

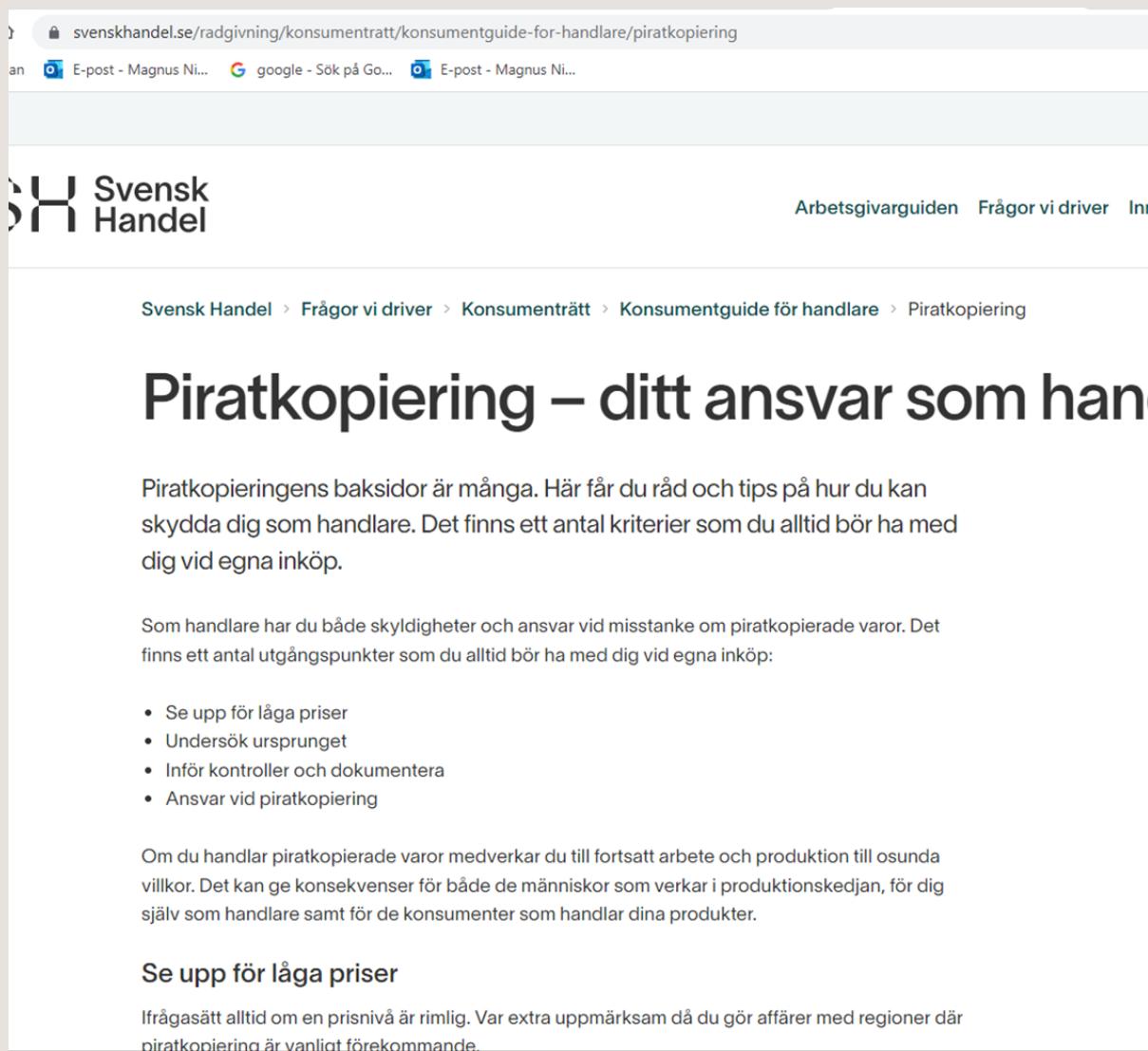


**Second hand Shops and Anti-Counterfeiting
– Navigating the Intersection of
Sustainability and Authenticity!**

**Stockholm
7 December, 2023**

**SH Svensk
Handel**

The Swedish Commerce

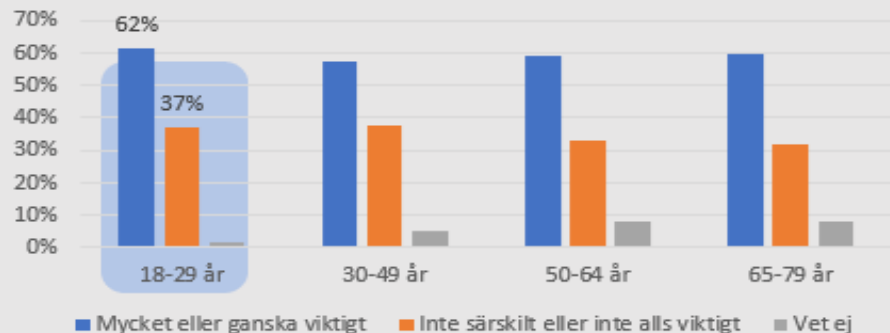


The screenshot shows a web browser window with the URL svenskhandel.se/radgivning/konsumentratt/konsumentguide-for-handlare/piratkopiering. The page header includes the 'Svensk Handel' logo and navigation links for 'Arbetsgivarguiden', 'Frågor vi driver', and 'Inr'. The breadcrumb trail reads: 'Svensk Handel > Frågor vi driver > Konsumenträtt > Konsumentguide för handlare > Piratkopiering'. The main heading is 'Piratkopiering – ditt ansvar som handlare'. The text explains that piracy has many sides and offers advice on how to protect oneself as a retailer. It lists several key responsibilities: 'Se upp för låga priser', 'Undersök ursprunget', 'Inför kontroller och dokumentera', and 'Ansvar vid piratkopiering'. A note mentions that as a retailer, one has both duties and responsibility if there is suspicion of pirated goods. A section titled 'Se upp för låga priser' advises being vigilant about prices and extra cautious in regions where piracy is common.

- Informs member companies to have intangible assets registered in all countries they sell to, have their production in or intend to expand to.
- Informs about PRV's test where companies can get help in finding their intangible assets.
- Refers to PRV's and Customs' information on their websites.
- Participates in the Confederation of Swedish Enterprises collaboration group on intellectual property rights.
- Responds to referrals and consultations and collaborates with other industry organizations.
- Inform and perform advocacy work towards different stakeholders.

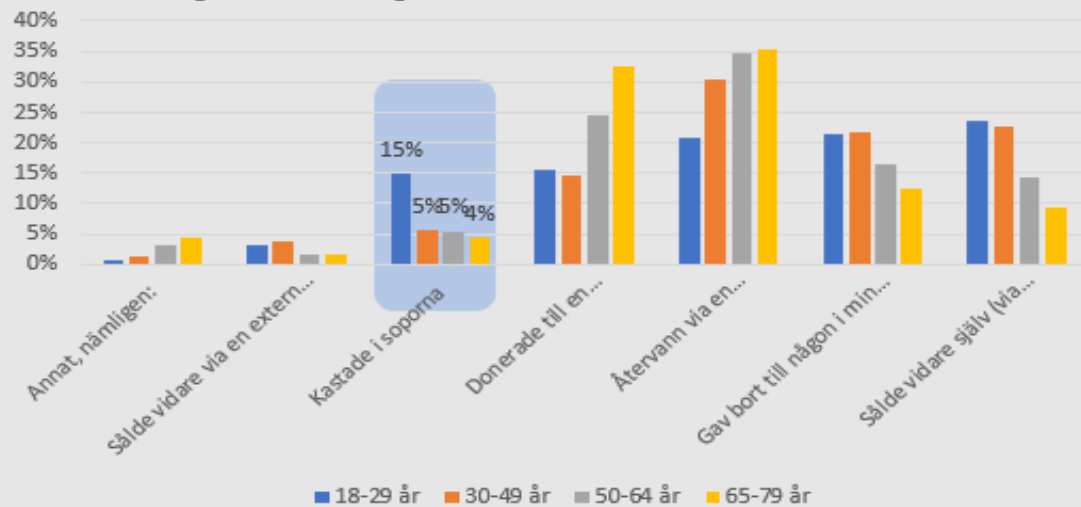
Attitudes towards sustainability in the younger generation is increasingly devided

Andel som medvetet väljer att handla från företag de upplever som hållbara



Konsument. När du köper en vara eller tjänst, hur viktigt är det att företaget/organisationen som du köper av aktivt arbetar med hållbarhetsfrågor? Uppdelat på ålder

Andel som slängde senaste fungerande vara som de inte ville behålla



Konsument. Vad gjorde du med den senaste fungerande varan som du inte ville behålla längre?

62 % of young people in Sweden consider a sustainable company important or very important when doing the purchase.

At the same time 15 % of young people say that they throw away fully functional products.

71 % of the young consumers consider products from a Swedish retailer to be sustainable. From 3-countries: 29 %.

Source: The Swedish Federations yearly Sustainable Survey among 1000 consumers



But can not expect that consumers will be in the forefront of a shift

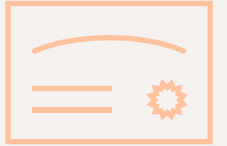
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Conclusion, there needs to be a focus on supply side and a Digital Product Passport can be the savior

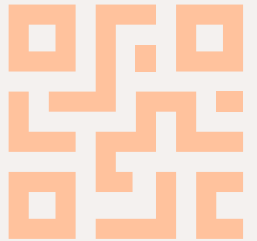
– or the catalyst for counterfeited products,,,,,,,,,

What is a product passport?

All products receive a unique ID with basic information. The information can be published in different places by brand owners



A digital address is linked to the product. In combination with an information carrier (e.g. QR), companies, authorities, and consumers can have direct access to the product's unique profile and take part of the requested sustainability data



Agreed standards and protocols ensure that the information is streamlined and can be used seamlessly between systems and towards both actors and other products



It is enough to share the information once



An optimally designed traceability and transparency system



- Increased efficiency (financial, reduced costs)
- More efficient logistics (e.g. reduced transport, better filling rate)
- Increased info sharing on basic and sustainable data in the value chain
- Improved product information (compliance with necessary certification and / or legislation)
- Better production and process conditions (e.g. on social and working conditions in third countries)
- Safer products/food (e.g. faster recalls)
- Reduced food waste (e.g. unbroken cold chain, lower prices on short dates)
- **Reduced fraud (e.g. on illegal products or individual substances/materials /chemicals)**
- Increased consumer information (origin)
- Information about the product (consumer demand)
- Improved recycling / new materials

- Need to Know-Basis
 - Prio cost- and administrative efficiency
 - Adjust info depending on business, consumers and authorities
 - Business confidentiality secured
- Future-proof
 - Decentralised data
 - Global open standards
 - Harmonised EU/international legislation
- A balance between static/dynamic and product-specific/general info
- Inclusion of third-country stakeholders
- Improved governance and surveillance competence

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