FAQ Conai

Which information?

Digital channels can be an alternative to the physical affixing of information. For example, you can choose:

Completely replace physical tagging with digital. In this case, all the information would only be available digitally, and would not be physically available on the packaging.

Choosing to communicate only some of the mandatory information via digital channels. For example, for packaging intended for the final consumer, one could choose to print the identification code of the material directly on the packaging, and refer to the consultation of digital channels for information on separate collection or vice versa.

Report the mandatory information directly on the packaging, and refer to the consultation of digital channels for further additional and voluntary information about the environmental characteristics of the packaging.

Which digital channels?

There are no specific indications on which digital channels it is possible to adopt.The choice is therefore entirely up to the company.

Some examples are: apps, QR codes, EAN codes, websites.

For the packaging of the C&I circuit, any management systems or software used for the transmission and communication of data and information between customers and suppliers may also be adopted.

What requirements?

The information reported on the digital channels must be in line with the regulatory provisions and be clear, direct, punctual and easy to interpret.

For packaging intended for the final consumer, clear and easily accessible instructions must be ensured on how the mandatory environmental information can be obtained through the foreseen digital channels: it is necessary to provide the so-called bridge between the physical and the virtual world (see further details in the next section)

The requirements of digital environmental labelling

4a|1 Create a "bridge" between the real world and the digital world

If the environmental labeling information is effectively made available online via a dedicated page , but the consumer (or, in general, the recipient of the information) does not know it, the goal cannot be considered achieved.

It is therefore essential that the ultimate recipient of the information (the consumer) receives clear and easily accessible instructions on how and where to obtain the statutory and /or additional information . For example, the "bridge" can be created using icons, talking QR codes , or an explicit

message that refers to a website or other digital channel of choice. Some specifics and concrete examples follow.

Ensure direct and effective information through digital channels

To make the environmental labeling information of packaging available , it is possible to use a digital tool that refers to a page dedicated to conveying such content.

It is important that these web pages leave no room for interpretation or consultation difficulties , and that access to the specific information for the packaging in question is easy and direct.

It is recommended to clearly indicate the packaging in question on these channels, to make the information more easily available and accessible to the final consumer . For example, it is preferable to avoid very long lists of different types of packaging/products that the consumer has to scroll through to find the packaging/product of interest.

It is always preferable to create a dedicated web page or space for each packaging (or product) , to which the consumer has direct access . It is also possible that this web page also contains further information regarding packaging, whether regulatory or not.

Recommended:

- Direct access to the specific packaging/product
- The information is clear and easy to interpret

Not recommended:

- Pages with long packing lists
- Information to search within a website