

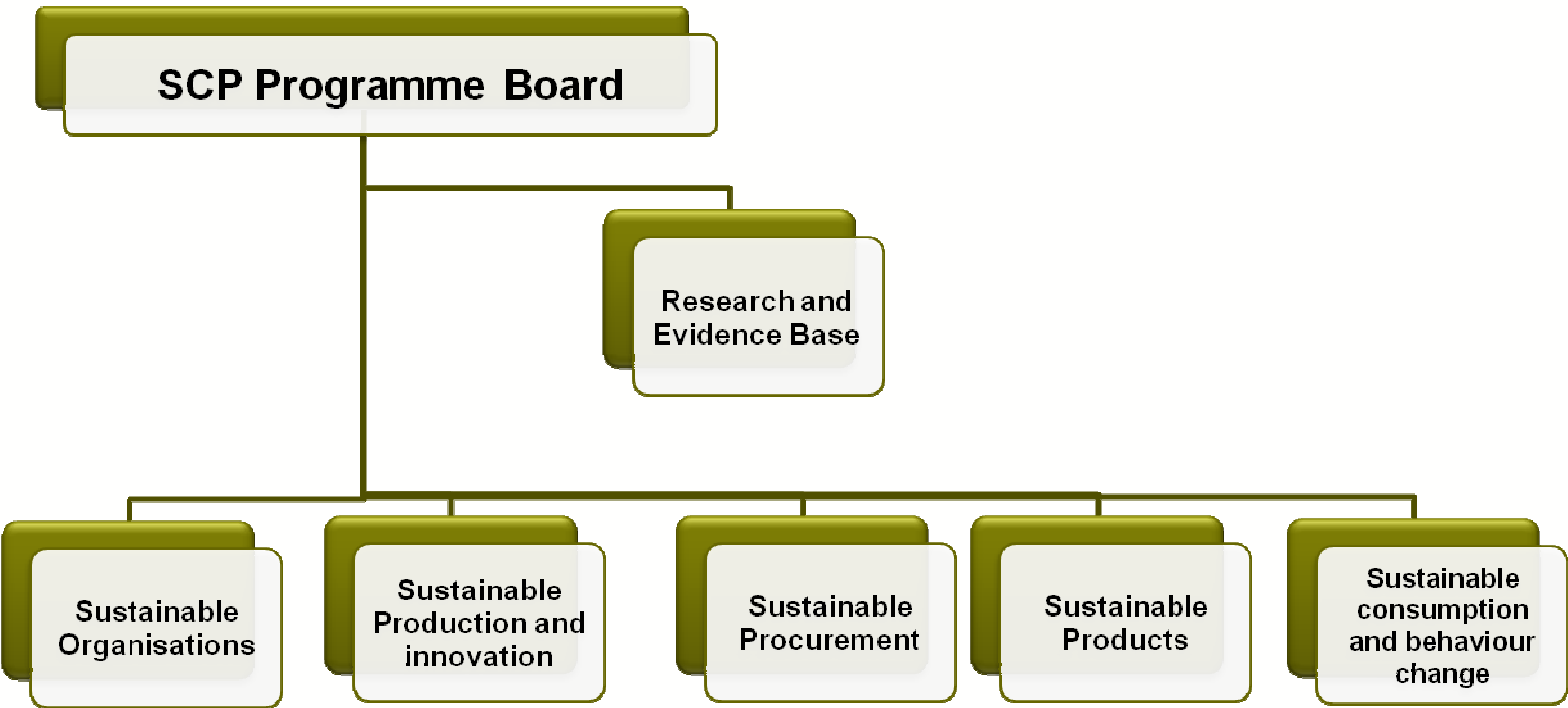
Defra Green Claims Code Update

SCP Programme



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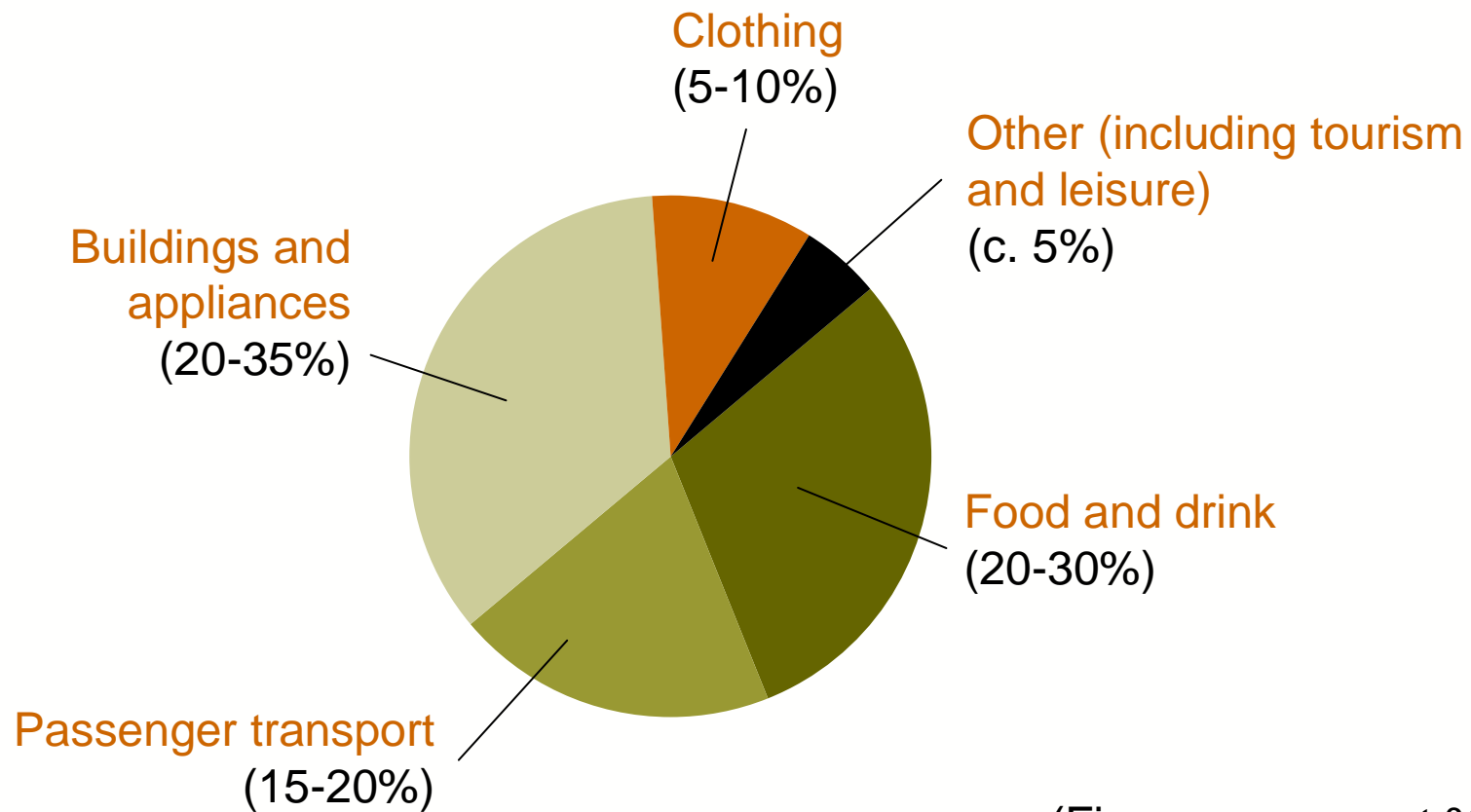
Department for Environment
Food and Rural Affairs



WHY? ... Most environmental impacts can be attributed to products and services



SCP addresses consumption areas with the most significant environmental impacts



(Figures represent % of environmental impacts across the EU25)

Where are we now?

- Government produced guidance in 2003
- Sector guidance

What does it cover?

- UK and EU legislative requirements,
- Codes of good practice
- Guidance on how to make self-declared environmental claims.

What's the problem?

- Green claims are coming under increasing scrutiny.
- Complaints to Advertising Standards Authority (ASA)
- Media coverage increasing
- New themes emerged

Response to the King Review



- Defra will review the Green Claims Code and related guidance to ensure that it is relevant to new developments in environmental claims
- Amongst other issues, advertising claims made by the transport sector will be addressed in conjunction with DFT and appropriate stakeholders

Code update aims to:

- Support the development of future marketing and product claims on specific themes
- Enable the production of high quality claims underpinned by robust evidence
- Control and eradicate misleading environmental advertising or product claims
- Counteract the risk of consumer cynicism to genuine claims
- Promote a level playing field on claims

How?

Ministerial agreement to a project plan, including:

Current activity

- **Sep 08 -Jan 2009:** Scoping methods to update code with industry:
- **Feb 2009:** First steering group with key players
- **February 2009:** Engagement internationally
- **Feb-July 2009:** Evidence
 - Assess consumer attitudes to green claims
 - Collate data on the use of green claims on product packaging and websites;
 - Collate data on the use of green claims in advertising in the UK; and
 - To work with industry through workshops to explore where guidance is needed and invite feedback.

Issues for Discussion

Next steps

- **April 2009:** Develop and consult on guidance on principles of good green advertising
- **Ongoing 2009/2010:** Development of guidance where new themes emerged
- **April 2009 onwards:** Embed guidance within industry continuous professional development programmes?

What is likely to be different?

Principles based document

- Guidance on imagery?
- Guidance on comparative claims?
- Update of examples

Possible new themes for specific codes?

- Carbon neutral, green tariffs, offsetting, recyclability, textiles, carbon footprinting, local/seasonal claims on food, palm oil, biofuels, water footprinting, biodiversity, timber, fish sustainability and tourism, natural, chemical free

Links to car advertising

- How can we harness current activity?
- Is there scope for a sectoral code?
- What are your key issues?
- How can we engage with you?

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