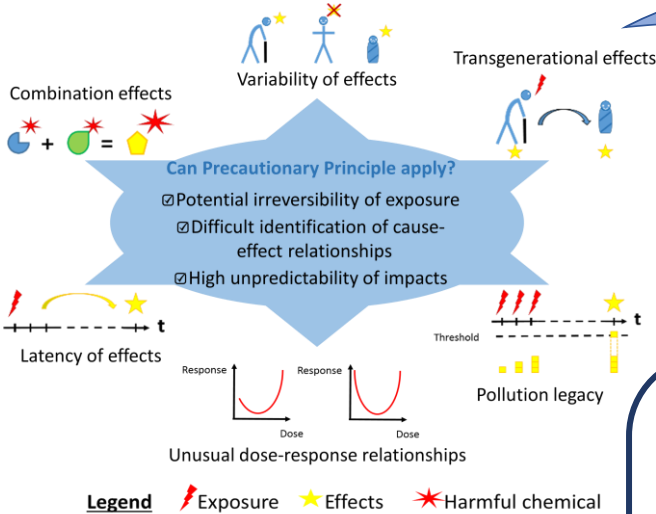


How can water pollution by Emerging Contaminants originating from Personal Care and Household Products in Scotland be prevented at source ?



Lucille GROULT
lgroult@dundee.ac.uk
 @GroultLucille

What threats to the environment?



What solutions can be envisaged in line with precaution ?



- Strengthen evidence: **research** and **monitoring**
- **“Safe by Design”**: substitute substances, alternative products and practices
- **Tracking** of substances and **transparency** over product content
- **Public participation**: awareness and acceptance

Green marketing



Online content analysis of claims of small to medium size Scottish producers (commercial websites)

Environmental-friendliness systematically emphasised to step out of industrial brands

Product content as a major argument

- Sustainable sourcing
- Exclusion of specific substances
- Little to no information on replacement

Other important concern:

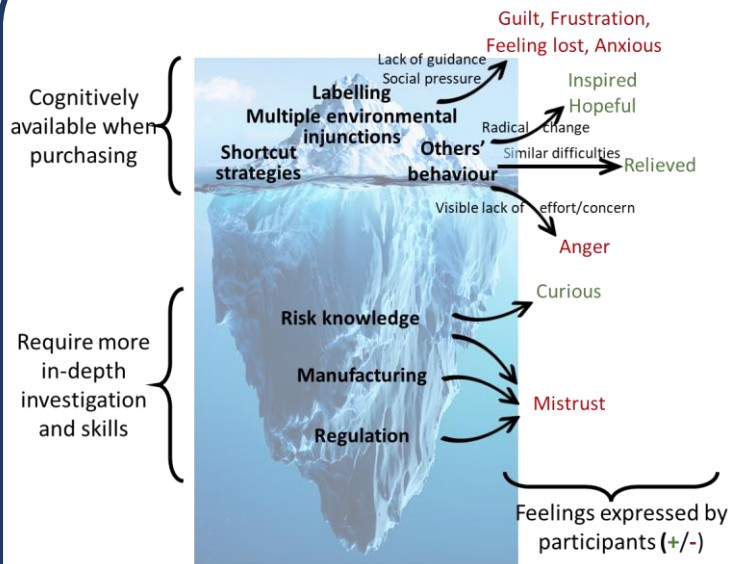
Ethics (vegan-friendly products, “human-scale business”)

Proximity (“made in Scotland”, Scottish ingredients, “inspired by Scottish landscapes”).

Only few **certification** were observed.



Consumers' perspective



- Awareness was there but limited by **jargons** and difficulty to assess **controversial information** and **levels of uncertainty**.
- Participants felt environmental-friendliness represents a **sacrifice**, either by **losing quality** or **requiring bigger investment** (in money, time for shopping, cognitive effort).
- Potential for **spillover effect** was highlighted, either negative (competition with zero waste aspiration) or positive (purchase of vegan products with shortest ingredient lists) although more research would be needed to confirm this.
- Participants expressed the wish to **rebuild trust** by increasing **transparency** as well as need for **practical guidance** (e.g. desirable shortcut strategies).

Acknowledgements: This research is supported by The Hydro Nation Scholars Programme funded by the Scottish Government and managed by the Hydro Nation International Centre.

