

2B POLICY

Substantiating Green
Claims

April 2024

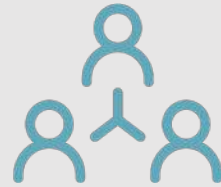
GSTC Conference

Baptiste Carriere Pradal - baptiste@2bpolicy.eu



Avoid overstatements

Claims should not exaggerate or overstate environmental benefits



Be clear

Claims language should be simple, straightforward and easy to understand



Be specific

Claims should communicate only on substantiated environmental aspects

Clear, factual claims build consumer trust and enable informed choice



Reliable information

Claims must use reliable, comparable and verifiable information as substantiation



Life-cycle impacts

Substantiation must consider full product life-cycle impacts



Significant aspects

Claims should relate to significant environmental aspects of products

Requirements ensure substantiation of claims is robust, considers full impacts, and focuses on what matters.



Verifiers must be independent from the product/trader making the claim

No conflict of interests between verifier and claimant



Verifiers must have appropriate expertise

Proper qualifications to assess substantiation



Verifiers issue a certificate of conformity after verification

Independent third party verifiers ensure impartial and competent substantiation of environmental claims according to EU regulations

Phase 1: Analysis and Planning

Phase 2: Implementation

Leadership on-boarding and training

Unfair Commercial Practice Directive-Guidelines Assessment

Empowering Consumer in the Green Transition evaluation

Substantiating Green Claims *provisional* evaluation

Compliance Road Map

Marketing Manual and policies

Legal development monitoring

Legal cases monitoring

Governance review

Updated Verification protocols

Updated Coms. Plan

Updated compliance requirements

Members/ Users engagement strategy

Transition phase

Questions