

Are YOU Liable to Accusations of Greenwashing?



On 20 September 2021 the **UK CMA** (Competitions & Markets Authority) launched the **Green Claims Code**...

The Code is aimed at businesses who are making sustainability claims when selling or promoting goods and services.

Green claims (sometimes called 'environmental claims' or 'eco-friendly claims') are claims that show how a product, service, brand or business provides a benefit or is less harmful to the environment. Many businesses use green claims to help market their products or services. They do this through a range of methods such as statements, symbols, emblems, logos, graphics, colours and product brand names. To find out more visit - <https://greenclaims.campaign.gov.uk/>

Many businesses are already doing the right thing by being honest about how green a product really is. But this is not always the case. A recent international analysis of websites found that 40% of green claims made online could be misleading. <https://www.gov.uk/government/news/global-sweep-finds-40-of-firms-green-claims-could-be-misleading>

The Green Claims Code, will help you ensure your green claims are genuine and not misleading. They will help you protect your business' reputation with your customers and stay on the right side of the law.

There are six questions you need to be asking:

- Are your claims truthful and accurate?
- Are your claims clear and unambiguous?
- Do your claims hide or omit important information?
- Do your claims only make fair and meaningful comparisons?
- Have you substantiated your claims?
- Do claims consider the full life cycle of your product?

CSR Accreditation is an independent assessment of your reported CSR activity, statistics, impacts and outcomes.

A successful CSR Accreditation application will demonstrate that you are addressing the above questions...

For more information on CSR Accreditation please visit: <https://csr-accreditation.co.uk/> where you can register for FREE now and receive our comprehensive guide to the Four Pillars and your CSR Accreditation application.