

Environmental claims: a quick checklist

✓ Consider the audience

- What would the **average consumer** think your claim means?
- Give people the information they need to understand the claim and make an informed transactional decision. Leaving out important details can be misleading
- Consider how images of nature might change or strengthen a claim in the audience's mind
- Make sure your ad is socially responsible and doesn't encourage environmentally harmful behaviours

✓ Hold adequate evidence

- Make sure you have robust evidence to support any factual claims, and only build marketing claims around the evidence you already hold
- The bolder the claim, the stronger the evidence needed. Claims suggesting a product has no environmental impact will need particularly robust proof
- Comparative claims such as "greener" may be easier to justify; if you can evidence the comparison

✓ Don't claim more than you can prove

- Consumers are likely to assume a general environmental claim applies to a product's whole life cycle, including how it's made, transported, used and disposed of – unless an ad specifically states otherwise
- If your evidence only relates to part of the product, process or life cycle, make this clear
- Keep claims focused on exactly what you can support with evidence

✓ Be transparent about environmental initiatives

- If you're highlighting a specific environmental project or initiative, don't imply it reflects the environmental impact of the whole business unless it genuinely does
- If you're working in a particularly high emitting sector, or financing one, consider whether people need additional context about your business' wider environmental impact to avoid being misled
- Make clear if an initiative or innovation is a future ambition that's still being developed

✓ Make claims easy to understand

- Make sure it's clear what the environmental claim is based on – unqualified claims may mislead by leaving out important information
- Clarify the meaning of any environmental terms, for example, "sustainable" or "biodegradable"
- Ensure the basis of claims such as "net zero" and "carbon neutral" are clear. Explain whether emissions have been reduced or offset, and specify the scheme where relevant



Need more detail? Read our practical guide – [Greenspeaking with confidence](#)