GREEN CLAIMS ASSESSMENT FRAMEWORK

GREEN CLAIMS ASSESSMENT FRAMEWORK

When considering claims outside of the Green Claims Database, copywriting colleagues and/or external agencies should use the following framework for Assessment Considerations to verify the terminology used:

IMPACT

Materiality

- Is the claim material to the total environmental impact of the product, service or business?

- Are the claimed benefits or reduced impacts significant?

Credibility & Significance

- Are the claimed benefits or reduced impacts significant?

Innovation

- Does the claim demonstrate environmental improvements versus the conventional equivalent (i.e. the legal/industry standard)?

Customer

- Does the claim resonate and align to customer expectations, and what they value?

EVIDENCE

Substantiation

- Is the claim substantiated with up to date, credible scientific evidence?

- If the claim makes any comparisons, are these made with equivalent evidence?

Verification

- Is the claim and/or supporting evidence third-party verified?

COMMUNICATION

Terminology

- Does the claim use any vague or generic terminology?

- Is the claim clear to understand or confusing?

Accuracy

- Does the claim imply a sustainable benefit or reduced impact?

- Does the claim terminology mislead consumers to believe the product is more environmentally beneficial than it is?

- Does the claim hide or omit any important information?

Visual Representation

- Does the claim use any visuals (e.g. colours, imagery, iconography) that could mislead consumers, misrepresent the extent of the environmental benefit achieved, or are presented incorrectly?

COMPLIANCE

Regulatory Compliance

- Is the claim compliant with the relevant green claims regulation/guidance in the market where it is made?

If you come across a claim you don't understand and can't find it on this list, email our Marketing team at marketing@speedyhire.com for clarification.