

NIVO ASSIST

BRIEFING DOCUMENT – No.27

CMA GREEN CLAIMS GUIDELINES

A Competitions and Marketing Authority, co-ordinated global review of randomly selected websites has so far found that 40% of green claims made online could be misleading consumers. This was also highlighted at the COP 26 Climate Conference in Glasgow.

This is a worrying statistic and means as small businesses we need to be extra vigilant. From January the CMA Green Claims Guidelines come into effect, and in summary they mean that any business making environmental claims must be able to prove they are genuinely green.

Six key principles:

- *Claims must be truthful and accurate*
- *Claims must be clear and unambiguous*
- *Claims must not omit or hide important information*
- *Claims must only make fair and meaningful comparisons*
- *Claims must consider the full life cycle of the product*
- *Claims must be substantiated*

Any business needs to demonstrate due-diligence in substantiating claims when using products with a green claim. If not there are significant fines. We urge our operators to **check with suppliers** of any claim such as ‘compostable’ or ‘recyclable’ or ‘plastic free’.

Equivalent guidelines also being raised by Advertising Standards Authority.

Please view a [short video from the CMA](#)

More information [click here](#).

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