



GREEN CLAIMS CODE FACTSHEET

The purpose of this document	To outline the key messages you can include in any onsite briefings.
Who it is for	The Waste Lead, or anyone responsible for staff briefings, should review this document and share the content with the right people onsite.
How to use it	Review this document and adapt it with your own targets and processes. Once you have done that, send it to managers to share at staff briefings. Make sure it is shared with all crew, including volunteer/steward managers and security who may get overlooked.

GREEN CLAIMS CODE

What is it?

The Green Claims code came into effect in January 2022 to avoid organisations misinforming or misleading customers about false environmental credentials, known as 'greenwashing'. For example, the code aims at tackling non-specific words or phrases like eco-friendly, sustainable, green, ethical, low-impact, compostable. Anyone can report an organisation for making a misleading green claim on their product or in advertising, which can lead to court proceedings. To date, Alpro has been pulled up on claiming their oat milk was 'good for the planet', and ads by **Innocent, Oatly, Hyundai and Shell** to name but a few, have been ruled as greenwashing.

How this relates to festivals and outdoor events

Avoid vague claims using words such as; eco-friendly, sustainable, green, ethical, low-impact, compostable and instead be specific. The core area where festivals will fall foul is any claims made about compostable serveware and coffee cups if these are not going to a separate composting plant for processing.

Use the below checklist from the UK Government for any environmental claims you want to make.

CHECKLIST FOR AVOIDING GREENWASHING

When making a green claim, a business should be able to answer 'yes' or agree to each of the following statements:

- ✓ The claim is accurate and clear for all to understand.
- ✓ There's up-to-date, credible evidence to show that the green claim is true.
- ✓ The claim clearly tells the whole story of a product or service; or relates to one part of the product or service without misleading people about the other parts or the overall impact on the environment.
- ✓ The claim doesn't contain partially correct or incorrect aspects or conditions that apply.
- ✓ Where general claims (eco-friendly, green or sustainable for example) are being made, the claim reflects the whole life cycle of the brand, product, business or service and is justified by the evidence.
- ✓ If conditions (or caveats) apply to the claim, they're clearly set out and can be understood by all.
- ✓ The claim won't mislead customers or other suppliers.
- ✓ The claim doesn't exaggerate its positive environmental impact, or contain anything untrue – whether clearly stated or implied.
- ✓ Durability or disposability information is clearly explained and labelled.
- ✓ The claim doesn't miss out or hide information about the environmental impact that people need to make informed choices.
- ✓ Information that really can't fit into the claim can be easily accessed by customers in another way (QR code, website, etc.).
- ✓ Features or benefits that are necessary standard features or legal requirements of that product or service type, aren't claimed as environmental benefits.
- ✓ If a comparison is being used, the basis of it is fair and accurate, and is clear for all to understand.

Have you answered 'no', or couldn't provide a clear answer, to any of these statements? See advice and further information:

<https://www.gov.uk/government/publications/green-claims-code-making-environmental-claims>

<https://greenclaims.campaign.gov.uk/>