

SELF-ASSESS YOUR ENVIRONMENTAL CLAIMS

1. Are you, your employees and your business partners familiar with the rules around green, environmental or eco-friendly claims?
2. Could you back-up your green claims with clear and meaningful evidence if challenged?
3. Are you satisfied that your green claims are clearly explained and easy for everyone to understand?
4. If there are any limitations or exceptions to your green claims, are you sure you have made this clear?
5. Have you verified that consumers properly understand the green claims you are making?
6. Are you satisfied that any green claims you are making are not features or benefits that are standard or legal requirements which would be required in any event?
7. Do you keep up to date with any regulatory changes concerning green claims to ensure you remain legally compliant?
8. Have you got a system in place to deal with situations where complaints are made about any green claims?
9. Do you regularly check that your green claims remain valid and accurate and that any underlying assumptions you relied on have not become invalid?
10. Do your suppliers of products/goods update you on changes concerning their green claims?

Always be prepared

We can help by: undertaking an audit of your green claims/processes, providing training and drafting formal procedures, advising if you are faced with an investigation.

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