Cross Certification Comparison

1. **What sustainability features do customers care about the most?**

User Experience: Quality/Performance (25.6%)

User Experience: Price (3.1%)

General Sustainability (2.1%)

Material: Bio-Friendliness (1.6%)

Material: Chemical Contents (1.2%)

Packaging (1.0%)

Material: Recyclability (0.7%)

Material: Waste (0.6%)

Energy: Consumption (0.6%)

User Experience: Safety (0.6%)

Environmental Impact: Climate (0.2%)

Manufacturing Process: Supply (0.1%)

Environmental Impact: Bioenvironment (0.0%)

Energy: Renewability (0.0%)

Manufacturing Process: Production (0.0%)

Manufacturing Process: Worker (0.0%)

1. **Across all certifications, which sustainability features, as certified by sustainability certifications, demonstrate a higher positive sentiment to negative sentiment ratio in customer reviews?**

Material: Bio-Friendliness (2.46)

Energy: Consumption (1.26)

Environmental Impact: Climate (1.25)

Material: Recyclability (1.165)

1. **For the specific aspects that each certification focuses on, do customers show more positive sentiment compared to other certifications that do not highlight these aspects?**

Yes, customers show more positive sentiment for certifications that focus on specific and unique aspects. This trend is more evident for certifications that are more specialized and cover fewer aspects, rather than those that cover a wide range.

* For FFL, which focuses on the supply chain of the product, customers have a significantly higher positive sentiment to negative sentiment ratio in “Manufacturing Process: Supply Chain” compared to other certifications.
* For FSC, which focuses on the sustainability of forestry, customers have a significantly higher positive sentiment to negative sentiment ratio in “Material: Bio-Friendliness” and “Packaging” compared to other certifications.
* For RCS 100, which focuses on the recyclability of materials, customers have a significantly higher positive sentiment to negative sentiment ratio in “Material: Recyclability” compared to other certifications.

1. **Are there any unexpected anomalies in your results?**

Analysis indicates that Blue Angel certified products receive more negative than positive sentiment (or at most equivalent) reviews across all sustainability aspects, including both covered and non-covered aspects. Notably, general sustainability aspects have a significantly lower positive to negative sentiment ratio of 0.4, compared to approximately 2 for other certifications. This suggests that products certified by other certifications generally receive more positive sentiment for general sustainability. This finding is unexpected, given that Blue Angel is the most comprehensive certification, covering a wide range of aspects.