



Communicating Consumers About Product Environmental Footprint of a Cosmetics Company

PRACTICE

Innovation

SECTOR

Cosmetics

MISSION DURATION

10 Months

Our client, a leader in the cosmetics industry, wants to communicate the environmental footprint of its products to its consumers.

KEPLER proposes the structuration of a program approach and a support on the methodology definition based on environmental impact data analysis and strategic business stakes integration.

Context

- High complexity: ACV, understanding of environmental footprints of products, anticipation of stakeholders' reactions (Competition, EU-French Regulation, consumer association...)
- Highly transversal: Operations, Marketing/Brands, R&I, CSR
- Executive committee sponsorship
- Tight schedule
- Visibility&Risk: Direct communication to external stakeholders and consumers

Objective(s)

Innovating Sustainably

- Analyzing the company products' catalogs environmental footprints data to assess several potential methodologies for product scoring and labelling
- Agile animation of the program streams with the organization of sprints mobilizing key experts
- Preparing roll-out strategy in the multiple product categories, brands and countries of the company

Methodology

1 Stream on definition of the methodology to score environmental footprint:

- Choice of labelling and scoring methodology:

- Choice of environmental impacts to be displayed according to their relevance for consumers and the industry
- Analysis of footprints distributions
- Test of different methodologies: linear, gaussian, cumulative footprint...
- Simulations on Power BI

- Choice of the segmentation into product categories:

- Best compromise between 2 conflicting objectives for a more responsible consumption choice:
 1. Having large categories to maximize the scope of comparison and the number of alternative choices
 2. Having categories with consumer benefits sufficiently homogenous

2 Stream on Data Flow

- Mapping of data sources, digital tools and data flows
- Impact assessment on digital tools to be able to industrialize the chosen calculation solution
- Target process and governance to generate, manage and communicate produced data

3 Stream on stakeholder management and roll-out organization design

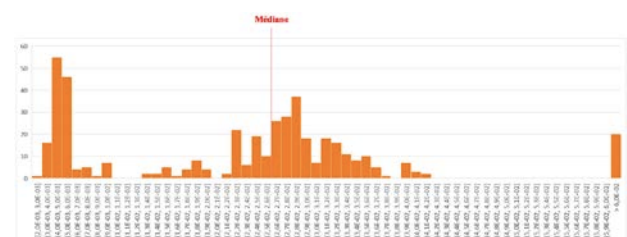
Levers and Tools

- Project Management
- Sprint Animation
- Process Formalization

From Overall Environmental Impact calculation to Product Scoring



Carbon footprint distribution



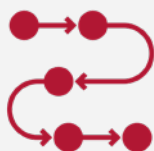
Dashboard



In time delivery
of the project



Environmental labelling live
on the client website



Anticipation on next steps of the project

The implementation of a product environmental footprint labelling approach is a major stake for B to C companies as it will structure all their product eco-design strategy. It needs to set-up a robust transformation program organization with agile ways of working in order to mobilize needed experts and take best decisions among all methodology and roll-out options

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