



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

Living Wage Employer
✓ Verified

Social Enterprise UK
✓ Verified

Carbon Measured
Evidenced

Donates to Charity
Evidenced

BELU

BELU STILL WATER 12 X 750ML

Sustainability Claims

ADD TO BASKET

Fully Recyclable Packaging

EVIDENCE

PROVENANCE

CLAIM'S EVIDENCE
Fully Recyclable Packaging

Company: Pai Skincare Limited

Company Number

Product Name

Component	Material	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

12th Sep



2. What is greenwashing?

19th Sep



3. Sharing natural & organic claims

27th Sep



4. How to talk about carbon

5th Oct



5. Communicating purpose

12th Oct



6. Talking about farmers, workers & fairer pay


19th Oct



 PROVENANCE®

Webinar: Session 3


Sharing natural & organic claims

 27 September 2pm BST / 9am ET



Webinar: **Session 3**

Sharing natural & organic claims

 27 September 2pm BST / 9am ET



SOIL ASSOCIATION CERTIFICATION - WHO ARE WE?

UK's leading organic certifier

70% of food & drink on shelf in the UK is certified by Soil Association Certification

Experienced experts

The Soil Association developed the world's first organic standards, and those standards informed the EU regulations when organic was codified in law

Rigorous

Our standards are some of the highest in the world and the certification process is extremely rigorous



certifying sustainable food & farming

WHAT IS ORGANIC?

Legal requirement

All food & drink labelled “organic” must be legally certified, and inspected annually

Rooted in nature

Organic works with nature, not against it, for the benefit of the soil, plants, animals, people and the planet

A “whole-system” approach

Organic works within natural systems and cycles, considering all impacts, with a focus on minimising inputs, creating a closed loop system

OBJECTIVES AND PRINCIPLES FOR ORGANIC PRODUCTION

Article 3

Objectives

Organic production shall pursue the following general objectives:

- (a) establish a sustainable management system for agriculture that:
 - (i) respects nature's systems and cycles and sustains and enhances the health of soil, water, plants and animals and the balance between them;
 - (ii) contributes to a high level of biological diversity;
 - (iii) makes responsible use of energy and the natural resources, such as water, soil, organic matter and air;
 - (iv) respects high animal welfare standards and in particular meets animals' species-specific behavioural needs;
- (b) aim at producing products of high quality;
- (c) aim at producing a wide variety of foods and other agricultural products that respond to consumers' demand for goods produced by the use of processes that do not harm the environment, human health, plant health or animal health and welfare.

Extract from GB regulation 834/2007

WHAT PEOPLE THINK

Top six reasons for buying organic*

1. No pesticides
2. Better for the environment
3. Perceived better quality
4. Taste is better
5. Better for animal welfare
6. Perceived health benefits

What shoppers want to see on pack

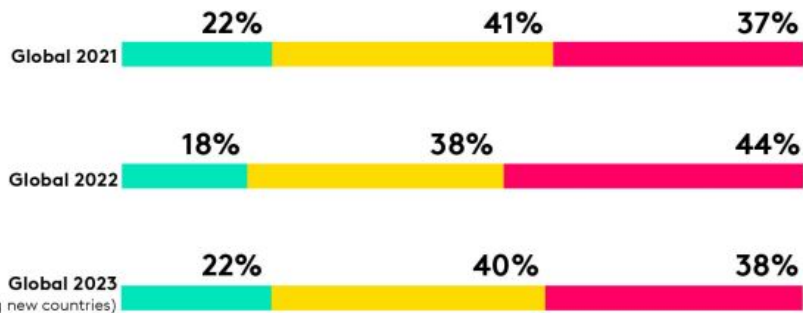


*Source: NielsenIQ Homescan Survey GB Feb 2021

Source: Crow Flies research Jul 2022: Mixed method study comprising in-depth shopper interviews and a 1,000 representative UK quantitative study

WHAT PEOPLE THINK

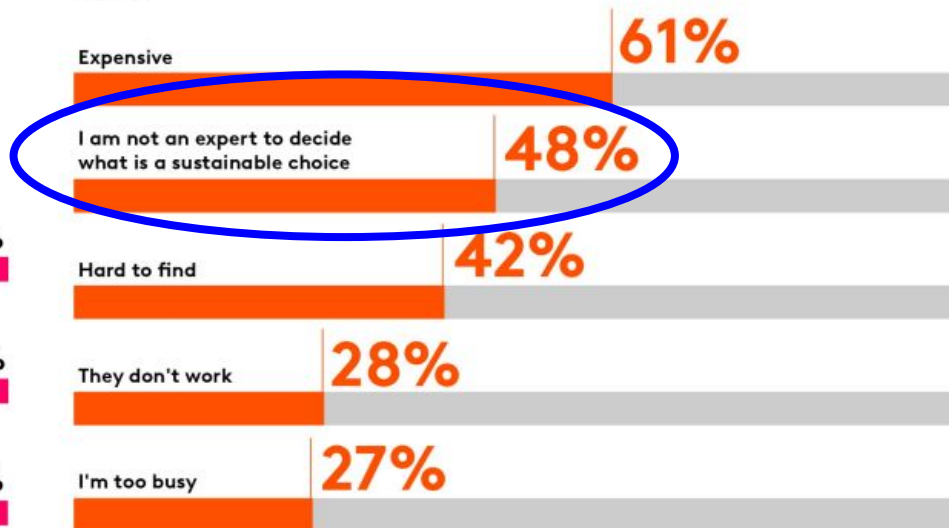
- Eco-active audience bouncing back
- Consumers don't understand how to interpret sustainability claims



Source: Worldpanel Division, Kantar, Europanel, GfK - Who Cares? Who Does? 2023 | FMCG spending in year ending 2022
Global 2023 excluding is based on 24 countries

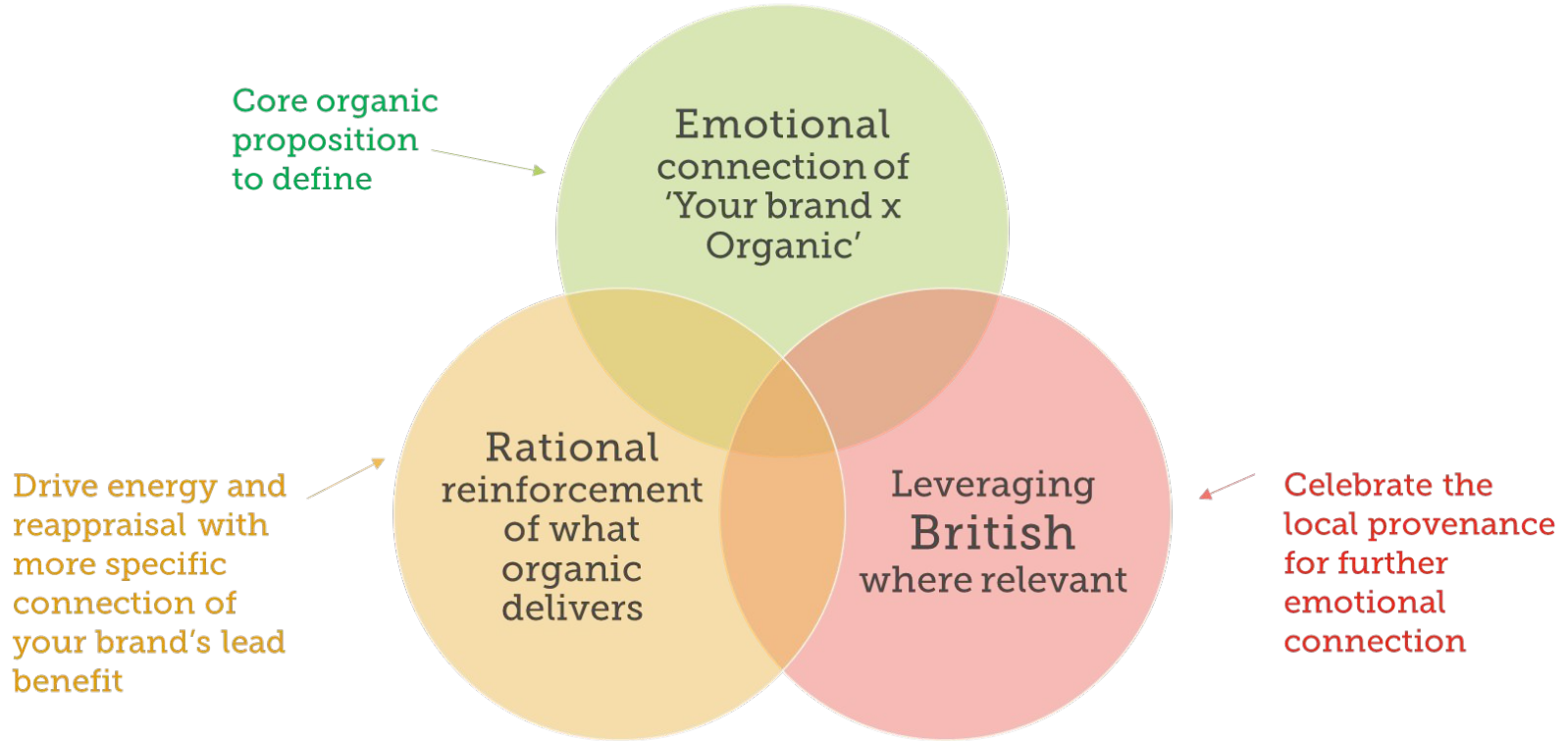
What barriers do you face to shopping more sustainably?

Global



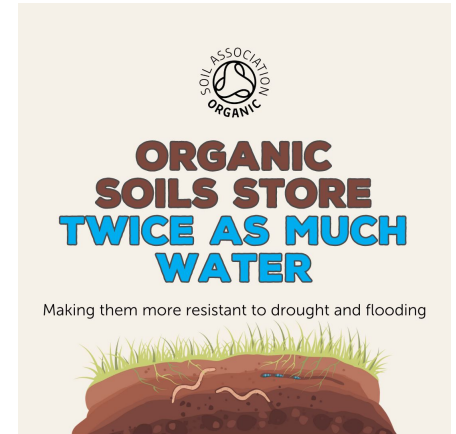
Source: Worldpanel Division, Kantar, Europanel, GfK - Who Cares? Who Does? 2023

HOW TO TELL YOUR ORGANIC STORY



WHAT WE KNOW ABOUT ORGANIC

- ✓ Better for Wildlife
- ✓ Higher Animal Welfare
- ✓ Food you can trust
- ✓ Better for the Planet
- ✓ Nutritionally Different



LADDERING UP THE CLAIMS



ORGANIC
IS
CLIMATE
ACTION
#ORGANICSEPTEMBER



WHY WE CAN'T ALWAYS SAY WHAT WE'D LIKE

1. Research gaps

Less than 1% of all annual research funding for farming goes towards looking at organic systems

2. Research bias

Life Cycle Analyses take a narrow perspective, looking at data such as carbon emissions and water use without including wider considerations like biodiversity or soil health. This type of analysis tends to favour intensive farming methods over organic

If you plot sustainability as a flower, comparing how organic performs in relation to non-organic, organic farming has been found to have a more balanced, full flower shape compared to non-organic farming, which demonstrates the holistic nature of organic farming.

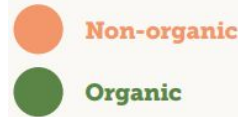
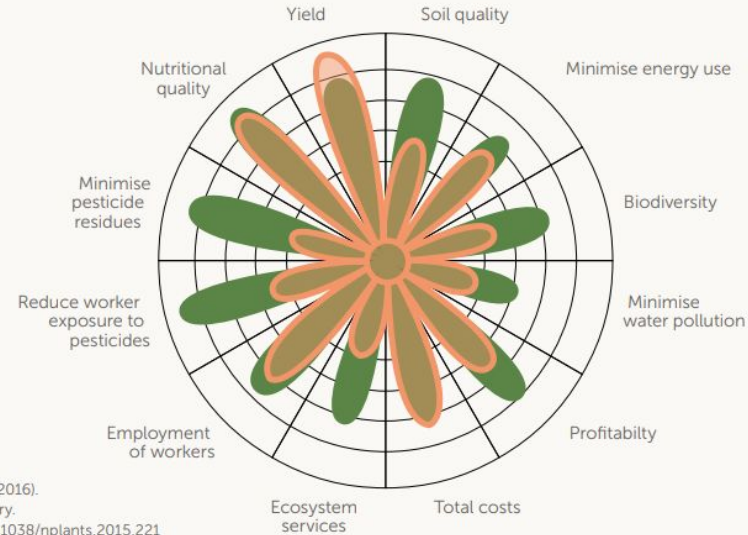


Figure 4 in Reganold, J. P., & Wachter, J. M. (2016). Organic agriculture in the twenty-first century. *Nature Plants*, 2(2), 15221. <https://doi.org/10.1038/nplants.2015.221>



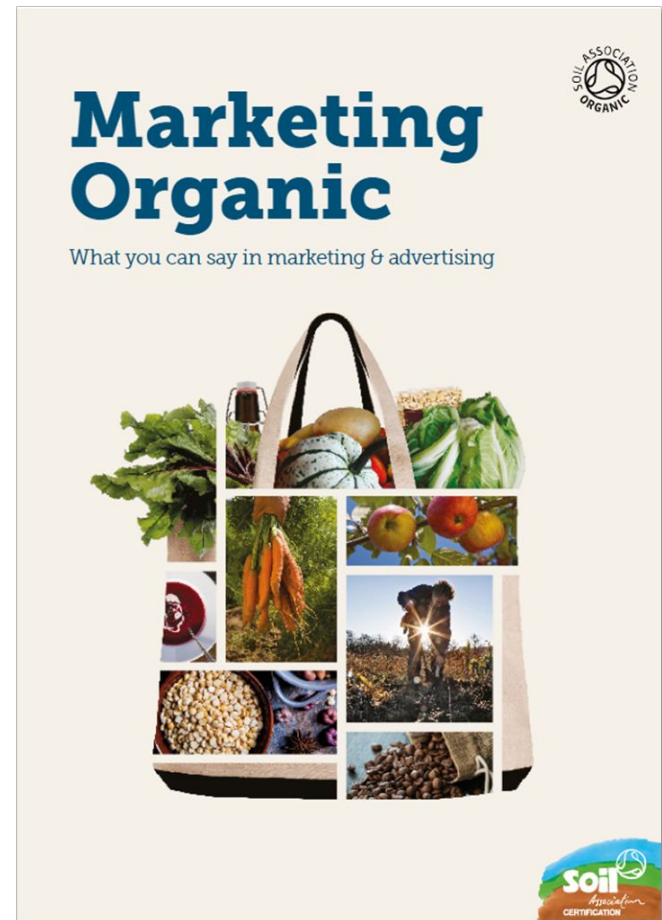
3. Regulation

Strict rules surrounding environmental and health claims

MARKETING ORGANIC - WHAT YOU CAN SAY

- Hundreds of evidence-based statements
- All statements reviewed and assessed by the ASA for use in marketing
- Covering sections on climate, wildlife, animal welfare, pesticides
- Digital version is fully referenced

NB: The ASA will never “approve” a statement, as the context within which it is used is key, so do use the free [Copy Advice](#) service!



FINAL THOUGHTS

- Confidence
- Clarity
- Consistency

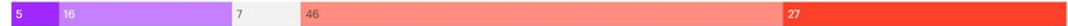


Younger Britons are more likely to purchase organic food than older Brits

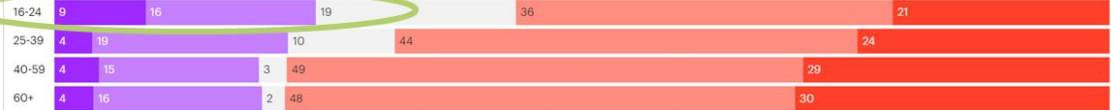
How often, if at all, do you buy organic food? %

Very often Fairly often Don't know Not very often Not at all

General population



Age



Source: <https://yougov.co.uk/topics/society/articles-reports/2022/04/20/part-two-what-kind-food-do-britons-eat-regularly>

Organic Beauty & Wellbeing

- Unlike in food, “organic” is not a legally regulated term in the beauty and wellbeing spheres
- Brands can call their product “organic” even if it has just 1% organic ingredients!
- Why certification is so important in this space
- You shouldn’t be making the claim of “organic” without certification!

Protection for the environment



Both in the way ingredients are grown



The final product



COSMOS ORGANIC



- Minimum number organic ingredients
- No controversial chemicals like parabens etc
- Must pass strict biodegradability testing
- No micro or nanoplastics

“Certified Organic is Climate Action”



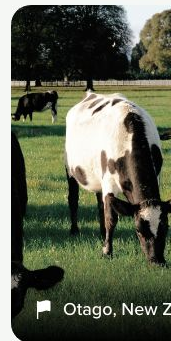
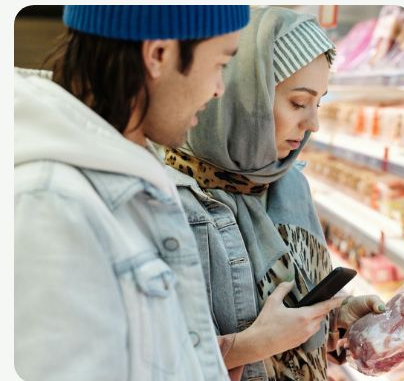
Always link it back to why you source your beauty ingredients from organic farms

- 25% of nitrate air pollution in London caused by non-organic agriculture
- Organic soils store 2x more carbon than non organic
- Organic farming does not use nitrate fertilisers which originate from fossil fuels
- Organic farming allows biodiversity to thrive (e.g. 75% more wild bees on organic farms vs non-organic)
- Nitrate fertiliser run-off is the leading cause of oceanic “dead zones”- switching to organic prevents this

WHAT YOU CAN SAY WHEN MARKETING CERTIFIED ORGANIC (OR NATURAL) BEAUTY AND WELLBEING

- Checked by the ASA
- Evidence-backed statements you can make in relation to your certified products, specific for beauty and wellbeing
- Detail on guarantees provided by the COSMOS standard
- Email- ptracey@soilassociation.org





Join the transparency movement at provenance.org

hello@provenance.org