



# **ESSENTIAL GUIDE**

**9 STEPS TO TELL A SUSTAINABILITY  
STORY FOR YOUR BRAND WITHOUT  
GREENWASHING**

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# 1

## What Are Green Claims?

Green Claims refer to statements or messages businesses use to promote the environmental benefits of their products, services, or practices.

These claims must be:



### ACCURATE

Based on reliable, verifiable data.



### TRANSPARENT

Clear and easy for consumers to understand.



### SUBSTANTIATED

Supported by evidence that can withstand scrutiny.

# 2

## Why Are Green Claims Important?

With growing consumer demand for sustainable products and increasing regulatory oversight, making trustworthy green claims can:



Build consumer trust



Differentiate your brand from competitors.



Protect against regulatory penalties for false or misleading claims

# 3

## Key Principles for Compliant Green Claims

### 1 BE SPECIFIC:

- Avoid vague terms like "eco-friendly" or "sustainable."
- Specify the exact benefit



E.g.: "Reduces CO<sub>2</sub> emissions by 30% compared to standard alternatives"



### 2 USE DATA TRANSPARENTLY:

- Support your claims with measurable metrics, such as Life Cycle Assessment (LCA) data.
- Make this information accessible to consumers.



### 3 AVOID GREENWASHING:

- Don't exaggerate or overstate your product's environmental benefits.
- Ensure that the entire lifecycle of your product aligns with the claim.



### 4 STAY UPDATED ON REGULATIONS:

- Familiarize yourself with local and international guidelines, such as:
  - **EU Directive on Green Claims:** Requires substantiated, science-based claims.
  - **ISO 14021:** Standards for self-declared environmental claims.

# 4

## Best Practices for Telling Your Sustainability Story

1

### ANCHOR YOUR CLAIMS IN LCA DATA:

- Use tools like AI-powered LCA solutions to calculate the environmental impact of your products, including CO<sub>2</sub> emissions, water usage, and recyclability.



2

### COMMUNICATE CLEARLY:

- Use consumer-friendly language.
- Incorporate visuals like eco-labels, infographics, or certificates.



3

### ENGAGE THROUGH STORYTELLING:

- Highlight your brand's sustainability journey.
- Share behind-the-scenes efforts, like partnerships with ethical suppliers or initiatives to reduce waste.



4

### LEVERAGE TECHNOLOGY FOR TRANSPARENCY:

- Consider digital platforms or QR codes to provide customers with detailed sustainability data.



# 5

## Common Pitfalls to Avoid

### 1 UNSUBSTANTIATED CLAIMS:

- Never make a claim you can't back up with evidence.



### 2 MISLEADING COMPARISONS:

- Avoid vague phrases like "better for the environment" without clear benchmarks.



### 3 CHERRY-PICKING DATA:

- Don't focus only on one positive aspect while ignoring negative impacts elsewhere.





# 7

## Tools and Resources to Get Started

### 1 LCA TOOLS:

- For measuring CO<sub>2</sub> footprint, water usage, and energy efficiency.



### 2 CERTIFICATIONS:

- Look into EcoCert, Cradle to Cradle, or similar certifications for credibility.



### 3 GUIDELINES:

- Familiarize yourself with resources like the EU Green Claims Guidelines or ISO standards.



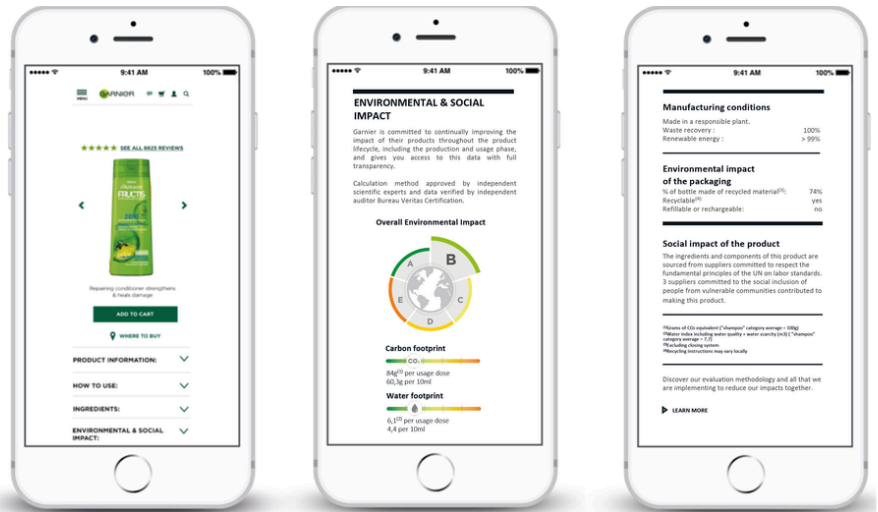
# 8

# Get Inspired by Leading Brands

## Source of Inspiration

➤ Be a Leader and draw inspiration from leading brands that already showcase real, reliable data with full transparency.

L'ORÉAL



LEROYMERLIN



Home Index: ✕

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**¿Qué es el índice Home Index?**  
Esta calificación evalúa el impacto ambiental y social de cada producto mediante varios criterios ponderados.  
Cuanto más se acerque la puntuación general a 100, menos impacto negativo tendrá el producto en las personas y el medio ambiente.

<b>Vida útil y reparabilidad</b>	<span style="background-color: green; color: white; padding: 2px 5px;">100</span>
Tasa de devolución del producto (comparado con productos similares)	100
<b>Fin de Vida</b>	<span style="background-color: green; color: white; padding: 2px 5px;">100</span>
Reciclabilidad del embalaje	100
<b>Salud</b>	<span style="background-color: green; color: white; padding: 2px 5px;">75</span>
Emisión de formaldehído	75
<b>Fabricación</b>	<span style="background-color: green; color: white; padding: 2px 5px;">62</span>
Índice de política ambiental del país de producción [1]	100
Gestión mediambiental en fábricas [2]	50
Mix energético del país de producción	75
<b>Materia prima</b>	<span style="background-color: green; color: white; padding: 2px 5px;">100</span>
Contenido de material reciclado certificado en el material principal	100
Contiene madera certificada FSC® o PEFC	100
<b>Ética</b>	<span style="background-color: green; color: white; padding: 2px 5px;">97</span>
Indicador nacional sobre los derechos de los trabajadores en el país de producción [1]	100
Lugar de la última transformación del producto	100
Gestión de la calidad en fábricas [2]	100

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# Lead the Change

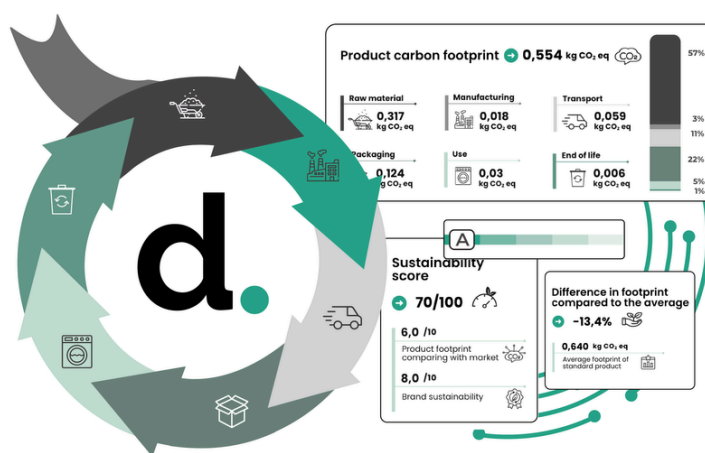
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## Ready to Take the Next Step?



Looking for an easy and affordable way to evaluate and support your green claims? We recommend our AI-powered LCA solution.



**We automatically calculate the carbon footprint of products throughout their life cycle and assign a sustainability score, also taking into account the brand's certifications and ESG policies.**

Forget about traditional alternatives that are time and cost-intensive, and boost consumer trust to improve conversion and gain market share over competitors.

## Ensure compliance with Regulations

Contact us for a demo and discover how we can help your brand thrive in a sustainable future.



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