

SUSTAINABLE CLAIMS

Less Greenwashing
More Action

2022



BUREAU
VERITAS



MARKET DYNAMICS



Global Commitments

*Glasgow Climate Pact
Paris Rulebook*



Regulations

*Global Due Diligence,
EU Green Deal, UK
Plastics Tax, US SEC,
NY Fashion Act,*



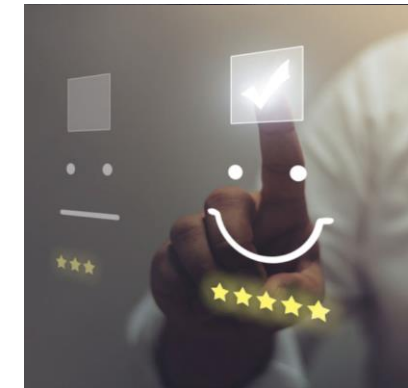
Company Rating & Reporting

*UN SDGs
ESG Ratings*



Retailer, Brand, Supplier Needs

*ESG Market Knowledge
Peer & Supply Chain
Benchmarking
Supply Chain
Optimization*



Consumer Needs

*Product **Quality & Durability**, Sustainable
Product (Recycle, Resale,
Reuse, Repair),
Sustainable Supply
Chains*

TRENDS



More than **200** environmental labels active in the EU, and more than **450** worldwide



42% of cases of green labels on **Consumer Goods**

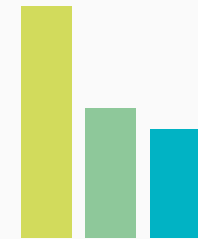


contain exaggerated, false or deceptive claims



is launching investigations into fashion brands to scrutinise their 'green' claims.

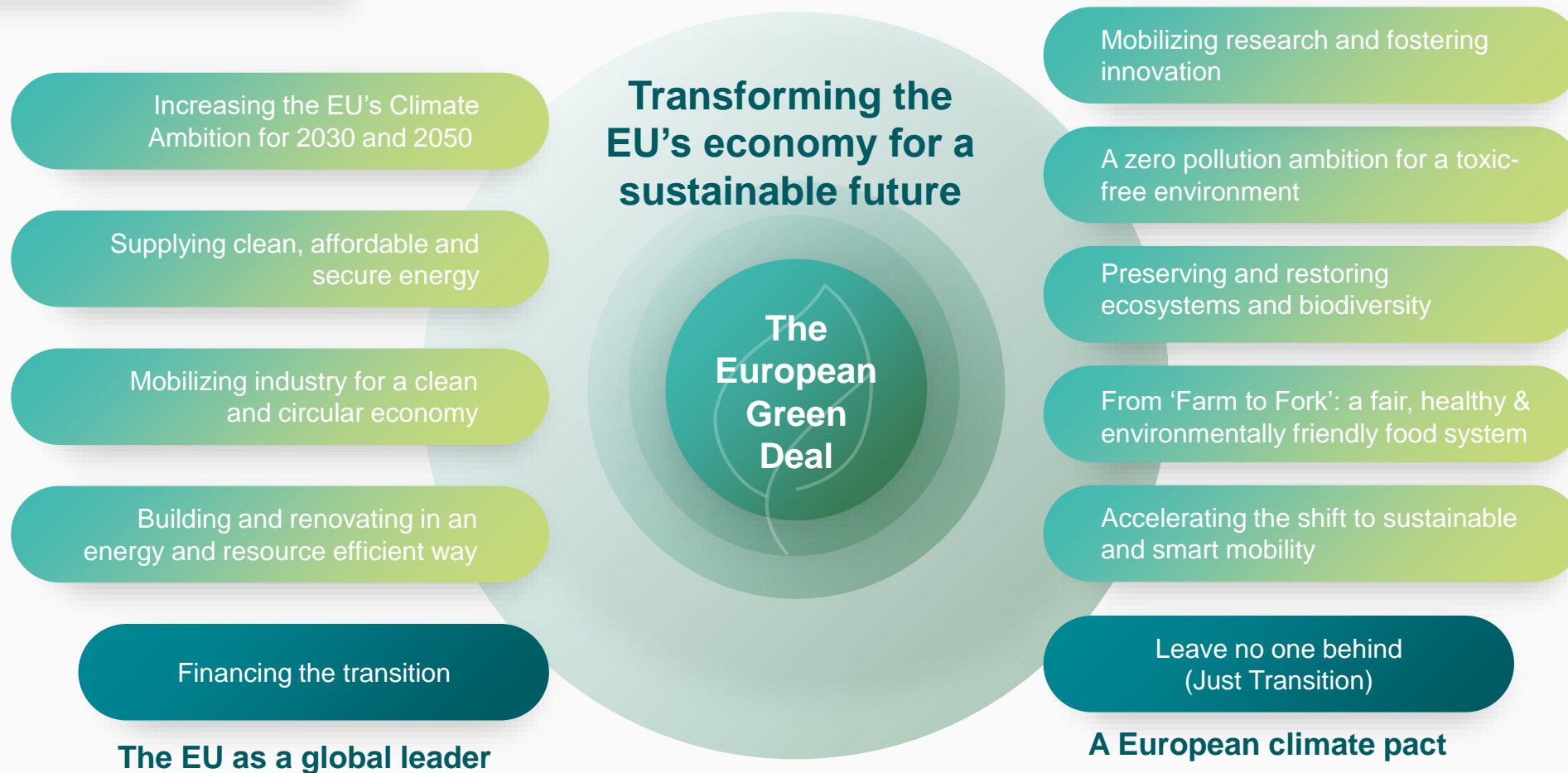
And the CMA will be able to fine businesses up to **10%** of global turnover for consumer protection breaches.



A total of **39** environmental marketing enforcement actions

by FTC were brought between 2013 and 2020.

REGULATIONS | EU GREEN DEAL



REGULATIONS | EU GREEN DEAL



REGULATORY FOCUS ON CLAIMS

Greenwashing misleads market actors and does not give due advantage to those companies that are making the effort to green their products and activities. It ultimately leads to a less green economy.

To tackle this issue, the **European Green Deal** states “Companies making ‘green claims’ should substantiate these against a standard methodology to assess their impact on the environment”.

The 2020 **Circular Economy action plan** commits that, “the Commission will also propose that companies **substantiate their environmental claims** using **Product** and **Organization** Environmental Footprint methods.”

RISK FACTORS

PITFALLS TO AVOID FOR MAKING YOUR CLAIMS



LABEL LEGITIMACY

Making use of labels which are not linked certification scheme.



GREENWASHING

Marketing claims risks which violate with regulatory such as NAD & FTC.



NON-SCIENTIFIC PROOF

Making statements which are not verified with scientific & standard testing measures



NON-TRACEABLE

Consumers and buyers which cannot trace the origins of the sources.



HOW DO YOU CURRENTLY VERIFY YOUR PRODUCT GREEN CLAIMS?



SOFTLINES STATEMENT

“breathable to XXX”
“x% water toxicity footprint improvement versus previous model”



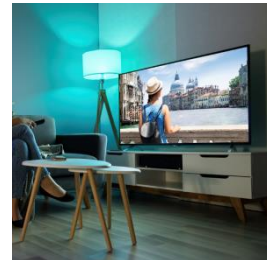
HARD GOODS STATEMENT

“Simulated Life Testing |
Functioning after X Years”
“Product Stability (XX lbs.)”



APPLIANCE STATEMENT

“xlb of CO2 per appliance over
average life cycle”
“Produces xml coffee in y minutes”



AUDIO VIDEO STATEMENT

“Consumes xx% less energy than
previous model”

DECEPTIVE CLAIMS EXAMPLES WITH QUICK SCAN

EXAMPLE #1

*"Made with recycled polyester
Plastic bottles and textile waste are
processed into plastic chips and
melted into new fibres"*

QUICK SCAN RESULT:

The claim is accurate and clear for all to understand – based on CMA Green Claims Checklists

BV Recommendation: Textile waste is not the classic recycled definition that is post consumer waste. This is just the factory using scraps that all factories should be doing.

EXAMPLE #2

*A plastic package containing a new
shower curtain is labeled
"recyclable"
without further elaboration.*

QUICK SCAN RESULT:

Distinction between benefits of product, package and service – based on FTC Green Guide General Principles

BV Recommendation: Because the context of the claim does not make clear whether it refers to the plastic package or the shower curtain, the claim is deceptive if any part of either the package or the curtain, other than minor, incidental components, cannot be recycled.

EXAMPLE #3

*"We partner with expert industry
standards like the Global Organic
Textiles Standard, Organic Cotton
Standard and Better Cotton"*

QUICK SCAN RESULT:

The claim doesn't contain partially correct or incorrect aspects or conditions that apply – based on CMA Green Claims Checklists

BV Recommendation: This claim doesn't say anywhere that actual products are all certified to TE or GOTS

ASSESSMENT

QUICK SCAN BASED ON THE GREEN CODE CHECKLISTS EXAMPLES

Is the claim is accurate and clear for all to understand?

Is there's up-to-date, credible evidence to show that the green claim is true

Is the claim exaggerating its positive environmental impact, or contain anything untrue – whether clearly stated or implied

If the information that really can't fit into the claim, can it be easily accessed by customers in another way (QR code, website, etc.)



ENVIRONMENTAL

RESPONSIBLE MATERIALS

- Sustainable Chemical Management (MRSL/ ZDHC Test/ BVE3 / Product RSL)

- Biodegradability Testing

- 1** Sustainable Materials/Claims
Organic, Recycling, Vegan Test/Cert

- Durability Services
Performance Testing & Certification

- Traceability
Audits, Origin Testing (Oritain), DNA Testing, Blockchain (Origin)

CIRCULARITY

- 2** Eco-Design
EIME Software, LCA, PEP/BV Mark

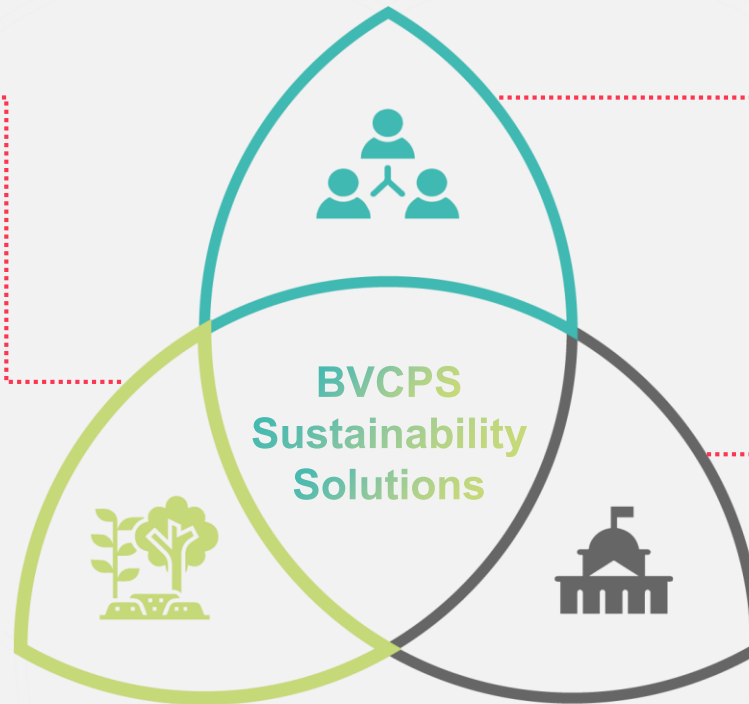
- Reparability Services

CLIMATE & ENERGY

- 3** Environmental Assessment
(Waste / Chemical / Energy / GHG / Net Zero/Carbon Neutrality)

- New Energy Test & Cert (Modules, Inverters, ..)
Solar/PV, Wind, Geo-Thermal

- Energy Efficiency Test & Cert



SOCIAL

CONSUMER SAFETY & INFORMATION

- Safety Testing
Chemical/Mechanical/Electrical Safety, Flammability

- 4** BV Mark
Verification & Certification

SUPPLY CHAIN DUE DILIGENCE

- Social Compliance Program
- Training
- Factory Empowerment Program

GOVERNANCE

INNOVATION

- Connectivity/Automation
- Cybersecurity

MANAGEMENT REPORTING

- OneSource Connect
(Clarity)

RESILIENCE

- Supply Chain Transparency
OneSource Connect (Supply R)

INSIGHTS & IMPROVEMENT

- Strategic Consulting
& Business Review



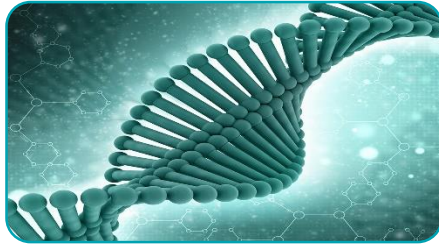
TYPES OF SUSTAINABLE CLAIMS

Certainly not exhaustive, but below highlights some of the most common types of sustainable claims for consumer goods.

ORGANIC		<p>CHEMISTRY / MATERIAL</p>	<p>PRODUCT USE</p>
RECYCLED		<p>PRESERVING NATURE</p>	
MISC.			
Viscose / UNIFI / LYOCEL			



RESPONSIBLE MATERIALS | SUSTAINABLE CLAIMS MANAGEMENT



Claim Verification Testing

- Product Origin / DNA Testing
- Product Life Cycle Assessment



Issuance of Product Certification

- Industry Scheme: Recycled/Organic Content (TE / GOTS); Energy Use (Energy Star)
- Private Scheme: BV Mark (Durability, Environmental Improvement)



Validation of Product Claims

- BV Green Claims Verification



BV GREEN CLAIMS VERIFICATION



BENEFITS

1. Verified Claims help sell to environmentally aware demographic
2. Work with international sustainability leader to establish a world class green claims program
3. Avoid selling product that have greenwashing claims
4. Protect your brand from negative press and media attention
5. Educate and partner your supply chain as part of your ESG commitments
6. Prepare for growing due diligence and environmental regulations





LCA – LIFE CYCLE ASSESSMENT

| OVERVIEW

- ▶ Dedicated to **Life Cycle Assessment (LCA)** and eco-design ISO 14067
- ▶ Support environmental policy
- ▶ Enable environmental declarations
- ▶ Empowering organizations to implement, measure and achieve sustainability objectives



| TYPICAL STANDARDS

- ▶ ISO 14040/44
- ▶ ISO 14067
- ▶ ISO 14025
- ▶ EN 15804

| CAPABILITIES

- ▶ **EIME** Eco-design software
- ▶ **Life Cycle Assessment** according to ISO 14040/44
- ▶ Environmental product declaration
- ▶ Third party review
- ▶ **BV Mark** / Bureau Veritas Footprint Progress® certification



Project Goal: LCA and eco-design for garment



Team training to the EIME software and the ecodesign approach



Creating EIME Inventory Data

- | Recycled cotton yarn
- | Knitting processes



Life Cycle Assessment of textile products

- | Conventional vs Organic vs Recycled T-Shirt



Product Environmental Footprint →

CONSUMER INFORMATION | BV MARK

Independent demonstration of the durability & sustainability performance criteria that end users are looking for. →



Wearable after 50 Washes



www.bvmark.com
BVV_12346

VERIFIED

(SCAN QR CODE TO SEE WEBPAGE)





CONSUMER INFORMATION | BV MARK SUSTAINABILITY OPTIONS



Certification Mark (Testing & Audit)

- Chemical Control

Verification Mark (Testing)

- 90%+ Biodegradable after 180-days
- Usable after 400 washes
- Wearable after 50 washes

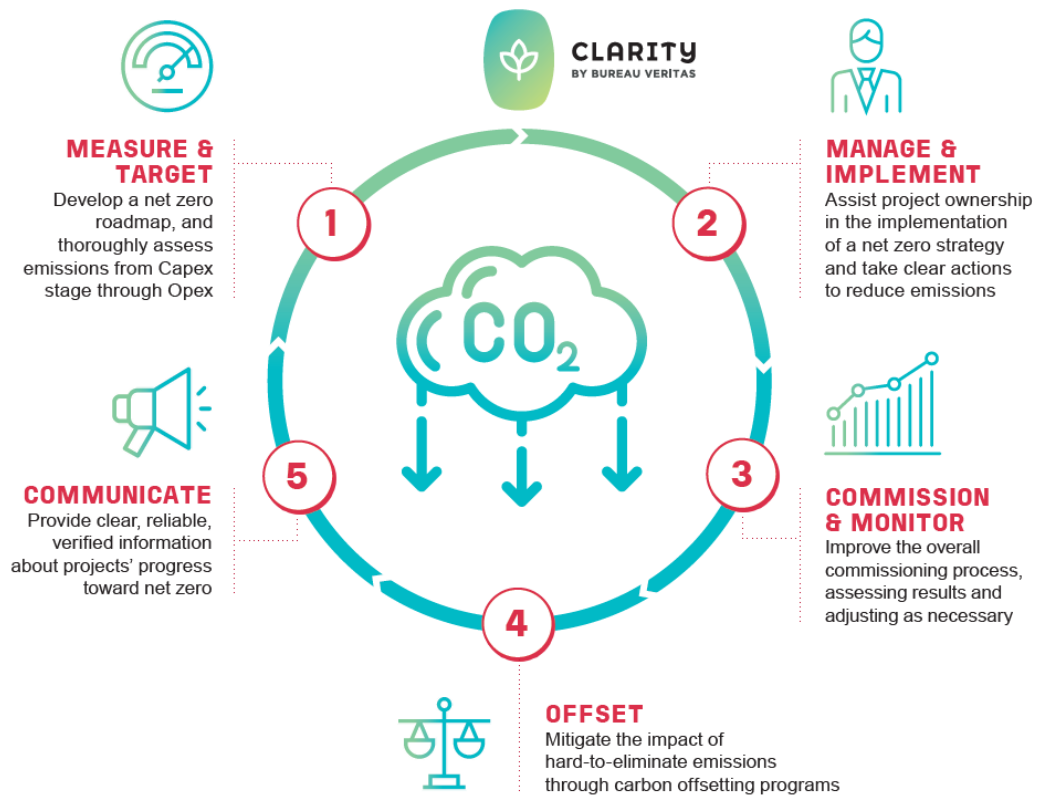
Verification Mark (LCA Review)

- Xlb of CO2 across entire Product Life Cycle
- X% improvement in CO2/Air/Water Toxicity compared to previous model/material
- Uses 38% less water than previous model/material
- 46% less impact on ozone depletion than previous model/material
- 35% less plastic than previous model/material



CLIMATE & ENERGY | NET ZERO ASSESSMENT

5 STEPS TO ACHIEVE NET ZERO



BV Solutions

- A **complete end-to-end advisory service** for establishing a net zero target, or flexible ad-hoc support depending on your needs (1 – 5)
- **Compiling your GHG footprint** (1) advice & training
- Establish data reporting systems and procedure to **support continuous monitoring** (1-3)
- Advising your business on how to create a GHG reduction management plan (1-3)
- Data analysis and **strategic insight** into GHG emissions and **Net Zero targets** (3)
- **Training on Net Zero Target**
- **Review your GHG inventory for accuracy, reliability and completeness** (5)
- Review your reporting systems and procedures to ensure continuous monitoring and **reliability of future data** (5)
- **Progress against interim targets** (5)
- Providing **public statement** confirming accuracy of your data (5)

WHY BV?

GLOBALLY ALIGNED TO YOUR SUPPLY CHAIN



TECHNICAL LEADERSHIP

Regulatory review process. Knowledge of 100+ countries covering 80+ product categories



CLIENT ALIGNED

Partnership model drives client focused service delivery throughout the supply chain



GLOBAL CONSISTENCY

Global governance
Repeatable service with 40+ offices worldwide



DIGITAL PLATFORMS

Access to our digital solutions for sustainability and quality management all in one place



WHY BV?

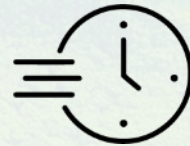
OPERATIONAL EXCELLENCE DELIVERING TOP QUALITY SERVICE EVERY TIME



Technical Leadership

Regulatory review
process.

Knowledge of 100+
countries covering 80+
product categories



Client Aligned

Partnership model drives
client focused service
delivery throughout the
supply chain



Global Consistency

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Shaping a World of Trust