

PUBLIC REVIEW

COMMENTS AND LEAF RESPONSE PART 2

First Name	Last Name	Date Submitted	COMMENT RE:	LEAF RESPONSE
Industry Comments and Responses				
Heather	Franzese	11/24/09	<p>The best way to reduce consumer confusion and tap into demand for social and ethical manufacturing is to leverage labels that are already recognized and trusted by consumers in the marketplace. The Fair Trade Certified™ label has 33% consumer recognition in the US. Adding another label such as LEAF would actually increase consumer confusion, not reduce it. Existing labels can also scale more quickly, and thereby have a greater impact on workers, farmers and the environment.</p> <p>A meta-label such as LEAF adds a layer of complexity and cost for companies who will pay licensing fees to multiple certifiers.</p> <p>A public awareness platform with PR and media activities would be most effective as a fund to promote existing certifications</p>	<p><i>The apparel industry has various veritable standards and certification programs that exist and are emerging. The LEAF labeling system has identified up to seven distinct environmental and social categories that could exist for this industry. Additionally, potential categories such as carbon neutral are not addressed by the proposed LEAF categories, but could easily be implemented by other eco-labeling programs.</i></p> <p><i>Since there are so many distinct environmental and social issues that exist, a risk exists for a proliferation of distinct eco-labeling programs in the United States for this particular industry.</i></p> <p><i>The purpose of LEAF is to strengthen the most robust certification programs focused on this industry by providing one streamlined and unifying eco-labeling message to US end users. In order to be a valuable service to the industry as well as to the certification programs, LEAF will need to provide public awareness campaigns that successfully inspire an increasing number of US consumers to support companies undergoing third-party certification for claims made to the marketplace.</i></p> <p><i>Therefore, the purpose of LEAF is not to weaken existing certification programs in association with this industry, but to strengthen all of them by delivering a unifying message to US consumers concerning the importance of supporting companies engaging in comprehensive third-party certifications within their supply chain practices.</i></p>

General Public Responses and Comments

In this section, two questions on the questionnaire asked for feedback from the general public, and all responses to these questions are posted in the table below. If no specific question was asked, no feedback was given. However, all feedback toward this program-in-development was graciously appreciated.

First Name	Last Name	Date Submitted	Comment	LEAF Response
Comment/Response to: Any Comments that you may have regarding a new environmental/social labeling program for clothing sold in the United States?				
Marissa	Selva	10/16/09	<i>As a college student; it seems like the green movement has not really affected my clothing. I don't see any sort of advertising toward the younger crowd.</i>	
Megan	Crosby	10/16/09	<i>No I could understand very well.</i>	
Heather	Cornelius	10/18/09	<i>I think its great how it is. Maybe if the symbols become mainstream they can be printed on the care label tags of all clothing.</i>	
Anna	Rayburn	10/18/09	<i>The image to the left is very clear and easy to understand; but the one to the right has a little too much text that is too small. Could be more simple.</i>	

First Name	Last Name	Date Submitted	Comment	LEAF Response
Brittany	Jones	10/19/09	<i>Smaller logo; larger icons for the things like sustainable source fibers etc.</i>	
Jesyca	Jones	10/19/09	<i>I think you did a good job in getting your point across to the consumer.</i>	
Kira	Martin	10/19/09	<i>Maybe the label should be more bold - maybe a bolder color than white.</i>	
Sarah	Ennis	10/19/09	<i>Looks good the way it is</i>	
Taira	Polisner	10/21/09	<i>I think that this is a very important step which will allow consumers to have a reliable and trustworthy source to know they really are making a difference.</i>	
Lauren	Felix	10/22/09	<i>It is very much needed and would ensure a better customer experience!</i>	
Brittany	Jones	10/22/09	<i>I don't see why these things that are good for the earth should cost me more money.</i>	
Nicole	Adams	10/22/09	<i>I am a huge supporter of fair trade so I think that's where I would spend the most money over a similar item.</i>	

First Name	Last Name	Date Submitted	Comment	LEAF Response
Jessyca	Jones	10/23/09	<i>I think it's a wonderful program you've got and wish more clothing were environmentally friendly.</i>	
Lauren	Park	10/23/09	<i>I agree with the labeling program!</i>	
Chelsea	Clark	10/23/09	<i>I think a set standard would make me feel better about believing claims.</i>	
Comment/Response to: Is there anything that you think would be helpful to make this label more understandable /clear as to its purpose?				
Angelina	Lombardo	10/19/09	<i>I don't think every is aware of what the word 'sustainable' means so maybe some clarification on that would help. Also; the small writing on the back of the label is hard to read.</i>	
Anonymous		10/20/09	<i>No I think it is very clear</i>	
Stephanie	Mares	10/20/09	<i>Explain it like the people reading it dont get it at all.</i>	
Diana	Nigro	10/21/09	<i>Self explanatory</i>	
Anonymous		10/21/09	<i>No; looks great. Easy to understand!</i>	

First Name	Last Name	Date Submitted	Comment	LEAF Response
Dominique	Santos	10/21/09	<i>No I think that the label is clear and easy for one who doesn't know anything about the company to get the gist of it.</i>	
Ajanae	Sterling	10/21/09	<i>Make the fact that its LABELING the certified products and not just identifying them</i>	
Lauren	Park	10/21/09	<i>The label is clear</i>	
Chelsea	Clark	10/21/09	<i>Consumers may not read the words on the side because they are smaller and on the side.</i>	
Rosita	Folsom	10/23/09	<i>Percentages would let me know how sustainable they are</i>	
Niki	Moon	10/23/09	<i>I think it would help to have a company logo somewhere on this tag. I think it is easier for people to remember a company and what it does if there is a familiar slogan used. That way being lazy won't confuse people who don't want to read the whole tag more than once.</i>	
Anonymous		10/16/09	<i>There should be a government agency that correlates. Larger type would be helpful and more contrast (not white lettering). An education program would improve consumer awareness and understanding.</i>	

First Name	Last Name	Date Submitted	Comment	LEAF Response
Jane	Cartwright	11/5/09	<i>I think it's a great idea to begin programs like these; slowly we can make a difference.</i>	
Christina	Cone	11/11/09	<i>I believe there is a definite need for this program!</i>	