GOVTECH CHALLENGE SERIES 2.0

HOW TO MATCH GREEN CONSUMERS AND GREEN PRODUCTS?

Ministry of Environment

GOVTECH LAB

CONTEXT

CURRENT SITUATION

- Informing the public about environmental protection does not automatically create an incentive to make a practical contribution to environmental sustainability;
- Buying green is a challenge due to the lack of reliable, relevant and easily accessible information.

SCOPE

- Demand for green products and services covers most areas of economic activity, from agriculture and industry to repair services, restaurants and hotels.

PROBLEM

- Most Lithuanians feel the impact of environmental problems on their everyday life;
- Less than a third of Lithuanians feel empowered to contribute to environmental protection through their actions;
- Only half of Lithuanians feel sufficiently informed about environmental issues;
- The low quantity of green public procurements shows that the state does not sufficiently stimulate the demand for green products and services.

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CHALLENGE

We strive to provide consumers with reliable, relevant and easily accessible information about green products.

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SOLUTION

KEY FUNCTIONS

- The solution should:
  - include information on the environmental harm of specific products;
  - offer alternatives to environmentally harmful products;
  - involve business;
  - involve NGOs;
  - be user-friendly.

METRICS FOR SUCCESS

- The success of a solution could be measured by the amount of green products and services sold through the solution (affiliate marketing).

IMPORTANT ASPECTS

- Reliability of information - environmental protection has already become a buzzword, which does not always mean that the company actually produces or uses environmentally friendly products, provides ecological services;
- Relevance of information - due to research, green innovation and the transformation of the global economy, environmental standards are constantly changing, it is necessary to keep up to date with relevant information;
- Integrity of information - environmental criteria for products and services cover a wide range of environmental factors that need to be integrated.

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OPPORTUNITIES

INSTITUTION

- Criteria for environmentally friendly products and services;
- Social partnership.

MARKET

- Market analysis, demand / supply assessment;
- Sales of products and services;
- Increasing competitiveness, new markets.

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