

APPENDIX A

The Questionnaire

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JN 7071

DTI - Impact of Labelling Schemes

Organisation	
Address	
Telephone	
Fax	
Email	
Interviewer	
Date	

Identify an appropriate person in each organisation. This will be a person in an association with responsibility for labelling, packaging or standards but a Press or Information Officer may also be useful. In commercial organisations a contact in marketing may be appropriate.

A labelling scheme is an agreed way of presenting information about a product to the purchaser or user. Schemes may be mandatory and required by either National or EU regulations or they may be voluntary. The idea of labelling schemes is to provide purchasers or users of products with information which will help them to:

- a) decide which product to buy
- b) use or store the product more safely

In order for a scheme to be effective the customer must

- 1) notice and read the label
- 2) understand the implications
- 3) take action

To understand the implications the customer will have to have had relevant "education" through advertising or other publicity campaigns. (i.e. to select a product labelled as high in poly-unsaturates the customer must have an opinion about the benefits of poly-unsaturates).

The label can be glued to or printed on the immediate container of the product or on secondary packaging or it may be a loose label tied to the product.

We are looking for any information about the **IMPACT** of labelling - this may come from research studies or from less formal or anecdotal sources. We will be grateful if you can spare a little time to give us the benefit of your experience.

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- Q1a. What product(s) sector(s) is your organisation concerned with?
- Q1b. Are there any labelling schemes, either mandatory or voluntary, which relate to your products?
 YES (Ask Q1c)
 NO (Go to Q6a)
- Q1c. What are the main features of the (principal) scheme that relates to your sector?
- Q1d. Where can we get a formal description of the scheme? (Internet?)
- Q2. Which of the following is/are the main "message(s)" of the labelling scheme: (tick all that apply):
- Safety – poisonous, flammable etc
 - Health – long term, particularly food e.g. non GM, organic, contains nuts, vegetarian etc
 - Energy efficiency
 - Environment – impact on
 - Ethical – fair to the producer and their labour, humane to animals
 - Quality – e.g. Lead Crystal or Digital TV
 - Value – quantity within or % volume alcohol etc
 - Source – Country or Region of Origin
- Other _____

Q3. Is the scheme voluntary or mandatory?

- Voluntary
 Mandatory

Q4. Who is responsible for monitoring and enforcing the scheme?

Q5. Are there any other schemes relating to your products?

YES (Repeat from Q1c)
NO (Ask Q6a)

Q6a. Has your organisation undertaken any studies to assess the impact of any labelling schemes either in terms of noticing the label, understanding its implications or taking action. We are interested in both formal studies and in qualitative or anecdotal information?

YES (Ask Q6b)
NO (Go to Q7)

Q6b. In summary what were the findings?

Q6c. Where can we obtain a report of the findings?

Q7. Is there a need for such research in the impact of labelling?

Q8. Are you aware of any other studies (carried out by anyone) into the impact of labelling schemes?

YES (Ask Q8b)
NO (Go to Q9)

Q8b. Who was this undertaken by?

Q8c. Please describe the findings in summary

Q8d. Where can we obtain a report of the findings?

Q9. What other organisation do you think may have carried out such studies?
Who do you think we should contact to obtain further details?

THANK YOU

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