



How to avoid "greenwashing"

9 Step Checklist to improve product compliance

In an era of growing eco-awareness, an increasing number of companies are making environmental and sustainability claims about their practices, products, and services. However, a recent international analysis of websites found that 40% of green claims made online could be misleading.¹ This trend is reflected in the countless similar studies conducted by concerned industry and regulator groups across the world in recent years.

Perhaps unsurprisingly therefore, regulators, the media and policymakers have showed an increased interest in ensuring the validity such claims in an effort to crack-down on business making unfounded environmental claims, a practice commonly described as "greenwashing"

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¹ [source](#)

- Understand the complex regimes and how they apply to your products.
- Review the self-regulating codes and guidance noted above prior to making any green claims.
- Ensure that you have and maintain evidence to substitute claims made, including where appropriate, verifiable and reliable scientific data.
- Use clear language and avoid using broad and general terms.
- Ensure any claims made are appropriately caveated, for example, if they only extend to certain products within a range or just one aspect of the product lifecycle. Environmental claims will be considered to be based on the full product lifecycle unless the claim states otherwise.
- Clearly distinguish between aims and verifiable facts and that public statements and/or commitments are clearly backed up by action.
- Verify any "green" claims made by suppliers or third parties before relying on these.
- Avoid using own brand "eco" labels that are not associated with an independent organisation.
- Periodically review any green claims made to ensure that they can be continually substantiated and are still applicable to the product.

How to avoid "greenwashing"

In a world full of regulatory change, practical advice is required to better manage product compliance.

Compliance and Risks and Kennedys Law LLP have created the 'In Practice Series' to ensure you have access to practical insights backed by comprehensive, in-depth regulatory expertise.

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Providing you and your team with the practical insights and actionable takeaways to ensure you have the tools to build consumers safe, sustainable products in a world full of change.



Compliance and Risks is a leading market access and product compliance firm. We are the trusted market access technology provider for the world's leading brands.

Our mission is to help ensure global companies have the tools and information to build consumers safe, sustainable, products in a world full of change.

We have spent two decades honing the digital tools, expertise, and content you need to monitor, assess and prove your products' compliance, protecting your brands and helping drive your growth. We stay ahead of an ever-evolving regulatory landscape so that you can, too.

Our enterprise-grade technology solution, C2P is the key to unlocking market access. Design and build new products with full confidence that you've met all compliance obligations. Achieve, maintain and expand global market access with a smarter way of managing product compliance.

Our global team of SME's, with expertise across a diverse range of products, geographies and policy areas, collaborate with our Knowledge Partners to address questions about laws and regulations including purpose, applicability, requirements highlights and more.

Continually monitor regulatory changes around the world and keep ahead of proposed changes before they happen. Keep all compliance evidence up to date and live linked back to their Regulations, Standards and Requirements. It's easy to simplify your product compliance process with C2P.

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Kennedys

Kennedys has a market-leading product liability and product safety practice across Europe, Asia Pacific, the Americas and the Middle East. We provide a comprehensive service to our clients where we are able to deal with all their product-law-related issues, from cradle to grave of the product lifecycle. We act for parties along the entire supply chain and have in-depth expertise in high-profile and complex matters involving a wide range of products including: consumer goods, health, beauty and nutrition, industrial, vehicles/transport and machinery, technology and life sciences.

Our clients are manufacturers, leading distributors and retailers, as well as their insurers and reinsurers.

We are often sought out in high-stakes, international matters to assist companies navigate the ever-more complex and global nature of modern-day product law issues. In our capacity as overall strategic legal advisers in such matters, we often coordinate the input of international external legal and non-legal specialists.

We have in-depth knowledge of all aspects of product law matters across the product lifecycle. We regularly advise on product launch and development, corporate social responsibility, marketing, advertising and product claims, ongoing regulatory compliance, regulator engagement and enforcement, consumer rights and remedies, product recalls and other corrective actions, product liability and product-related contentious matters, mass tort litigation, and product law policy and legal reform

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