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# Green Claims Policy

Version 1.2



As signatories of The Anti-Greenwash Charter, we are committed to upholding good standards of responsible marketing practice. This policy defines the standards we adopt throughout our organisation to ensure green claims made by our clients, their products and their services, are fair and transparent.

This policy applies to all forms of marketing and advertising that we produce for our clients which relate to, or mentions within, sustainable actions or claims about sustainability. This includes online marketing (including social media and influencer marketing), public relations, direct marketing, customer marketing, events, packaging, literature, professional promotions and communications. The policy also covers any work produced by Select First LLP for the purposes of its own promotion.

In addition to this policy, all marketing and communications must comply with the relevant local laws and regulations.

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## Our Scope of Application

The following clarifies the extent to which our Green Claims Policy applies:

### Agency-Created Campaigns

The Green Claims Policy applies to all marketing and advertising campaigns created by Select First LLP, whether for its own promotion or for clients. This encompasses all the forms of marketing and communication efforts as outlined in the Introduction.

### Client-Created Campaigns

While the Green Claims Policy governs the campaigns we create, it does not extend to campaigns created independently by our clients.

### Encouragement for Client Participation

We encourage our clients to become signatories of the Anti-Greenwash Charter. This allows them to independently verify their own marketing practices and align with our principles of responsible and transparent claims, thereby fostering a broader culture of integrity in sustainability claims.

## Our Standards

We commit to the standards of communication set out in The Anti-greenwash Charter, which are as follows:

### Transparency

We commit to clear communication of what sustainability benefit product or service offers and don't conceal or omit information.

### Accountability

We substantiate sustainability claims with accurate, and regularly evaluated empirical evidence. We commit to sharing facts, figures and statements that can be checked.

### Fairness

We commit to using fair, clear and unambiguous language when providing comparisons with other products or organisations.

### Honesty

We ensure we make specific statements about our organisation's sustainability efforts and that our actions match those promises.

## Our Practices

We implement the following practices and procedures to ensure we uphold the aforementioned standards:

- We implement the following practices and procedures to ensure we uphold the aforementioned standards:
- We ask clients to provide documented evidence to substantiate the claims being made.
- If claims cannot be verified by the client, or no third-party evidence can be found to support their claims, we will advise clients that the claim will not be published in work produced by Select First LLP. However, we have no responsibility for claims produced by any other party, including the client.
- Any terms used in public relations or advertising material produced by Select First LLP, must be as defined under Definitions in this Green Claims Policy.
- All content which contains sustainable actions or claims about sustainability is internally verified by one other employee to ensure clarity of the claims and that definitions used are as under Definitions within this Green Claims Policy.
- We record any complaints made about the claims of clients, or any work produced by Select First LLP for the purposes of its own promotion, and follow-up with an investigation and recommended course of action to make sure reoccurrence is avoided.
- Set standards for authentic and accurate visual representation in works produced by Select First LLP on behalf of its clients.
- Commit to regular reviews and effective governance of content which contains sustainable actions or claims about sustainability.

# Definitions

We define all the key 'green' terms we use to describe our products and services to ensure our claims are clear and transparent:

**1% for the Planet;** We're active members of the 1% for the Planet movement, a global network involving thousands of incredible businesses and environmental organisations working together to support people and the planet. Becoming a part of this network continues our efforts to do better in business and donate 1% of our annual revenue to supporting environmental nonprofits.

**Anti-Greenwash Charter;** We're a Certified Signatory of The Anti-Greenwash Charter and operate guidance on sustainability communications through our **Green Claims Policy**. Through the charter's standards of conduct and the independent review of our sustainability communications on a periodic basis, you can be assured that our communications are honest, transparent and fair.

**Bio-based;** a material derived from natural resources that acts as an alternative to fossil fuel based material, e.g., sugarcane.

**Bio-degradable;** a product or material that can be returned to soil and water without industrial processes or chemical accelerants. Any statements must also include reference of expected length of time to decompose.

**By-product;** a material that demonstrates a post-industrial origin, e.g. production waste of another product. The amount by constituent material weight must always be given, e.g., 20% production waste.

**Carbon footprint;** a calculated value comparing the total amount of greenhouse gases that an activity, product, company or country adds to the atmosphere.

**Circularity;** a system that eliminates waste and pollution, circulating products and materials through processes like maintenance, reuse, refurbishment, recycling, and composting (Ellen MacArthur Foundation).

**Clean energy;** energy sources and technologies that produce little to no greenhouse gas emissions or other pollutants during their operation.

**Climate friendly;** a product, material or process that demonstrates lower Greenhouse Gas Emissions compared to previous products, materials or processes by the client or equivalent products, materials or processes that are currently and widely available.

**Downcycled;** a product or material that comes from post-consumer waste of a higher-grade product.

**Downcyclable;** a product or material that can be re-used in products or materials of lower grade value or used for energy recovery.

**Energy consumption;** the total amount of energy used by a system or process over a specific period of time.

**Environmental impact;** any change to the environment, positive or negative, that results from a company's activities, products, or services.

**EPD;** an environmental product declaration, or EPD, is a product or manufacturer specific third-party verified certificate that evaluates and declares the environmental performance of a product or service on the basis of the principles of ISO 14040 Life Cycle Assessment (LCA) standards.

**Green energy;** energy from renewable resources including wind and solar, and excluding nuclear and fossil fuels.

**Greenhouse Gases (GHGs);** atmospheric gases that trap heat and warm the Earth's surface.

**Greenwash;** a form of advertising or marketing that deceptively uses green PR and marketing to persuade the public that an organisation's products, goals, or policies are environmentally friendly.

**GWP;** Global Warming Potential - a measure of how much heat a greenhouse gas traps in the atmosphere compared to the same amount of carbon dioxide (CO<sub>2</sub>) over a specific period.

**Life cycle;** the series of stages a product goes through from its initial conception to its end-of-life and disposal.

**Locally sourced;** goods or products sourced within a defined region in proximity to the company's point of manufacture.\*

\*Defined region to be present in all documents where this definition features.

**Low carbon;** a product or material that demonstrates lower embodied carbon over previous products or materials by the client or equivalent products or materials that are currently and widely available.

**Low impact;** a product or action that demonstrates a reduced impact on the environment compared to previous products manufactured by the client or equivalent products that are currently and widely available, specifically relating to GHG emissions.

**Material composition;** the specific substances and their proportions that make up a material.

**More efficient;** a production process that demonstrates less use of air, water and soil resources compared to previous or standard production processes. The amount of reduction must always be given, e.g., water treatment that is 20% more efficient.

**More sustainable;** a product or action that

demonstrates a reduced impact on the environment compared to previous products manufactured by the client or equivalent products that are currently and widely available.

**Natural;** a material or product that is more than 95% by weight from natural resources, e.g., wool or cork.

**Net Zero;** a target of completely negating the amount of greenhouse gases produced by human activity, to be achieved by reducing emissions and implementing methods of absorbing carbon dioxide from the atmosphere.

**Post-consumer;** materials or products used by a consumer and then discarded, becoming waste.

**Pre-consumer;** any waste generated during a manufacturing process before a product reaches the end consumer.

**Product lifetime;** the time between a product's introduction to the market and its eventual disposal or removal from the market.

**Product circularity;** reusing or regenerating products and resources throughout the value chain to reduce waste.

**Recycled;** a material that demonstrates a post-consumer origin, e.g., ocean plastic. The amount by constituent material weight or volume must always be given, e.g., 20% recycled content.

**Recyclable;** a material that can be recycled in normal household recycling schemes, or for which the client has established a recovery scheme that allows recycling into product of an equivalent grade.

**Reduced/lower emissions;** a material or process that demonstrates reduced/lower Greenhouse Gas (GHG) emissions than previous products manufactured by the client or equivalent products that are currently and widely available.

**Renewable;** a natural resource or source of energy that is not depleted by use, such as water, wind, or solar power.

**Reprocess;** treat or prepare an object or material through a special method, enabling its use again in a new product.

**Resources;** air, water and soil resources used in the production of materials.

**SBTi;** the Science Based Targets initiative (SBTi) is a collaboration between CDP, the United Nations Global Compact, World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). The SBTi defines and promotes best practice in science-based target setting and independently assess companies' targets.

**Scope 1 Emissions;** direct greenhouse gases released into the atmosphere from sources owned or controlled by an organisation. For example, fuels used by company vehicles, on-site boilers and industrial processes.

**Scope 2 Emissions;** indirect greenhouse gas emissions generated by the production of purchased or acquired energy, such as electricity, heating and cooling, consumed by a company.

**Scope 3 Emissions;** indirect greenhouse gases generated across a company's entire value chain, from upstream suppliers to downstream customers.

**Sustainable;** a material or product that

demonstrates a circular approach, or which comes from renewable natural resources.

**Sustainable;** an action or process that leads towards being able to maintain a certain rate or level without increasing resource use.

**Sustainably sourced;** a material or product that is sourced from certified managed resources, e.g., FSC certified timber.

**Traceability;** the ability to track a product's journey through its entire supply chain, from raw materials to the end consumer, and to verify its environmental and social impact at each stage

**Waste;** anything you decide to, or are required to, throw away. Even if the substance or article is given to someone else to be reused or recycled.

If you come across a term you don't understand and can't find it on this list, email Tom Bourne at [tom@selectfirst.com](mailto:tom@selectfirst.com) for clarification.

## Use of Imagery & Colour

In our commitment to transparent and honest communication regarding our clients' sustainability efforts, we recognise the powerful impact of visual representation in shaping perceptions. Therefore, we uphold the following principles related to the use of imagery and colours in the marketing and advertising that we produce for our clients which relate to, or mentions within, sustainable actions or claims about sustainability:

### **Authentic Imagery**

We commit to using genuine and representative images of products, services, and initiatives. Stock photos will be internally assessed to avoid the use of images that may mislead or give an exaggerated impression of green efforts.

### **Avoidance of Greenwashing through Colours**

The use of green or earth tones in marketing materials can evoke feelings of environmental friendliness. We ensure that such colours are used responsibly and are not misleading. If a product or service is represented with green colours, it must have substantiated green credentials to back up such representation.

### **Highlighting Actual Efforts**

When showcasing our sustainability projects or achievements visually, we will only use images from actual initiatives we have undertaken, avoiding generic or unrelated imagery that may give a false sense of a client's environmental impact or efforts.

### **Transparency in Photo Alteration**

Any alterations or edits to photos that may change the reality or context of our green initiatives will be clearly disclosed. This includes photoshopped elements, exaggerated effects, or other changes that might give a misleading impression.

### **Cultural & Environmental Sensitivity**

We ensure that any imagery used respects the cultural, environmental, and socio-economic context of the regions or communities depicted.

This includes avoiding imagery that may be perceived as appropriating or misrepresenting cultural or environmental elements.

### **Educative Infographics**

Where possible, we will use visual aids such as infographics to simplify and convey complex sustainability data or concepts. These visuals will always be based on substantiated facts and will be designed in a manner that is easy to understand without misrepresenting the information.

For any concerns or questions regarding the imagery and colours used in our marketing materials, or if you believe we are not adhering to the standards set out in this section, please contact Tom Bourne at [tom@selectfirst.com](mailto:tom@selectfirst.com). We appreciate feedback and are dedicated to continuous improvement in our visual communications.

## Editorial Process

We commit to a verification process to review work for clients, as well as Select First LLP, which relates to, or mentions within, sustainable actions or claims about sustainability:

Content will be internally reviewed and checked for inaccuracies and misleading statements before release to client or publication.

When writing content, all contributors will use our Definitions and the list will be updated when using a new term.

Any client-specific terms relating to sustainable actions or claims about sustainability will be evaluated for accuracy in accordance with statements set out in Definitions of this policy. We will advise clients if claims or statements made are misleading and will advise on future good practice in defining terms and definitions.

We commit to encouraging clients to become signatories of the Anti-Greenwash Charter to ensure accuracy of sustainable actions or claims across all communications, including those outside of our responsibility.

## Evidence

When creating content for clients which relates to, or mentions within, sustainable actions or claims about sustainability, we will ask for verification of the statements made. Supporting documentation may include the client's own testing and results, as well as certification and proof of independent verification if it exists. Documents will be stored on file for future claims of the same nature.

When making a new claim, we will ask clients to provide evidence to support the claim being made.

## Regular Reviews

We carry out biannual internal audits of content which relates to, or mentions within, sustainable actions or claims about sustainability and check all our references are up to date. During this audit, we also check for new developments in the industry that we can benchmark against.

Being a signatory of The Anti-Greenwash Charter is a continuous process; as such, we review our practices annually to ensure we are still compliant with any changes to the Charter.

## Independent Reviews

As a signatory of the Anti-Greenwash Charter, we actively endorse independent reviews to validate our Green Claims Policy practices & procedures. These periodic evaluations ensure our commitment to responsible marketing practice. We understand that any non-compliance could lead to a revocation of our certified signatory status.

## Engagement

We know our audiences are invaluable in our fight against greenwashing, which is why we commit to answering any emails about our green claims within three working days.

If you have any questions or feedback on this policy or our green claims, please email Tom Bourne at [tom@selectfirst.com](mailto:tom@selectfirst.com) for clarification or alternatively submit any greenwashing concerns directly to The Anti-Greenwash Charter for independent review [here](#).

## Governance of this Policy

Our Creative Director is responsible for ensuring that our compliance with this Green Claims Policy is reviewed biannually. Any non-compliance with this policy will be brought to the attention of the client, who will decide on further actions and whether the matter should be escalated further.

Our Creative Director is responsible for establishing and following practices, instructions and operating models in line with the Green Claims Policy. Before entering into new partnerships with third parties, such as new clients, we share our Green Claims Policy with them to encourage adoption of similar standards.

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**The Anti-  
Greenwash  
Charter**

Certified Signatory