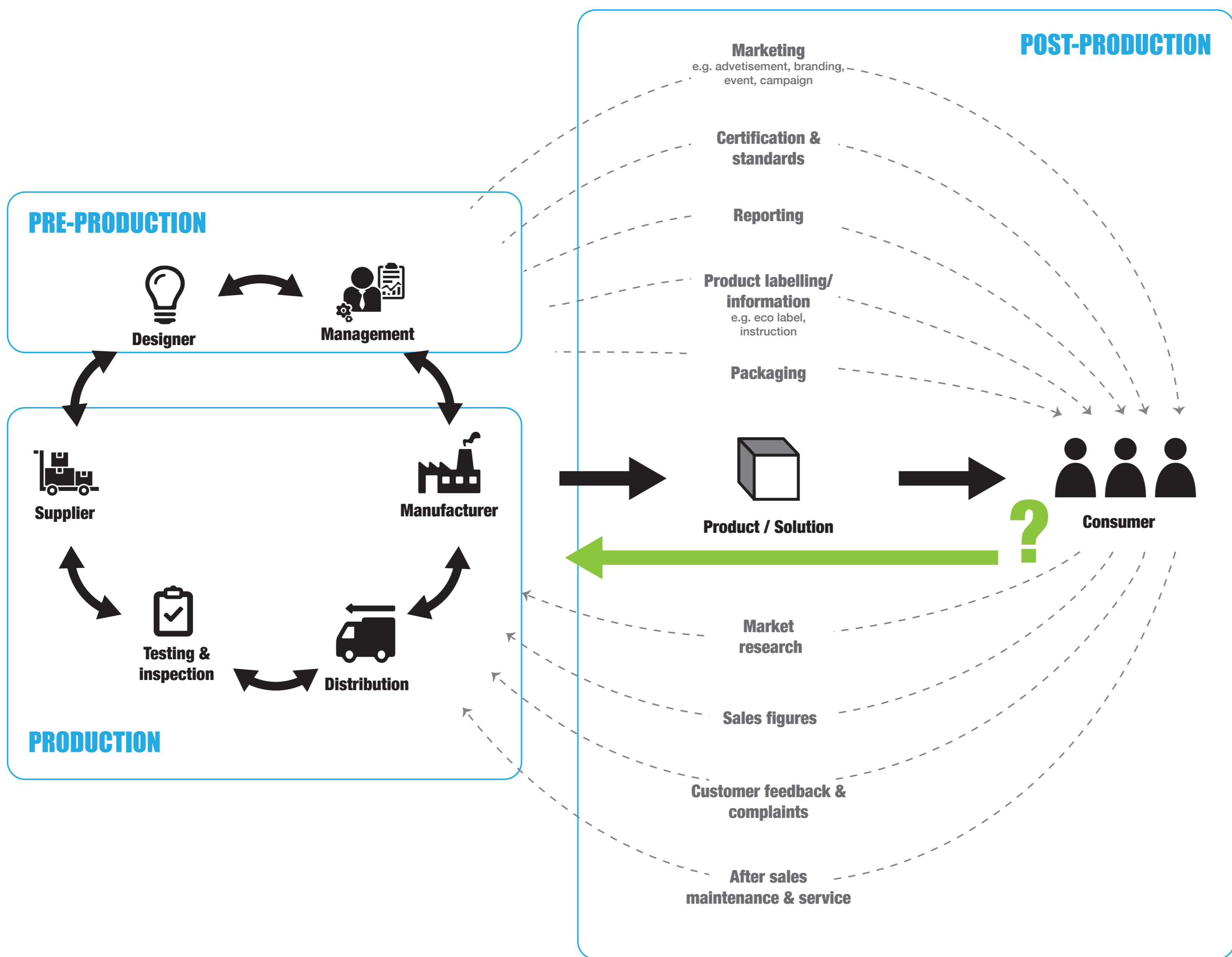


## SUSTAINABILITY COMMUNICATION

Blekinge Institute of Technology, BTH, Sweden



*The major existing communication channels in a value chain with an emphasis on how to communicate with consumers. Most of the existing channels allow only one-way communication that declares the sustainability strategies adopted by a company or the sustainability performance of their products. How can companies effectively understand customer's needs hence to accelerate the development towards more sustainable solutions?*

### RESEARCH QUESTIONS

How to support communication of sustainability information to customers to encourage sustainable consumption and product development? How to model customer preference for product sustainability information?

### RESEARCH APPROACH

- I) In-depth case study of the companies;
- II) User studies and co-created experiments to understand how customers prioritise product sustainability attributes;
- III) Data analytics to create quantitative predictive models of customer choice.

### EXPECTED OUTCOMES

- I) A deeper understanding of sustainability information provision practices and consumer perception;
- II) An information architecture of tailored sustainability information for the companies based on their customer preference;
- III) A novel framework that guides the process to model customer preference and design such sustainability information architecture;
- IV) Guidelines on how to apply digitalised solutions in this context.



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