

CONFIDENT GREEN CLAIMS

Use this guidance to keep on track with green claims

1. Don't try to influence consumer behaviour by misleading them
2. Generic words & phrases like 'eco-friendly', 'green' & 'sustainable' are banned
3. So are claims inferred through 'eco' product names, brand names or imagery
4. Environmental claims must be accurate, clear & verified, supported by robust data & evidence
5. The scope must be clear – are you talking about the product, the packaging or the company?
6. 'Carbon Neutral' claims can't be made solely in relation to offsets
7. You can still talk about climate project investments (inc. carbon credits), but without making neutrality claims
8. Comparative claims must have a clear reference point, defined system boundary & supporting evidence



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- 9 Claims about emission reductions must be true & verifiable (by consumers), including:
 - specific reduction figures (e.g. percentages)
 - a clear baseline
 - a clear system boundary (e.g. full product lifecycle)
 - communicated in an understandable way
10. If a positive achievement leads to the worsening of another impact, this must be declared
11. The best claims show significant environmental benefits across the product's entire life cycle
12. Labels can only be used if established by public authorities or based on certifications that are 3rd-party verified & publicly accessible
13. Climate targets must be backed by clear, objective, publicly accessible & verifiable commitments & have a detailed & realistic implementation plan
14. You must have robust evidence for every claim



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