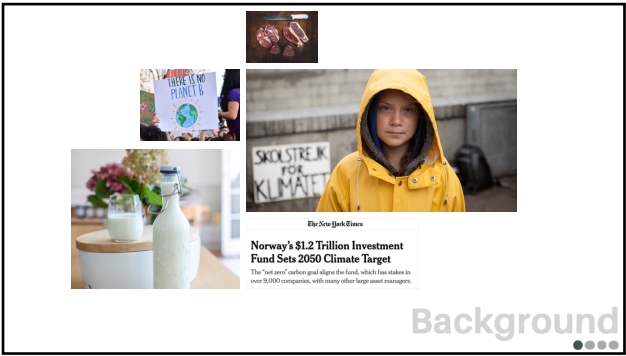




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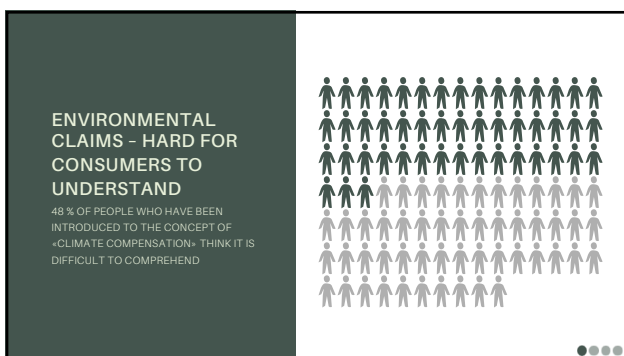
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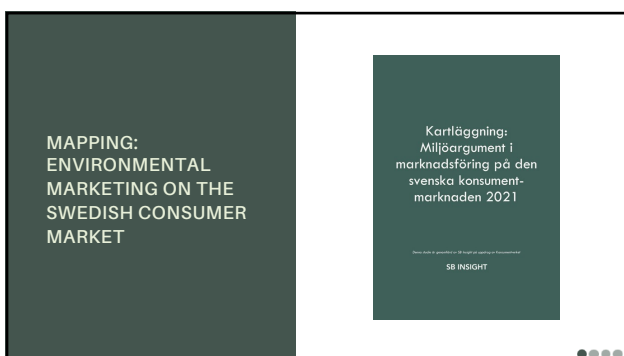
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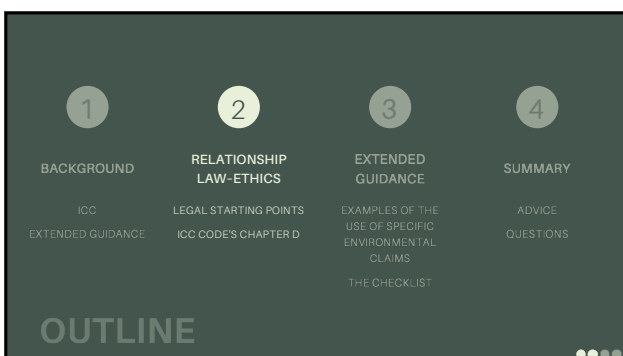
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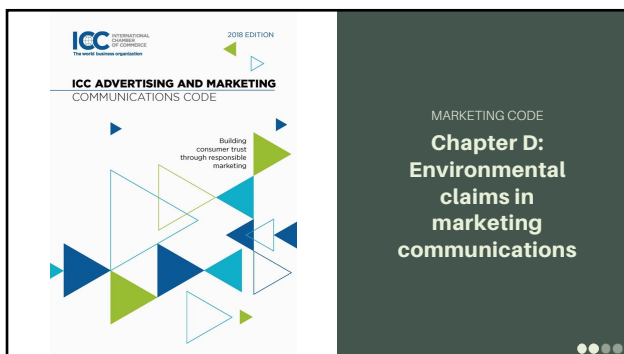
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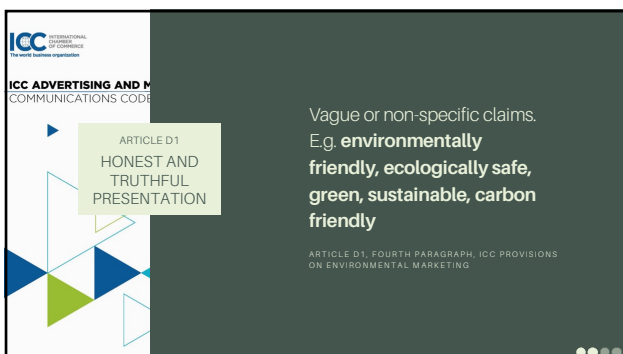
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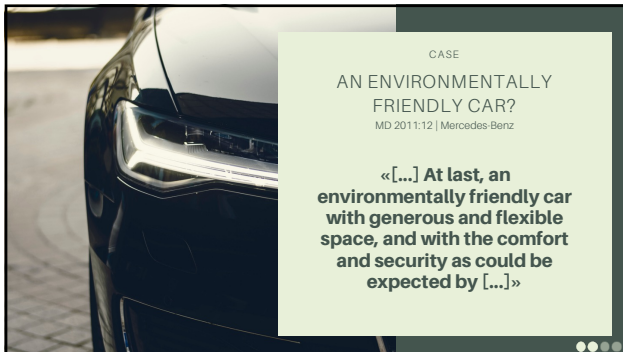
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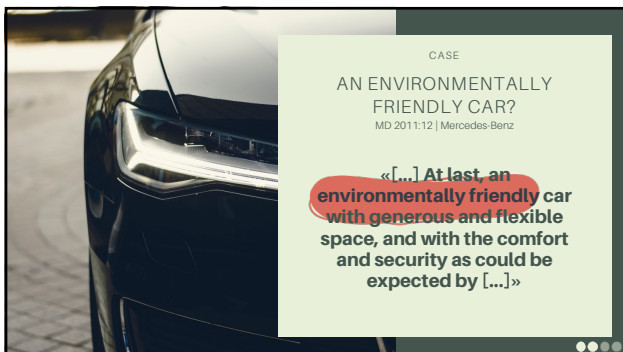
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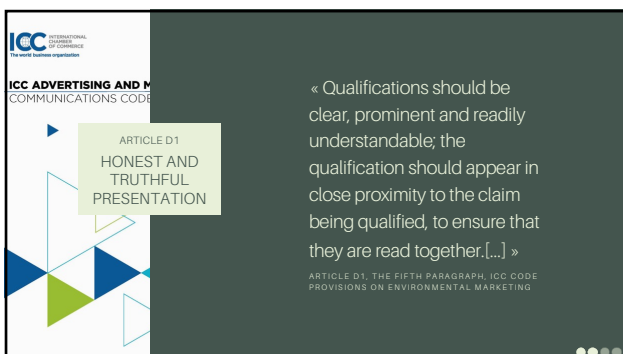
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27

«Hunton Nativo Wood Fiber Insulation board is a natural and environmentally friendly insulation [...]»

«By using Hunton Nativo Wood Fiber you contribute to reducing emissions of CO2 and other greenhouse gases. The boards are produced from sustainable forestry and are 100 % recyclable.»

THE POSITIVE FORCE OF WOOD-BASED INSULATION
PMT 13193-20 | Swedisol / Hunton

28

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THE POSITIVE FORCE OF WOOD-BASED INSULATION
PMT 13193-20 | Swedisol / Hunton

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ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE

ARTICLE D3 SUPERIORITY & COMPARATIVE CLAIMS

«Any comparative claim should be specific and the basis for the comparison should be clear. Environmental superiority over competitors should be claimed only when a significant advantage can be demonstrated. [...]»

ARTICLE D9, THE FIRST PARAGRAPH, ICC CODE PROVISIONS ON ENVIRONMENTAL MARKETING

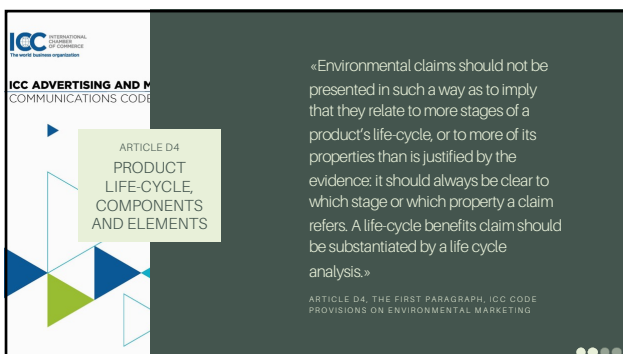
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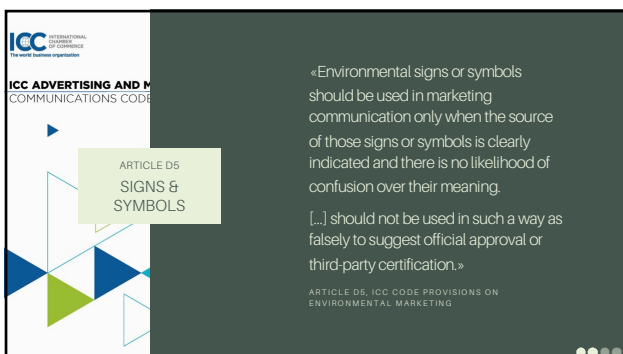
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ENVIRONMENTAL LABELS

DIFFICULT TO UNDERSTAND - BUT CONSUMERS TRUST THEM

ONLY 36% OF CONSUMERS FIND IT EASY TO UNDERSTAND THE MEANING OF DIFFERENT LABELS.

AT THE SAME TIME, 71 % TRUST THAT THE PRODUCTS WITH ECO LABELS/certifications meet the required criteria.

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ARTICLE D6
WASTE
HANDLING

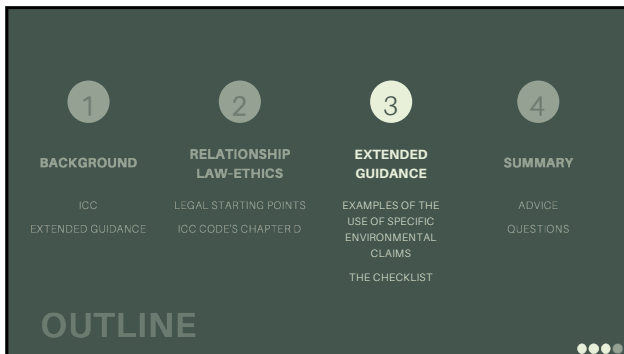
«Environmental claims referring to waste handling are acceptable provided that the recommended method of separation, collection, processing or disposal is generally accepted or conveniently available to a reasonable proportion of consumers in the area concerned (or such other standard as may be defined by applicable local law). If not, the extent of availability should be accurately described.»

ARTICLE D8, ICG CODE PROVISIONS ON ENVIRONMENTAL MARKETING

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100%
RECYCLABLE

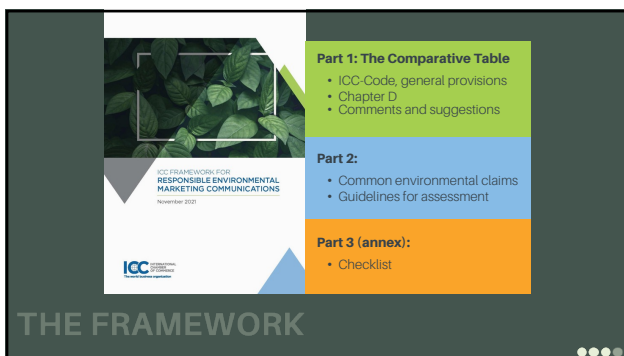
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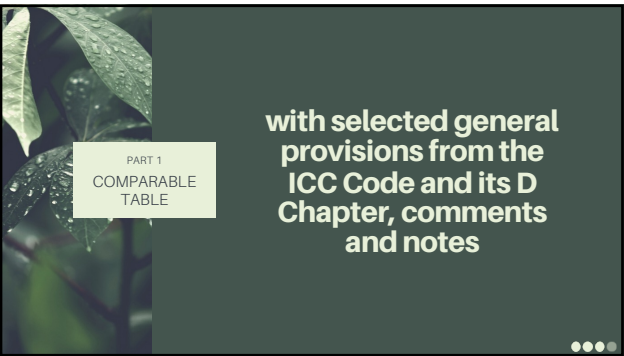
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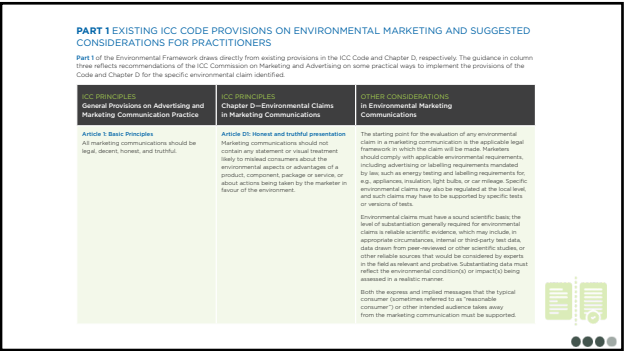
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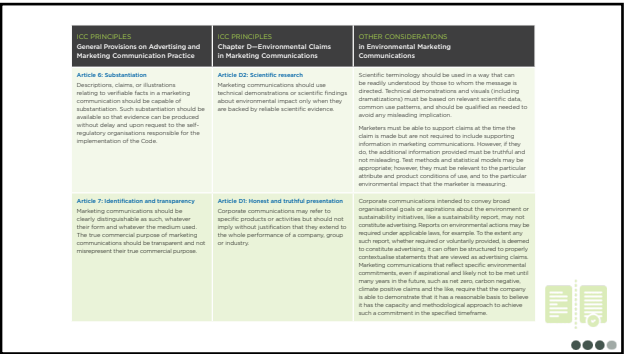
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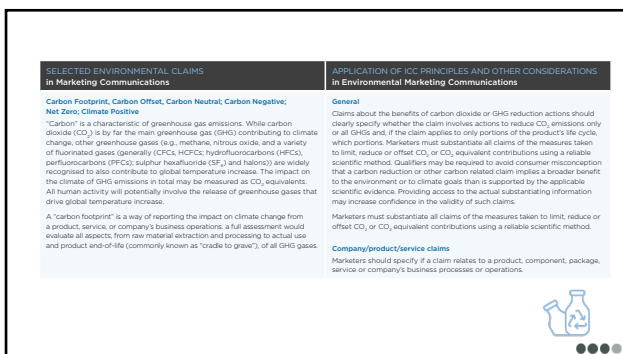
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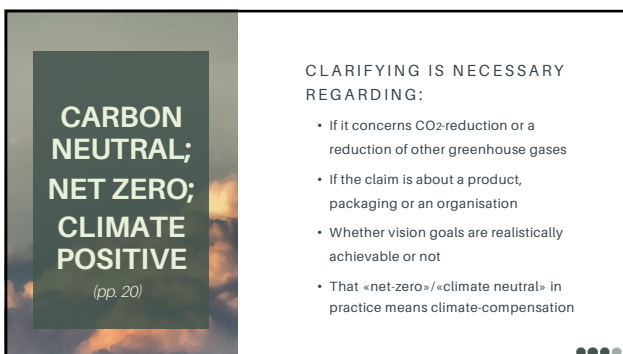
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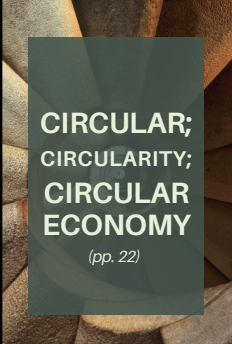
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**CIRCULAR;
CIRCULARITY;
CIRCULAR
ECONOMY**
(pp. 22)

- Reduced carbon footprint through sharing, leasing, reuse, repair, refurbishment and recycling
- Lacks global definition. Risk overuse.
- Terms tied to circular economy or life-cycle must be assessed carefully. The marketer must provide clear definitions and qualifications. The claim must be based on scientific data.

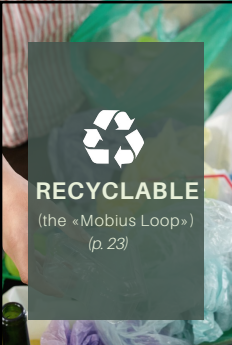
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**COMPOSTABLE;
DEGRADABLE**
(pp. 22)

- May not be used if the product contains substances that have a negative impact on the environment or that are spread through composting.
- There must be scientific evidence that all material in the packaging or product is compostable or degradable within a similar time-frame as comparable products.
- It must be clearly stated whether specific facilities are required for composting.

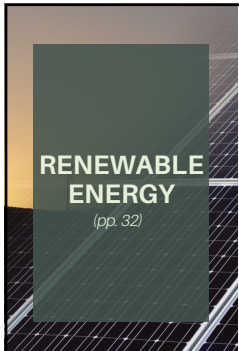
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RECYCLABLE
(the «Mobius Loop»)
(p. 23)

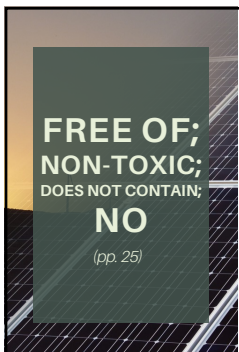
- Often used as a symbol to indicate that a product is recyclable or contains recyclable material. Important to clearly show what meaning the symbol has in connection with the symbol.
- It may still be required to specify the symbol to clarify whether the product and the packaging are recyclable or only one of them.
- The symbol is useful even if the entire product is not recyclable. For example: «Contains X % recycled materials»

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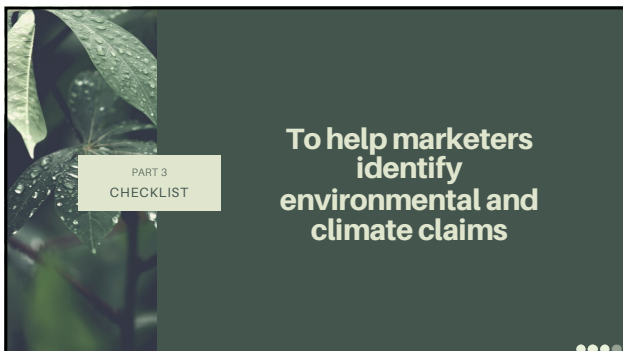
- Electricity derived from sources that are constantly replenished. Local laws may apply.
- Non-specified claims are only allowed if 100 % of the energy used is derived from renewable energy resources. In other cases, the claim should be qualified.
- Claims that renewable energy or power is used must be substantiated by an agreement with an electricity producer or distributor with an electricity certificate or other similar instrument that prevents «double-counting».

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- The fact that a product contains a legal limit of a chemical does not mean that it is free from it.
- It might be misleading to claim that a product is free from a hazardous substance if the product contains another hazardous substance.
- Should not be used for products/ categories of products where the substance has never occurred.
- The claim «microplastic-free» must for example be both specified and based on reliable scientific evidence.


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PART 3
CHECKLIST

To help marketers
identify
environmental and
climate claims

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«DO YOUR PROPOSED CLAIMS ADDRESS»


If the answer is yes to one or more of the questions, one or more environmental claims apply. It is then necessary to assess the overall impression of the marketing and ensure that it is not misleading or deceptive to the intended target group.

PURPOSE: make it easier for marketers, communication agencies, etc. to understand when making an environmental or climate claim and to provide guidance on questions that arise in practical work.

Designed as a control tool to identify a number of claims and some considerations that should be made in relation to them

Screening test with clear instructions accompanying each question

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ARE THESE BENEFITS OR EFFECTS EXPRESS OR IMPLIED?

Do you make express statements such as those above?

Do you use colours (e.g., green), pictures (e.g., trees, mountains, wildlife) or other elements to connote environmental or sustainability benefits?

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ARE YOUR PROPOSED CLAIMS SUBJECT TO ANY MANDATORY REGULATIONS OR LEGISLATION?

Special and more far-reaching disclosure obligations may apply to advertising and labelling. The claim may need to be substantiated with the application of specific standards or methods.

Is the claim specific and unambiguous?

The ability to claim that the product offers a unique environmental benefit may be limited.

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SCOPE

Is it clearly stated by the claim if it applies to

- product, packaging, or both?
- refers to the components or the material?

Is it clear whether the claim applies to the entire product line, to a facility, or to the whole organisation?

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DO YOU HAVE A REASONABLE BASIS FOR THE EXPRESS AND IMPLIED CLAIM(S) YOU ARE MAKING?

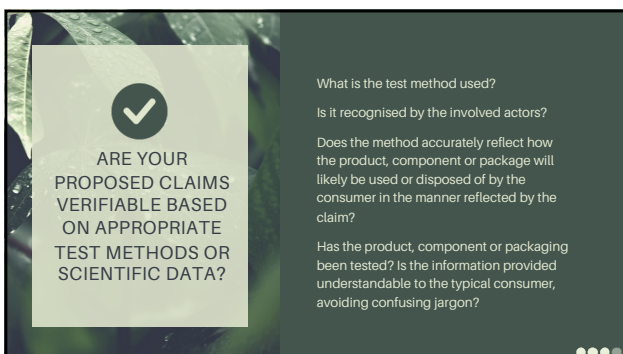
Did you have substantiating scientific data to support the claim at the time the claim was made?

Does the data reflect sound scientific principles likely to be accepted by qualified experts?

Is the data readily available in the event of a challenge or question?

Do you have procedures to retain the substantiating information for an appropriate period related to the useful life of the product?

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ARE YOUR PROPOSED CLAIMS VERIFIABLE BASED ON APPROPRIATE TEST METHODS OR SCIENTIFIC DATA?


What is the test method used?

Is it recognised by the involved actors?

Does the method accurately reflect how the product, component or package will likely be used or disposed of by the consumer in the manner reflected by the claim?

Has the product, component or packaging been tested? Is the information provided understandable to the typical consumer, avoiding confusing jargon?

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GENERALISATIONS

Are you making a general claim that the product, component or packaging is «good» for the environment linked to a simply expressed characteristic (e.g. «eco-safe», «earth friendly», «environmentally friendly», «sustainable», «green», «carbon neutral» or similar)?

- Probably misleading
- Transparency is required around claims about emission reductions.

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IS THE CLAIM RELEVANT TO THE INTENDED AUDIENCE?

It may be misleading or deceptive to make a claim about an environmental benefit that suggests there is a meaningful benefit when there is not.

DO YOU STATE OR IMPLY THAT THE PRODUCT, COMPONENT, OR PACKAGE HAS UNIQUE ENVIRONMENTAL BENEFITS?

Environmental benefits shared by other similar products, components or packages should not be presented in a way that suggests the benefit is unique to the marketer's product.

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ARE YOU MAKING A CLAIM BASED ON THE PRODUCT'S LIFE CYCLE?

Important to ensure that an intended analysis correctly captures the product's expected environmental effects.

DOES THE CLAIM ALSO RELATE TO HEALTH, SAFETY OR OTHER BENEFITS APART FROM ENVIRONMENTAL BENEFITS?

Direct or indirect health claims must have a reasonable basis. Therefore, claims about health and the environment may need to be substantiated separately with reliable scientific evidence.

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DO YOU STATE OR IMPLY THAT THE PRODUCT, COMPONENT OR PACKAGING WAS MADE WITH RENEWABLE MATERIAL OR ENERGY?

An unqualified claim of renewability should not be made unless the product or packaging consists of 100% renewable content, excluding minor, incidental components.

Claims about use of renewable energy or power should be substantiated through contracts with electricity producers, renewable energy certificates, etc.

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ARE IN-HOUSE MARKETERS AND OUTSIDE MARKETING AGENCIES TRAINED TO UNDERSTAND LEGAL REQUIREMENTS AND RECOMMENDED BEST PRACTICES?

DO INDIVIDUALS REPRESENTED AS ENVIRONMENTAL EXPERTS HAVE THE RELEVANT EDUCATION, TRAINING AND EXPERIENCE?

Training and education regarding good advertising practices is recommended for all marketing communication.

If not, are appropriate qualifiers included? Do endorsements and testimonials related to environmental claims meet applicable guidelines for endorsement? [...]

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1	2	3	4
BACKGROUND	RELATIONSHIP LAW-ETHICS	EXTENDED GUIDANCE	SUMMARY
ICC EXTENDED GUIDANCE	LEGAL STARTING POINTS ICC CODE'S CHAPTER D	EXAMPLES OF THE USE OF SPECIFIC ENVIRONMENTAL CLAIMS THE CHECKLIST	ADVICE QUESTIONS

OUTLINE

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- The extended guidelines clarify the interpretation of environmental claims
- Mainly aimed at practitioners in marketing - with concrete positions and checklist
- Imprecise environmental claims without a qualification risk being considered misleading
- Even statements that directly or indirectly state or give the impression of a certain environmental aspect constitute an environmental claim

- High evidentiary requirements for the validity of environmental claims
- Even qualified claims about climate compensation, and that the company can prove to be factually accurate, can be judged as misleading
- Communicating climate goals can be more manageable than direct environmental claims

SUMMARY


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CONCLUSION

- Time for internal legal procedures where communication is cleared before publication
- Also applies to collaborating partners
- ICC framework, an important tool
- This particularly applies to environmental claims, but of course also in general
- Business and image risks
- Education and awareness


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QUESTIONS?




DANIEL TORNBERG
Partner/Advokat
Contact:
Phone: +46 70 618 88 28
daniel.tornberg@marlaw.se



ALEXANDER JUTE
Partner/Advokat
Contact:
Phone: +46 70 755 42 51
alexander.jute@marlaw.se

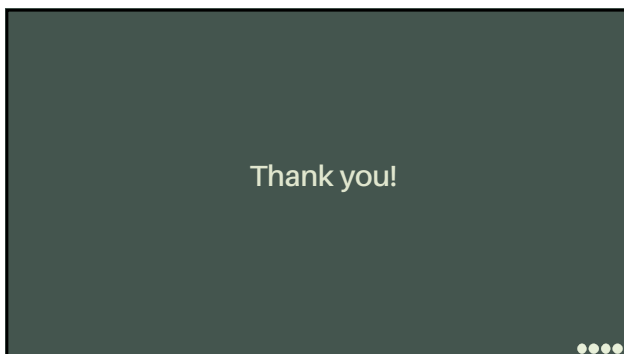
Advokatfirman MarLaw AB
Nybrogatan 11, P.O. Box 3079, 103 61 Stockholm
Tel: +46 8 23 07 35



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