

Develop the claims List of claims Definition Key questions Component Minimum Build your claims content Revision with Guide Criteria experts' inputs



What is a claim

High-level statement about a characteristic of a product, or about a process or an organization associated with that product

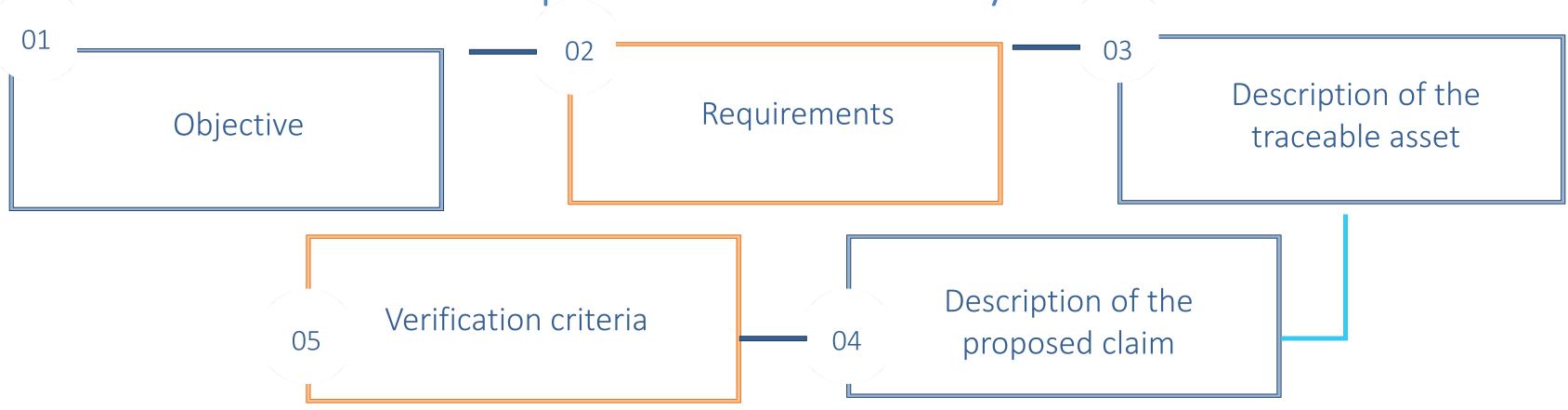
Claim

Sustainability Claim Claim that covers one or multiple sustainability dimensions (economic, environmental, social)

Source: UNECE Draft Policy Recommendation, Guidelines

Source: UN Environment Guidelines for Providing Product Sustainability Information

Component of the sustainability claim

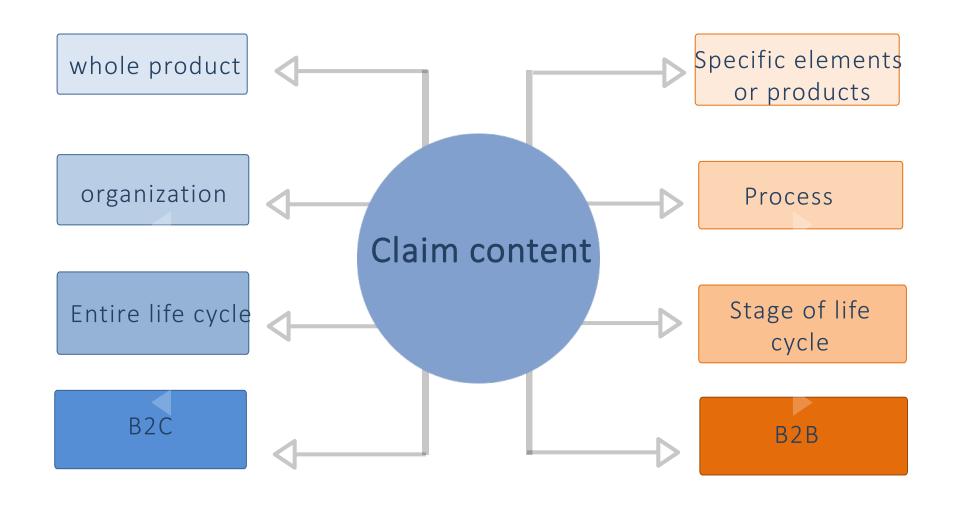




Currently identified set of claims

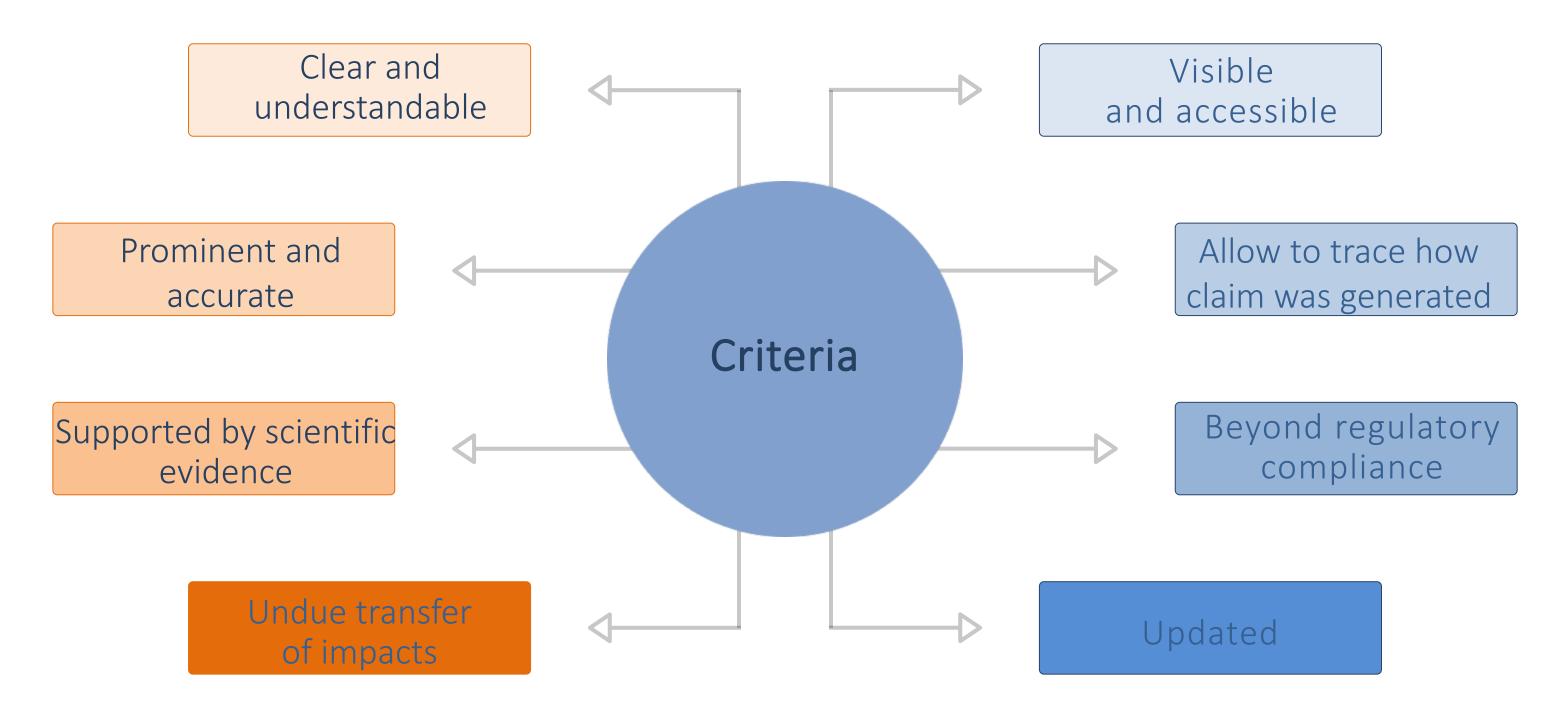
Chemicals Sets of claims Fiber content Product quality Fiber content Chemicals Social dimension Environmental dimension Health and safety

Content of the claims





Minimum criteria to be met by the claims





Address key questions to develop your claims



What is the claim about?
Which product or
component of the product,
organization or process?

O2 Value chain and Life cycle

In which step of the value chain do you want to test the claim? Which stage of the life cycle would you considered? Does is covered product use and disposal?

Single 03 issue/multi issues Does the claim refer to a single issue (carbon footprint, energy, child-labour free or animal welfare) or a multi-issue approach (environmental footprint)? Are the limits of the claim clearly stated?

04 User story

Do you have a user story do you want to use?

Information on
the sustainability
hotspots

Is the subject of the claim a major driver of the sustainability performance of the product? Do you address hotspots in all sustainability dimensions? If not, which sustainability dimension do you want to communicate?



Address key questions to develop your claims

Direct link
06 between claim
and product

Is the link between the claim and product clear or might consumers think that the claim is also valid for similar/all products from the same brand?

O7 Regulatory requirements

Do your product(s) exceed legal requirements in both countries of production and countries of consumption?

Verification
08 criteria
Assurance
model

Which is the standard, guideline or other document that the claim referred to? Is the claim self-assessed, self-declared or verified by a second party or certified by a third-party? If the claim is verified, is the certificate number clearly provided/available?

09 Transparency

Will you make the documentation supporting the claims available to the public or to the other actors, (confidentiality considerations)?
Will you consider disclosing further information on the company websites?

10 Updated

Regularly reviewed and revised if necessary in order to reflect the changing circumstances



Build your claims

Traceable asset

"This product"

"This material"

"This component"

"This process"

"This shipment"

"This facility"

Claimed State

"Comes from (source")

"Supports"

"Contributes to"

"Has supported the sustainable production of"

"Contains at least x% certified content"

"Benefits consumers"

"Purchase/match"

Verification criteria

"manufactured in accordance
with x standard"

"Independently
certified to"

"Certified"

"Commits to"

"Certified by a third-party
certifier"

Objective

'Ensure responsible business

practices"

"Protect water resources"

"Protect land use"

"Ensure fair wage for

workers"

"Avoid child labour"

[Traceable Assets] comply with [Claimed State] in accordance with [Verification Criteria] for/to support [Objective]

Imported knitwear contains ethically grown and traded cotton from Country A and is obtained in compliance with the standard for ensuring responsible business conduct.

Imported Ready-made-garments from suppliers in Country B have been manufactured using good labour practices in accordance with the ILO fundamental labour standards, which support sustainable sourcing.



References/Sources considered

ISO 14204: Ecolabel - Voluntary ecological labels subject to external certification or third-party certification (2018)

United States Environmental Protection Agency Recommendations of Specifications, Standards, and Ecolabels (United States Environmental Protection Agency (2018)

Un Environment Guidelines for Providing Product Sustainability Information (2017)

Compliance Criteria on Environmental Claims (MDEC 2016)

European Commission Guidance on the application of the Unfair Commercial Practices Directive (2016)

USA Guidelines to Assess Environmental Performance Standards and Ecolabels for Federal Procurement (United States Environmental Protection Agency 2016)

ISO 14021: Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling) (ISO 2016a)

OECD Environmental Labelling and Information Scheme (2016)

ISEAL Sustainability claims- Good Practice Guide (2015)

Consumer market study on environmental claims for non-food products (European Commission 2015)



References/Sources considered

OECD A Review of Public Policies relating to the Use of Environmental Labelling and Information Schemes (2015)

Guidance from the Consumer Ombudsman on the use of environmental and ethical claims, etc., in marketing (Danish Consumer Ombudsman 2014)

European Commission Environmental Footprint Guide (2013)

Recommendation on the use of common methods to measure and communicate the life cycle environmental performance of products and organisations (European Commission 2013)

French government: A practical guide to environmental claims for traders and consumers (2012)

ISO 14025: Environmental declarations (2006)

ISO 14020: Environmental labels and declarations – General Principles (ISO 2000)