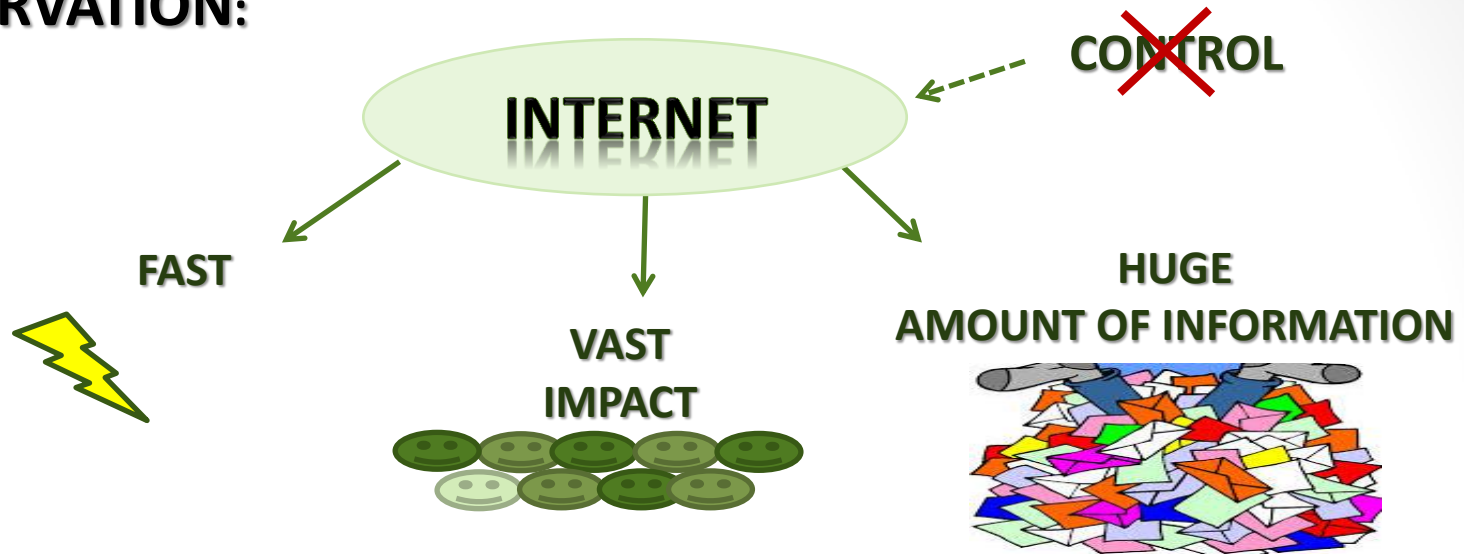
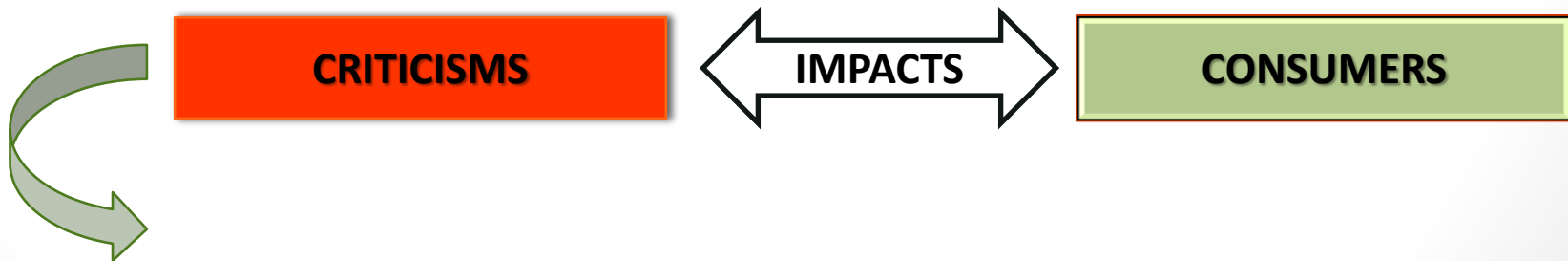


Introduction

OBSERVATION:



STUDY:



HOW / WHEN / WHAT TO COMMUNICATE ?



II. Online criticisms

Methodology

Number of search results
pages consulted ≤ 5

English

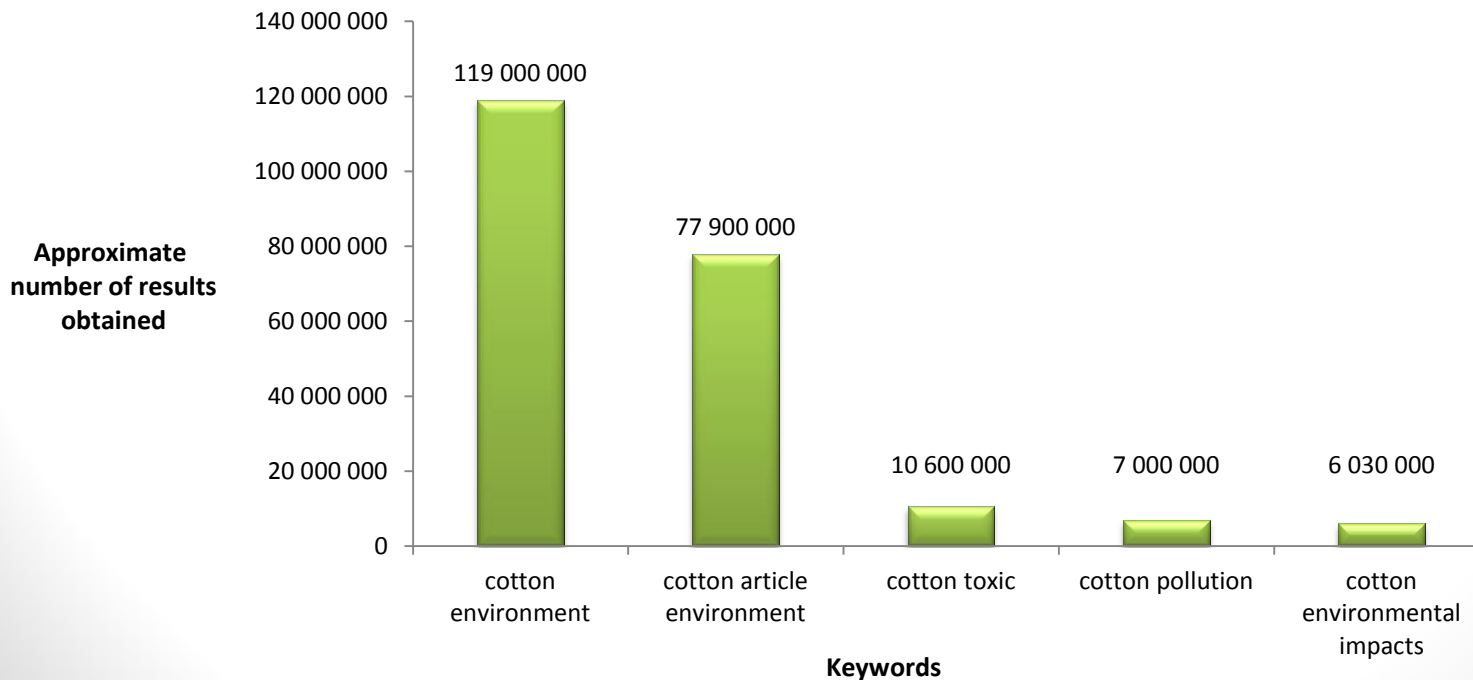


Short ≤ 4 pages

CONSUMER

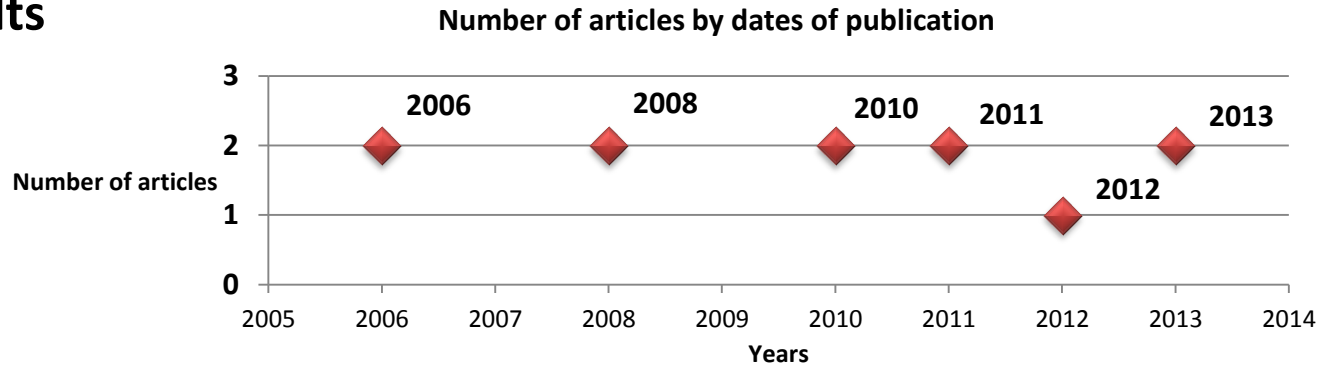
Diversity of criticisms

Approximate number of results obtained by keyword search on the Internet on 07/30/2013



II. Online criticisms

Results



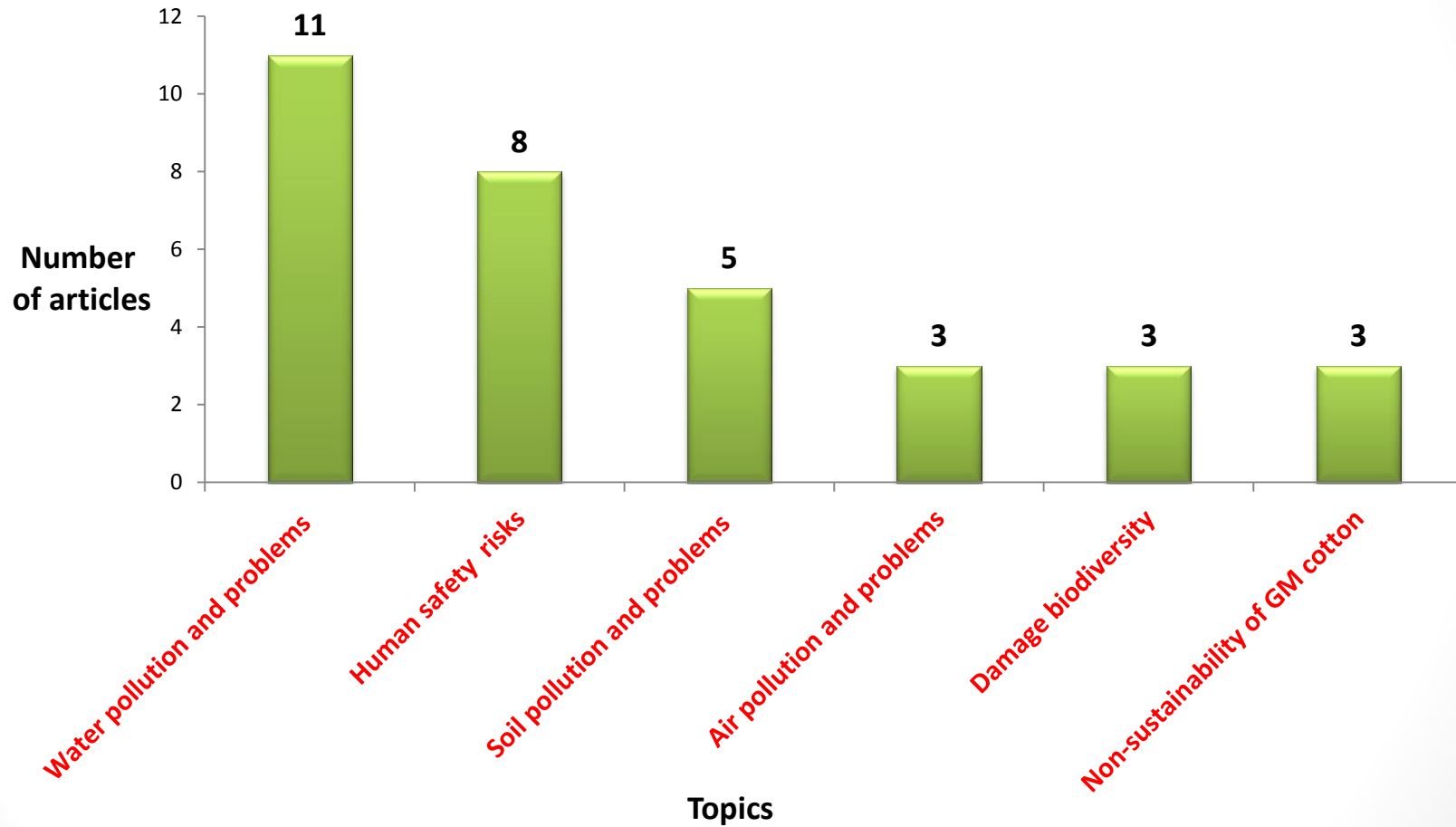
Number	Date of publication	Title	Publication's origin
1	No date mentioned	Cotton and Pesticides	Environmental Justice Foundation
2	No date mentioned	Overconsumption of Clothes - Impact on the Environment	Make Do & Mend
3	No date mentioned (around 2012*)	The cost of cotton: Dirty cotton	people & planet
4	May 10,2013	Duluth business owners address clothing pollution	Great Lakes Eco
5	April 16,2013	Choosing Health: Organic cotton versus Conventional Cotton	Living Green Magazine
6	July 02,2012	Cotton fabric dyeing sector polluting waterways	Fibre2fashion
7	September 26,2011	Cotton and the Environment	Organic Trade Association
8	February 09,2011	GM cotton has not improved yields, but it has ruined sustainable agriculture	Natural News
9	August 07,2010	What's So Bad About Cotton?	Business Ethics
10	May 13,2010	Scientists call for GM review after surge in pests around cotton farms in China	The Guardian
11	June 03, 2008	Why Organic Cotton Is Better?	Mother Earth News
12	March 10, 2008	Do You Know What Toxic Chemicals Lurk in Your Clothing?	Natural News
13	Sept/October 2006	The Case for Organic Cotton	Green America



II. Online criticisms

Results

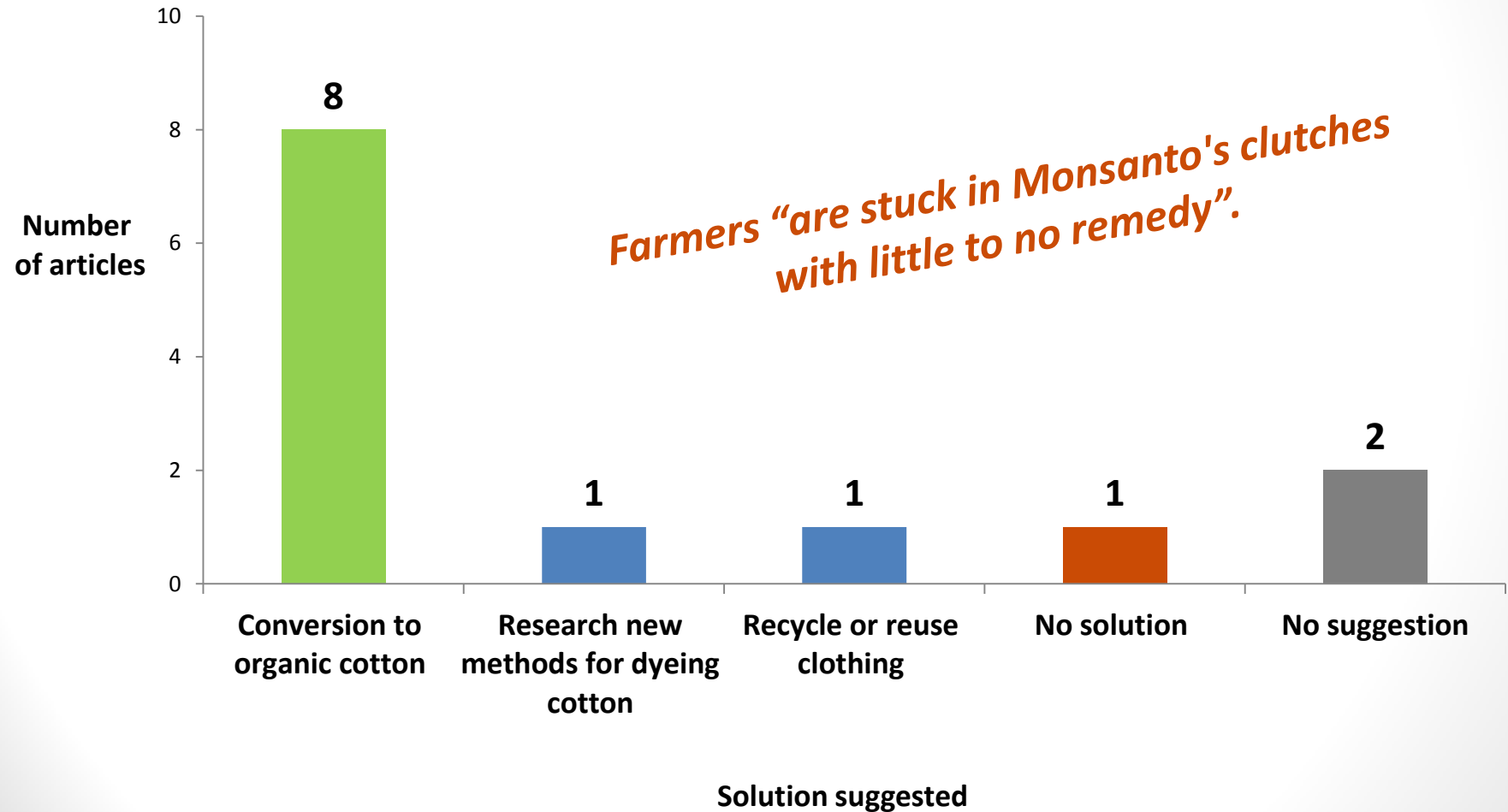
Topic coverage across articles



II. Online criticisms

Results

Solution suggested



II. Online criticisms

Results

Figures

All articles

➤ Contradictions (7 articles)



Number of pesticides for cotton production used in the world

References

“the researchers”

“scientists said”

“an article”

“a recent report”

“fields studies”



III. Consumer attitudes



1

Do consumers use the Internet before buying a product?

2

Are consumers able to find cotton criticisms on the Internet easily?

3

Do consumers trust the websites and articles?

4

Will criticisms affect consumers opinion?





III. Consumer attitudes

1- Do consumers use the Internet before buying a product?



2-Are consumers able to find cotton criticisms on the Internet easily?

WHO ?

½ world's online population

India, Canada, China, France, Germany, Japan, the United Kingdom and the United States

WHEN ?

2012¹

RESULTS

89% used search engine to find information prior to making purchases

Consumers :
90% USA
10% Canada

2012/2013²
(last 2 months)

28% in 2013 / **34%** in 2012 searched for clothes shops via Internet

85% in 2013 / **76%** in 2012 read online costumer reviews to determine whether a local business is good



¹ Fleishman-Hillard and Harris Interactive agency

² Brightlocal agency



III. Consumer attitudes

3- Do consumers trust the websites and articles?

4- Will criticisms affect consumers opinion?



WHO ?

Consumers :
90% USA
10% Canada

WHEN ?

2012/2013
(last 2 months)

RESULTS

67% read less than 6 online reviews before they can form an opinion about a business

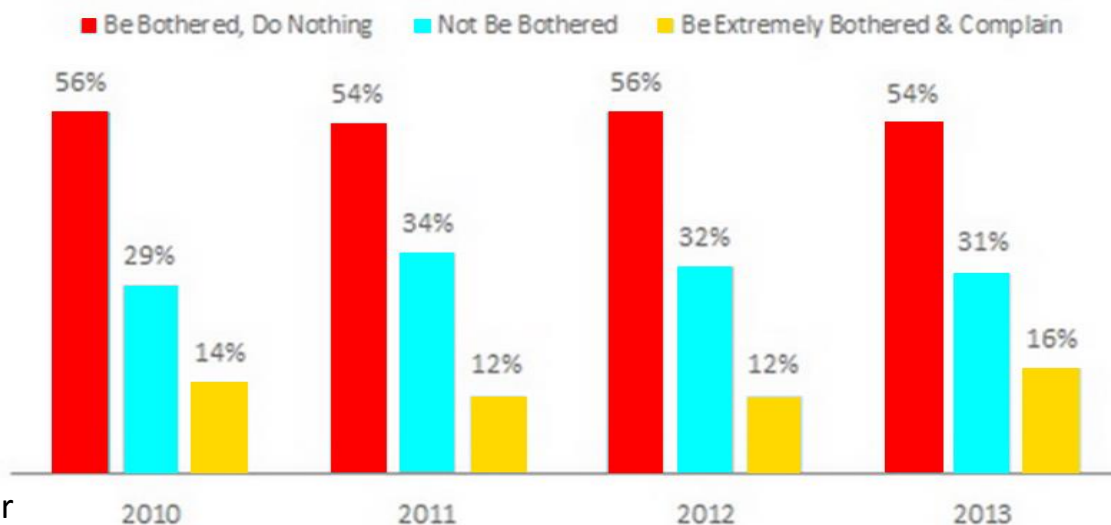
73% of consumer surveyed trust a business more with positive customer reviews

71% in 2013 / **64 %** in 2012 say 'Reliability' is the most important trait in a local business.

US population

2013³

Consumers' attitudes to non-environmentally friendly apparel



³ Cotton incorporated Lifestyle Monitor



IV. Communication



1

Who could have an interest in being more aware of environmental cotton issues?

2

What would consumers like to know about these issues?

3

How to provide responses to criticisms?

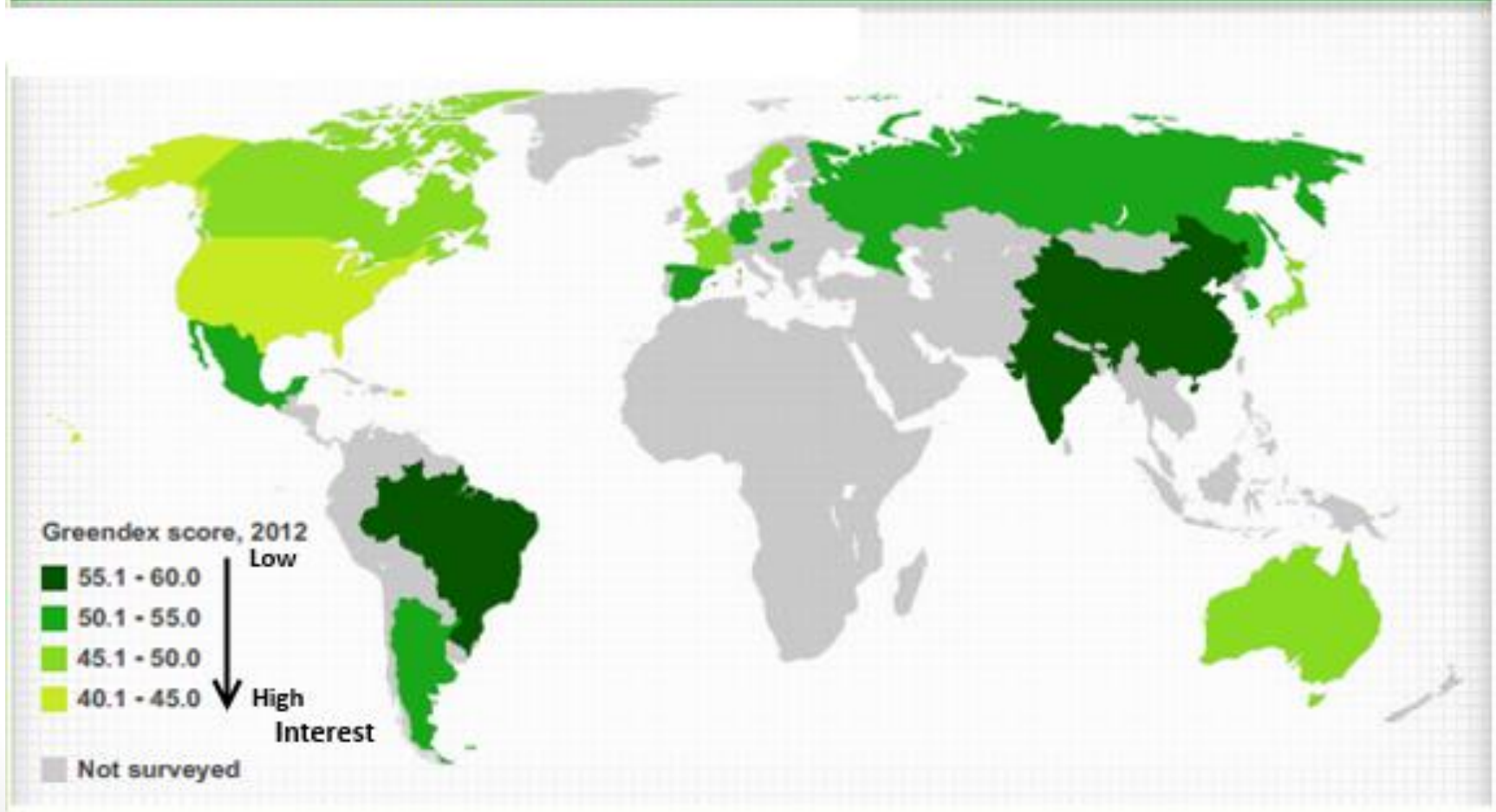


IV. Communication



1- Who could have an interest in being more aware of environmental cotton issues?

2012 Greendex Map of the World ⁴



Greendex 2012 ranks average consumers in 17 countries according to the environmental impact of their consumption patterns

⁴ National Geographic Society

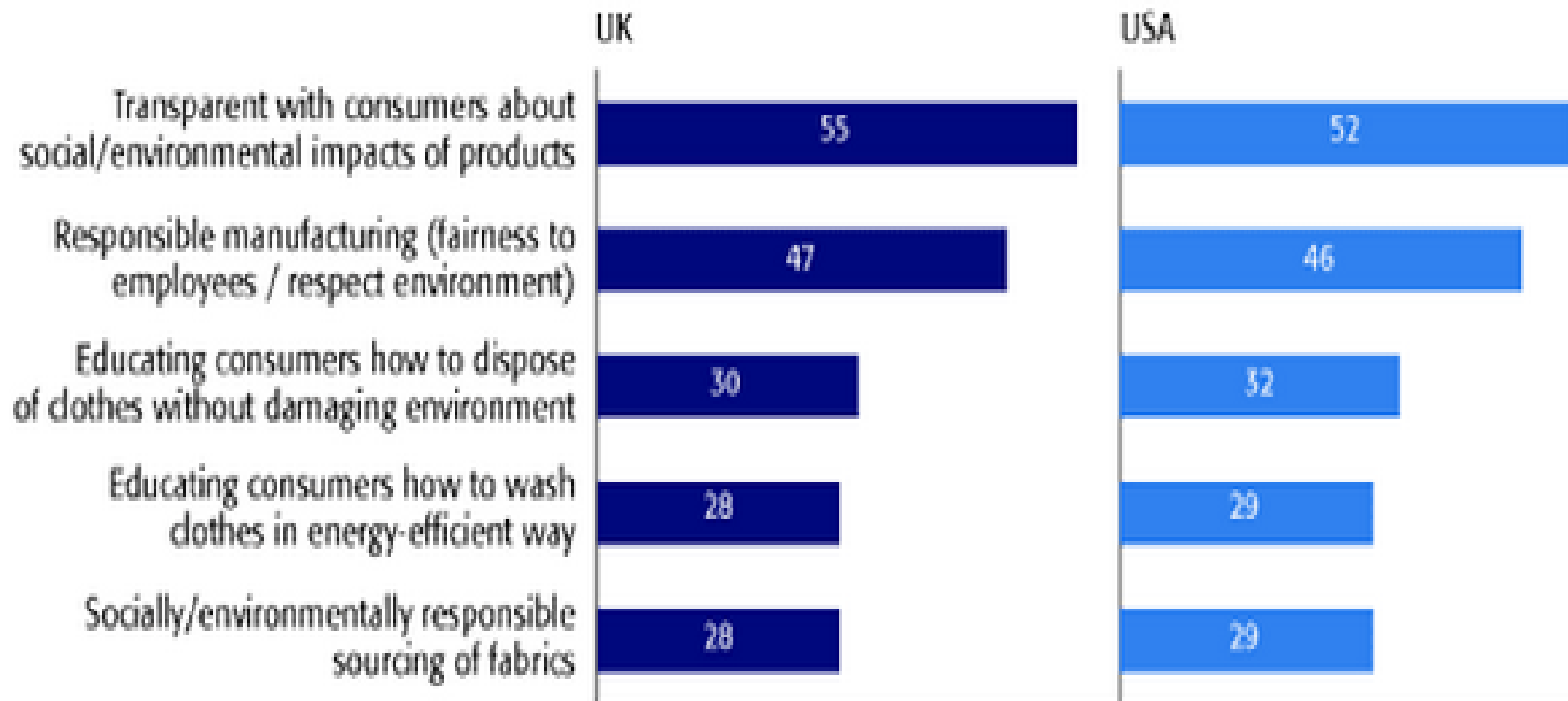


IV. Communication



2- What would consumers like to know about these issues?

Consumer expectations about clothing companies ⁵



⁵ GlobeScan company

**Immediate environmental impact of cotton
production on their lives**

Water pollution and human safety

Air pollution and problems

Soil pollution and biodiversity

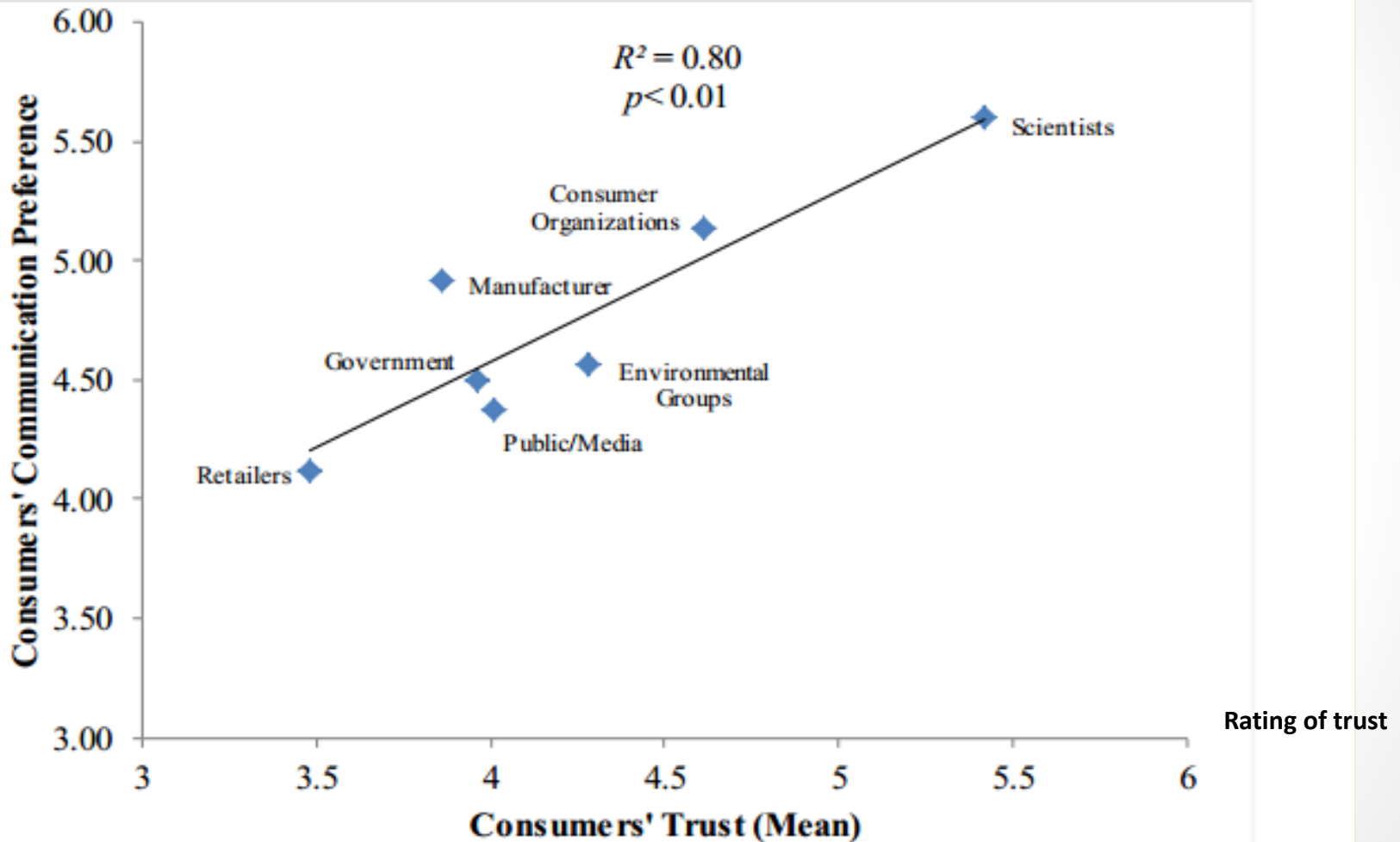


IV. Communication

3-How to provide responses to criticisms?



Rating of communication



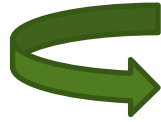
US Consumers' communication preference and consumers' trust for GE cotton information ⁶

⁶ Thesis 2011



IV. Communication

3-How to provide responses to criticisms?



Scientific communication

Advantages	Disadvantages
Consumers' trust	Long-term
Reliability of references	Turn people off
Quality and completeness of information	Non accessibility to general public
One study = many online criticisms	



IV. Communication

3-How to provide responses to criticisms?

Build trust

=

Timely, transparent and
reliable responses

ACKNOWLEDGE

ASSESS

DEFINE OBJECTIVES

PERSONALIZE

ADAPT

**PROVIDE REGULAR
FEEDBACKS**

**PUBLICATION OF
RESULTS**



Panic

Confusion

False accusations

Negative reputation



Conclusion

- ❑  Concerns about environmental issues especially directly linked with human safety in developed countries
- ❑  Use of the Internet before purchasing decisions
-   Criticisms =>  Consumer confidence
- ❑ Meet consumers expectations
=> Provide transparency and reliability working on the process of responding



**Thank you
for your attention**

