



Live Webinar Training Series

# The Marketer's Guide to Sustainability

September 2023



## WHO ARE WE

Provenance began out of a personal frustration for how little we know about the things we buy

– Jessi Baker, founder & CEO

A screenshot of a product page for BELU STILL WATER 12 X 750ML. The page features a dark blue header with the BELU logo and navigation icons. Below the header, there are four circular badges with icons and text: 'Living Wage Employer Verified', 'Social Enterprise UK Verified', 'Carbon Measured Evidenced', and 'Donates to Charity Evidenced'. The main product image shows a clear plastic bottle of water. Below the image, the text 'BELU STILL WATER 12 X 750ML' is displayed in large, bold letters. Underneath, there is a green badge that says 'Sustainability Claims' and a dark blue 'ADD TO BASKET' button.

A screenshot of an evidence page for 'Fully Recyclable Packaging'. The page has a light green header with a recycling icon and the text 'Fully Recyclable Packaging'. Below the header, there is a section titled 'EVIDENCE' with a circular logo that says 'PROVENANCE'. Underneath, it says 'CLAIM'S EVIDENCE Fully Recyclable Packaging'. There are fields for 'Company: Pai Skincare Limited', 'Company Number', and 'Product Name'. At the bottom, there is a table with columns for 'Component', 'Material', and 'Recyclable'.

- TOP PROOF POINTS
- 1 Vegan 🟢
  - 2 Female Founded 🔴
  - 3 Carbon Measured 🟢
  - 4 Donates to Charity 🟢
  - 5 B Corporation 🔴

## THE MARKETER'S GUIDE TO SUSTAINABILITY

1. Packaging sustainability & green claims



2. What is greenwashing?



3. Sharing natural & organic claims



4. How to talk about carbon



5. Communicating purpose



6. Talking about farmers, workers & fairer pay



On a scale of 1 to 10...

How confident are you in communicating about sustainability without greenwashing?





Webinar: **Session 2**

# What is greenwashing?

 19 September 2pm BST / 9am ET



# What is greenwashing?

Cecilia Parker Aranha,  
Director, Consumer Protection  
19<sup>th</sup> September 2023



**CMA**  
Competition & Markets Authority

The logo features the letters 'CMA' in a bold, blue, sans-serif font. To the right of the letters is a circular icon composed of three green leaves arranged in a triangle, resembling a recycling symbol. Below the 'CMA' text, the full name 'Competition & Markets Authority' is written in a smaller, blue, sans-serif font. The logo is positioned on a white, torn-edge paper effect that is part of a larger illustration of a woman holding a shopping bag.

# Who is the CMA?

- Leading competition & consumer protection enforcement authority in the United Kingdom
- Taking action to prevent businesses misleading customers or treating other businesses unfairly
- Supporting the transition to a low carbon economy



**CMA**  
Competition & Markets Authority



# What is greenwashing?

A company or organisation spends more time and money on marketing themselves as environmentally friendly than on minimizing their environmental impact.





# What is greenwashing?

When a business makes (unsubstantiated) claims about its products, services, processes, brands or operations, or omits or hides information, to give the impression they are less harmful or more beneficial to the environment than they really are.



# Global sweep finds 40% of firms' green claims could be misleading

~ November 2020

**CMA**



Competition & Markets Authority



# Green Claims Code

Get your green claims right

**CMA**  
Competition & Markets Authority



# What do businesses have to do?

**CMA**  
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How to get your **Green Claims** right

**1** Be sure claims are  
truthful and accurate

Businesses must live up  
to **ALL** claims made

See the CMA Green Claims Code for more guidance  
[gov.uk/green-claims-code](https://gov.uk/green-claims-code)





# What do businesses have to do?



# What do businesses have to do?



How to get your **Green Claims** right

## 2 Be sure claims are clear and unambiguous

A customer should be able to understand the claims you're making

See the CMA Green Claims Code for more guidance  
[gov.uk/green-claims-code](https://www.gov.uk/green-claims-code)



# What do businesses have to do?





# What do businesses have to do?

How to get your **Green Claims** right

## 3 Be sure claims don't omit or hide information

A customer must be given the full picture to be able to make an informed choice

See the CMA Green Claims Code for more guidance

[gov.uk/green-claims-code](https://gov.uk/green-claims-code)

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Competition & Markets Authority





# What do businesses have to do?



# What do businesses have to do?

How to get your **Green Claims** right

## 4 Only make fair and meaningful comparisons

Products being compared should meet the same needs or be intended for the same purpose

See the CMA Green Claims Code for more guidance  
[gov.uk/green-claims-code](https://gov.uk/green-claims-code)



# What do businesses have to do?



How to get your **Green Claims** right

## 5 Substantiate any claims made

All claims should be backed up with robust and credible evidence

See the CMA Green Claims Code for more guidance  
[gov.uk/green-claims-code](https://gov.uk/green-claims-code)



# What do businesses have to do?

How to get your **Green Claims** right

## 6 Consider the full life cycle of a product

Think about its overall impact,  
from creation to disposal

See the **CMA Green Claims Code** for more guidance  
[gov.uk/green-claims-code](https://gov.uk/green-claims-code)

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# What do businesses have to do?



# What powers does the CMA have?

Information Notices

Undertakings

Enforcement Orders

Redress/Compliance

Fines...coming soon



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# Questions?



**CMA**

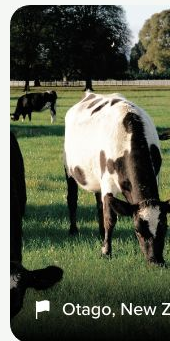
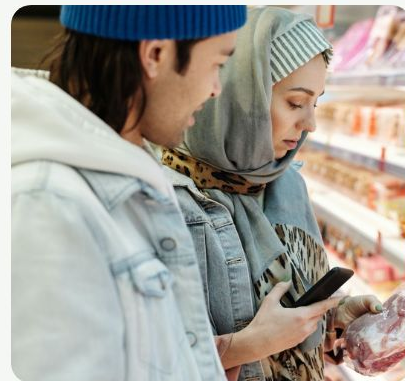
Competition & Markets Authority



- <https://greenclaims.campaign.gov.uk/>
- <https://www.gov.uk/government/publications/green-claims-code-making-environmental-claims>
- <https://www.gov.uk/government/publications/environmental-sustainability-and-the-uk-competition-and-consumer-regimes-cma-advice-to-the-government/environmental-sustainability-and-the-uk-competition-and-consumer-regimes-cma-advice-to-the-government>
- <https://www.gov.uk/government/consultations/draft-guidance-on-environmental-sustainability-agreements>







Join the transparency movement at [provenance.org](https://provenance.org)

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