Effective Institutionalisation of Sustainability-related Product Labelling Schemes: The case of the People’s Republic of China

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Overview

1. Introduction: Product labelling in China

2. Hypothesis informed by previous research

3. Research questions
Product Labelling in China

- China has become increasingly involved in a movement towards more Sustainable Consumption and Production.
- Like in other regions of the world, product labelling has been a prominent part of that movement.

→ Meet export market demands.
→ Address a rising Chinese consumer society.
Product Labelling in China

- General environmental consciousness and use of product labelling schemes among Chinese consumers and businesses is low.

- Lack of acceptance in export markets & need for double certification through internationally accepted NGOs.

What facilitates and hinders the institutionalisation of current Chinese product labelling schemes in export as well as the Chinese market?
Hypotheses based on previous research

LABELLING ORGANISATION

Supply relations

Primary Production
Manufacturing
Trade & Transport
Retail

Consumer relations

Media
NGO
Government
Civil Societal Groups
Professional Buyer
Individual Consumer

Normative, Pragmatic & Relational Legitimacy

• Traditional
• Charisma
• Regulatory
• Knowledge
• Procedural
• Consequential

Hypotheses based on previous research
Research Questions

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Research Questions
Additional aspects?

Thank You

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Main Literature Review

CBN, Concerns about Food Safety Show that Public Confidence Needs to Be Revived. CBN interviewed Mr. Kevin Zhou, Vice President of Ipsos in Greater China. Interview with Kevin Zhou. http://www.ipsos-gc.com/sites/default/files/9%E6%9C%88%E8%8B%B1%E6%96%87%E8%B0%83%E6%9F%A5%E8%BD%ACP.pdf.


Dendler, L, (forthcoming) 'Sustainability Meta Labelling: an Effective Measure to facilitate more Sustainable Consumption and Production?' PhD thesis, University of Manchester.


Theoretical Literature