

EcoBeautyScore

Public Consultation Questionnaire

March 2024

This questionnaire aims to collect your feedback on the methodological work of EBS to date. Please ensure that you have read the *'EBS Guiding principles and methodologies'* document before completing the survey.

Participant identity

- **Your details:** First name, Last name
- **Mail address:**
- **To which category of stakeholders do you belong :** Consumer, Scientific community, NGO, Government agency, Industry community, Consumer association, Supplier, Retailers, Think Tank, Sustainability consultancy, Standardisation body, other – please specify
- **Which region are you responding on behalf of ?:** Global, Europe, Africa, Middle East, Asia, North America, Latin America, other (specify)

Footprinting methodology

Question 1: Do you think that the implementation of the Life Cycle Assessment method done by EBS is appropriate and covers the most relevant environmental impact of cosmetic products ?

Answers: *Fully appropriate, somewhat appropriate, somewhat inappropriate, very inappropriate.*

If somewhat or very inappropriate, could you elaborate why? (Open text max 3000 characters)

Question 2: Do you think the 16 environmental impact factors (as defined in the PEF) adopted in the EBS methodology are relevant for the assessment of the environmental footprint of cosmetics products?

Answers: *Fully relevant, somewhat relevant, somewhat irrelevant, very irrelevant.*

If somewhat irrelevant or very irrelevant, could you elaborate why? (Open text max 3000 characters)

Question 3: To what extent does the EBS methodology cover all impacts that are relevant for cosmetic products?

Answers: Fully comprehensive, somewhat comprehensive, missing some impacts, Missing important impacts

If missing some impacts or Missing important impacts selected, what additional impact – if any – do you feel are necessary ? (Open text max 3000 characters)

Data strategy

Question 4 : How robust do you think the EBS data strategy is ?

Answers: Very robust, somewhat robust, not sufficiently robust, not robust at all.

If not sufficiently robust, not robust at all, answering is mandatory in this case, could you elaborate why? (open text max 3000 characters)

Scoring

Question 5: Do you think that the EBS scoring methodology enables consumers to make informed purchasing decisions?

Answers: Totally yes, somewhat yes, not sufficiently, not at all.

If not sufficiently or not at all, could you elaborate why? (Open text max 3000 characters)

Question 6 : How accurate do you think the representative sampling approach is for product-segment sampling?

Answers: Very accurate, somewhat accurate, somewhat inaccurate, very inaccurate

If somewhat inaccurate or very inaccurate, could you elaborate why? (Open text max 3000 characters)

Question 7: To what extent does the consumer consultation approach (Qualitative & quantitative consumer testing) yield valuable insights?

Answers: Very valuable, valuable, somewhat valuable, hardly valuable.

If somewhat valuable, hardly valuable, could you elaborate why? (Open text max 3000 characters)

Question 8 : Do you think the approach to defining product segments will facilitate consumer choice?

Answers: Fully facilitates choice, somewhat facilitates choice, hardly facilitates choice, does not facilitate choice at all.

If hardly facilitates choice or does not facilitate choice at all, could you elaborate why? (Open text max 3000 characters)

Question 9 : After reviewing the proposed scoring methodology, do you think it meets the objective of rating products according to their environmental performance?

Answers: Totally, somewhat, poorly, very poorly.

If poorly or very poorly, could you elaborate why? (Open text max 3000 characters)

Question 10: To what extent would displaying labels on some, but not all, products within a segment that EBS has developed impact a brand in the eyes of consumers?

Answers: Would negatively impact, Would somewhat negatively impact, Would not necessarily negatively impact, Would not have an impact at all

If would negatively impact or somewhat negatively impact, could you elaborate why? (Open text max 3000 characters)

Question 11 : Which one of the following product categories do you think should be prioritised for the next launch to market? (Select only 1)

List: Hair Care, Body Care, Face Care, Decorative Cosmetics, Oral Care, Fragrance, Grooming

Why? (Open text max 3000 characters)

Additional feedback

Question 12: Please mention the specific line in the EBS guidelines and methodologies document you are referring to.

You want to make a (select in the list below): Comment or Proposition for change

Answers: Open text (no limitation)

Question 13 : Is there anything else you would like to add?

(open text, no limitation, optional)