraging celebrity and KOL role modeling

6+ brand ambassadors published sustainability education posters and videos, encouraging fans to imitate and create their own content.

### Managing social-media conversations

In-depth interviews developed with media partners linked the "Sustainability Gym" concept with everyday metaphors such as "muscle memory", making the message easier to understand and more appealing to share.



Campus visits and photo check-ins

## Program Outcomes



### Industry impact

For four consecutive years, L'Oréal has awarded pioneering companies in supply-chain decarbonization at the Carbon Neutrality Expo, helping accelerate the entire value chain's transition toward a circular economy and encouraging more cosmetics companies to join sustainable development efforts.

### Public impact

Offline, the Carbon Neutrality Expo booth attracted more than **10,000** visitors and welcomed over **1,000** guests and industry representatives. The university tour covered **14** institutions and reached tens of thousands of young people, while the RED pop-up drew several thousand visits. Online, the campaign generated more than **3,000** media reports; #JoinTheRefillMovement inspired over 10,000 users to post check-in content; and 36Kr the Sustainable Consumption Salon livestream performed above typical benchmark levels.

### Commercial impact

North Asia became L'Oréal Groupe's largest refill market worldwide. The number of refillable products grew seventeenfold over five years, and more than ten brands launched refillable products in China across skincare, makeup, haircare and fragrance.

### Environmental impact

Refillable products reduced carbon emissions and supported more sustainable sourcing of materials. For example, compared with a full-size jar, a Lancôme Absolue Soft Cream refill helps reduce the use of glass by **100%**, metal by **95%**, plastic by **42%** and cardboard by **36%**.

## Industry Takeaways

**Lead with insight and let the issue drive the campaign:** The campaign began with clear consumer insight - the 28% Say-Do Gap between 81% awareness and actual purchase behavior. Every communication activity addressed the same question: how can this gap be narrowed? This gave the strategy clarity and precision.

**Localize the global strategy and create a clear communication cadence:** The Carbon Neutrality Expo gave the program authoritative visibility from the outset and elevated a commercial campaign into an industry conversation. By closely integrating the Group's #JoinTheRefillMovement global initiative with the Chinese expo platform, L'Oréal combined global endorsement with local innovation.

**Emotional resonance through the "Sustainability Gym" concept:** Comparing sustainable living with maintaining a fitness routine, the campaign proposed a "three-M" rule: motivate consumers, mobilize partners, and move the entire industry chain. This translated the broad issue of carbon neutrality into a lifestyle choice that consumers could understand and join, lowering the psychological barrier to sustainable consumption.

**A full-value-chain ecosystem approach:** The program communicated not only with consumers but also engaged supply-chain partners, government, industry organizations, startups and other stakeholders. Through "Thinkers", "Innovators" and "Everyone", the "Partners of Future" ecosystem created a complete sustainability loop from policy to industry.

**Take a long-term approach - from light-touch engagement to "muscle memory":** Rather than pursuing a one-off spike in exposure, L'Oréal participated in the Carbon Neutrality Expo for four consecutive years, upgraded its refill initiative for three consecutive years and continued to publish annual sustainable-consumption insights. This helped the idea that "refills are a sustainable choice" become part of consumers' everyday decision-making, like muscle memory.



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