



Green Claims Code Considerations

Green Claims – questions and considerations

Always ask yourself the 6 Green Code questions before making any green claim

Be sure to consider all channels and touchpoints.

Do your claims relate to the product / service itself?

Do your claims relate to the packaging?

Are your claims being made by you directly?

Are your claims coming from another department / part of the business (internal)?

Are your claims based on external information? – e.g. within your supply chains

Can you verify claims that require additional facts?

Where broader claims are being made – 'helping to reduce waste', '50% less packaging by 2025), can you provide evidence of a strategy, action plans and progress/reporting to back up these claims?

Green Claims – tips and takeaways

Always ensure with every claim that you:

Can apply the 6 questions of the code.

Can supply / have access to additional information which validates your claims where required.

Ask to see / have access to additional information which validates your claims (if from external sources) were required before making the claim.

Make access to additional information obvious and easily available to customers. Provide direct links, 1-2 clicks from claim to information. Do not bury it in reports or make people have to look for it on your website.

Provide strategies, targets, plans to measure and report progress.

Inform everyone in your organisation of the Green Claims Code. This type of regulation is the responsibility of all departments / teams. This is not just regulation for marketers / comms.



Green Claims Code Considerations

As a general rule avoid:

Generic words – Recyclable, organic, environmentally friendly, carbon neutral, unless you can validate with information that backs up why you are using that word.

Marketing labels – Eco, Green, Ocean Bound Plastic, Healthy, images of fish, grass, fields. These labels are not saying anything and generally cannot be backed up with any facts.

Making claims on things you intend to do in the future, unless you have a strategy, plans and can demonstrate how you will measure and report on them. E.g. reducing waste by 2025, Carbon neutral by 2030.

Making claims based on ambition. Intentions are not actions.

Making claims based on external (supply chain) information unless your external supplier / partner can supply additional information, strategies, plans which validate.

Green Claims – Where are you now audit

What green claims are you making?	Where are you making them? (Online, offline, QR codes, in-store, on packaging)	What format are they in? (campaign, statements on website, labelling, packaging)

Whether for your own organization or for your clients – this simple review exercise completed this exercise, helps you to better understand the Code, and apply it to any Green Claims you make in the future.