

Campaign Review Report 2026.

Signatory: Select First
Review date: 02/07/2026

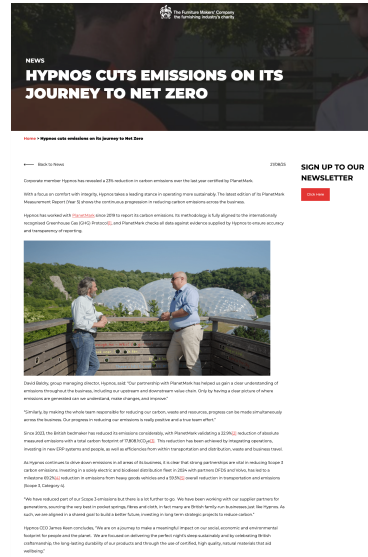
Signatory and Campaign Details



FURNITURE NEWS BED BUYER | SEP 25 | PAGE 10 | REACH: 8,000



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Signatory	Select First LLP
Campaign title	Hypnos Cuts Emissions on its Journey to Net Zero
Campaign type	B2B press release
Publication date	19/08/2025
Primary link	https://www.dropbox.com/sc/fi/up98nmpn7f3cs00flo1mg/Hypnos-PRESS-RELEASE-Planet-Mark-Measurement-Report-APPROVED.docx?rlkey=d3jzg4u2xpgguxozo7epqd35m&e=1&dl=0
Green Claims Policy reviewed	https://cdn.prod.website-files.com/695d3999a0baf27add18e42f/698b553d7277bdbc67c36cf6_68777d66c3585f5a0d890da9_Green%20Claims%20Policy%20v1.1%20(1).pdf
Review date	02/07/2026

Review Outcome: Compliant

The campaign demonstrates good implementation of the principles and practices contained within Select First's Green Claims Policy. The principal environmental claims are supported by documentary evidence provided by Planet Mark, the campaign attributes emissions reductions to independently measured data rather than unsupported corporate statements, and evidence has been submitted demonstrating that sustainability messaging underwent internal review before publication. These findings align with the organisation's stated commitment to obtaining documentary evidence, internally reviewing sustainability communications and ensuring that terminology is used consistently with the definitions contained within the Green Claims Policy.

The review also found evidence that the Green Claims Policy was actively applied during campaign development rather than existing solely as a governance document. Editorial correspondence demonstrates that sustainability claims and supporting narrative were reviewed and refined before publication, while the final press release includes a statement confirming that sustainability-related claims have been reviewed in accordance with the Green Claims Policy together with a published route for raising concerns.

One editorial inconsistency was identified within the campaign references. The press release cites the supporting Planet Mark Measurement Report as covering the period from 1 January 2024 to 31 December 2025, whereas the submitted report relates to the period ending 31 December 2024. This appears to be a typographical error rather than a failure to substantiate the claims, but should be corrected in future publications.

Overall, the evidence demonstrates that Select First implemented the key requirements of its Green Claims Policy throughout the development and publication of this campaign.

1. Claims and Terminology Alignment

Policy requirement	The Green Claims Policy requires sustainability claims to be supported by documented evidence before publication and requires terminology used within communications to be consistent with the definitions contained within the policy. Sustainability communications should be transparent, honest and supported by facts that can be substantiated.
Signatory response	Yes
Evidence reviewed	Green Claims Policy Version 1.1; approved press release; Planet Mark Measurement Report (Year 5).
Section status	Met

The campaign contains a number of measurable sustainability claims relating to carbon emissions, including a reported 22.9% reduction in absolute measured emissions, a total carbon footprint of 17,808.1 tCO₂e, and reductions in transportation-related emissions. These figures are consistently attributed to Planet Mark's independently prepared Measurement Report and are not presented as unsupported corporate assertions.

The review found that sustainability terminology is generally used consistently with the intent of Select First's Green Claims Policy. Rather than describing Hypnos as "green", "environmentally friendly" or "net zero", the campaign focuses on measurable reductions in emissions and clearly communicates that this forms part of an ongoing journey. Statements from Hypnos' leadership acknowledge that further work remains, particularly in relation to Scope 3 emissions, helping to provide readers with balanced context rather than implying environmental perfection. This approach reflects the policy's commitments to transparency and honesty.

One inconsistency was identified within the supporting references. Throughout the press release, the Planet Mark Measurement Report is cited as covering the period ending 31 December 2025. The submitted report clearly relates to the period ending 31 December 2024. The environmental claims themselves remain supported by the evidence; however, the incorrect reporting period should be corrected to maintain complete factual consistency.

Recommendation: Future campaigns should include a final verification of all report references, reporting periods and supporting citations immediately prior to publication to ensure complete consistency between published communications and referenced evidence.

2. Evidence of Third-Party Verification Processes

Policy requirement	The Green Claims Policy requires clients to provide documented evidence to substantiate sustainability claims. Where independent verification exists, this evidence should support published communications and be retained for future reference.
Signatory response	Yes
Section status	Met

This represents one of the strongest areas of implementation demonstrated within the submission.

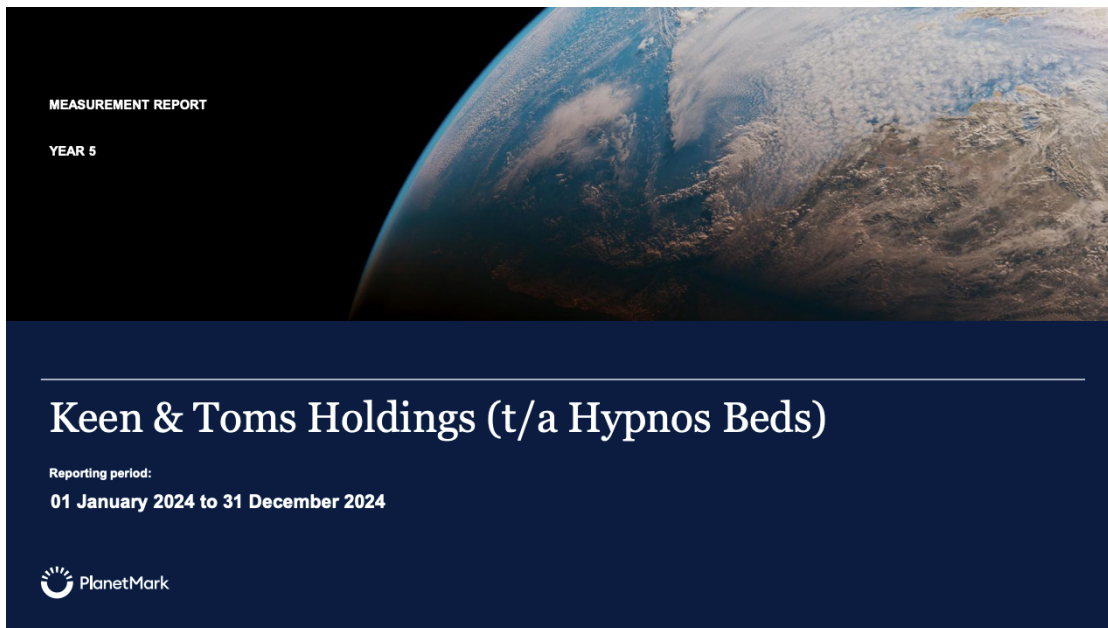
Rather than relying solely on information supplied by the client, Select First obtained and relied upon Planet Mark's independently prepared Measurement Report before publishing the campaign. The report confirms the reporting period, organisational boundary, methodology and principal emissions reductions communicated throughout the press release, and explains that reporting follows the Greenhouse Gas Protocol.

The press release repeatedly attributes emissions reductions to Planet Mark and explains that Planet Mark checks emissions data against evidence supplied by Hypnos. This demonstrates clear implementation of the Green Claims Policy's requirement that sustainability claims should be substantiated through documentary evidence before publication.

The campaign also avoids making unsupported extrapolations from the underlying data. Rather than suggesting that emissions reductions equate to overall environmental sustainability, the campaign confines its claims to those supported by the submitted evidence and presents reductions within the context of operational improvements and ongoing emissions management.

The evidence demonstrates strong implementation of Select First's substantiation requirements. Documentary evidence was obtained before publication and used appropriately to support the environmental claims contained within the campaign.

3. Use of Imagery and Visual Representation



Policy requirement	The Green Claims Policy commits Select First to using authentic and representative imagery, avoiding visual exaggeration of environmental performance, ensuring responsible use of colours associated with sustainability, and presenting visual information in a manner that accurately reflects the underlying evidence.
Signatory response	Yes
Evidence submitted	Campaign imagery; approved press release; published campaign coverage.
Section status	Met

The submitted campaign imagery reflects the organisations directly involved in the announcement, showing representatives from Hypnos and Planet Mark rather than relying upon generic environmental photography or imagery that could artificially enhance perceptions of environmental performance.

This approach is consistent with Select First's commitment to use authentic imagery and avoid visual representations that could mislead audiences regarding the environmental significance of a campaign. No evidence was identified of excessive use of environmental symbolism, exaggerated colour treatment or imagery implying sustainability benefits beyond those described within the accompanying text.

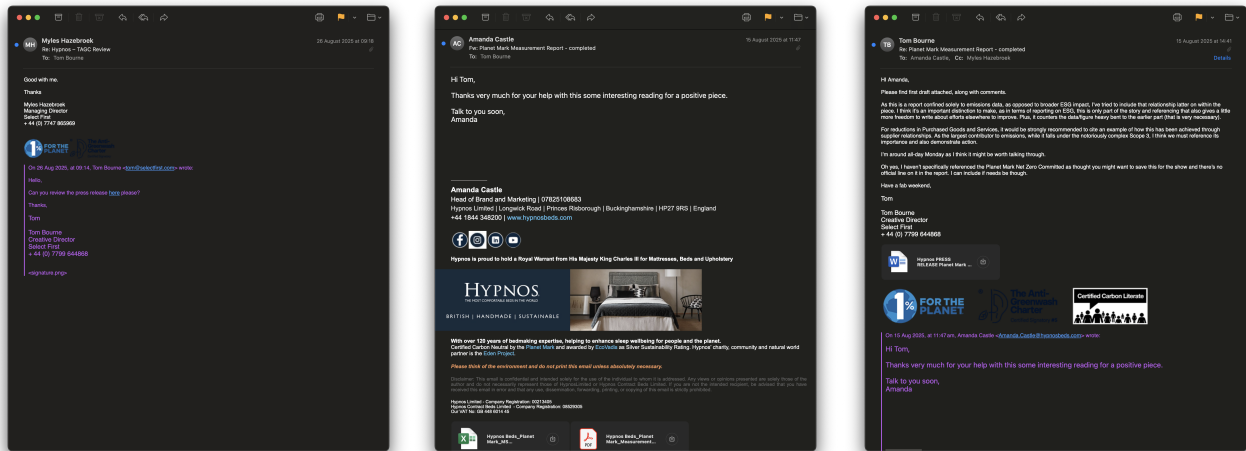
The review also considered whether the imagery remained proportionate to the claims being communicated. The visual content supports the announcement of independently measured emissions reductions rather than becoming the primary

source of environmental messaging. This provides an appropriate balance between visual engagement and evidential communication.

The published coverage submitted as part of the review remained consistent with the approved campaign materials, indicating that the visual integrity of the campaign was maintained following publication.

No recommendations are made in relation to this section.

4. Editorial Review and Approval Processes



Policy requirement	The Green Claims Policy states that all sustainability-related content will be internally reviewed and checked for inaccuracies or misleading statements before publication. Contributors are required to use the policy's Definitions section, while client-specific sustainability terminology should be evaluated for accuracy before release.
Signatory response	Yes
Evidence submitted	Internal editorial correspondence; campaign revisions; approval emails.
Section status	Met

The editorial evidence submitted demonstrates one of the strongest examples of Green Claims Policy implementation within this campaign.

Rather than evidencing a simple approval process, the correspondence demonstrates active editorial challenge during campaign development. Comments focused on improving the explanation of carbon reporting, strengthening contextual information surrounding Scope 3 emissions, refining descriptions of supplier relationships and ensuring that statements accurately reflected the supporting evidence.

This is consistent with the Green Claims Policy requirement that sustainability communications are internally reviewed for misleading statements before publication. The evidence indicates that editorial review influenced the final wording of the campaign rather than acting as a retrospective compliance exercise.

The correspondence also demonstrates collaboration between Select First and Hypnos during campaign development, with amendments made before the campaign received final approval. This provides a clear audit trail showing that sustainability communications were reviewed prior to publication in accordance with the policy.

The Anti-Greenwash Charter considers this to be a strong example of responsible editorial governance and one that demonstrates the Green Claims Policy operating as an active editorial framework.

No recommendations are made in relation to this section.

5. Training and Staff Awareness



Anti-Greenwash Charter

Background

We are now Certified Signatories of the [Anti-Greenwash Charter](#). The charter is a group of companies that commit to its values and an annual review of communications. We are one of three marketing agencies to be signed to the charter out of more than 40 companies, and the only flooring marketing agency to be involved. Other signatories include sustainability-minded architecture practice Perkins & Will and Passivhaus specialist Progress in Practice.

What does it mean for our work?

Being a signatory of the charter means that we now have a Green Claims Policy which must be applied to all sustainability messaging. This applies to our own communications, as well as those produced for our clients. You should read the [Green Claims Policy here](#) and familiarise yourself with its contents.

Policy requirement	The Green Claims Policy establishes organisational practices intended to ensure sustainability terminology, editorial processes and evidential requirements are consistently applied across client work.
Signatory response	Yes
Evidence submitted	Internal Anti-Greenwash Charter training guidance; Green Claims Policy.
Section status	Met

The evidence submitted demonstrates that Select First has developed internal guidance to support implementation of its Green Claims Policy across the organisation. The training documentation introduces employees to the Anti-Greenwash Charter, explains the purpose of the Green Claims Policy and outlines expectations relating to responsible sustainability communications.

Although the Green Claims Policy does not prescribe a formal training programme, the existence of internal guidance demonstrates that implementation extends beyond policy publication and forms part of wider organisational practice.

The Anti-Greenwash Charter considers this proportionate to the size and structure of the organisation and consistent with the objective of embedding responsible communication practices across campaign development.

No recommendations are made in relation to this section.

The GCP also commits to an annual CPD session for all staff and inclusion of the policy in the staff handbook. Neither is evidenced in this submission.

Recommendation: Future reviews should include evidence of the annual CPD session and confirmation that the GCP is referenced in the staff handbook, as committed in the policy.

6. Use of AI

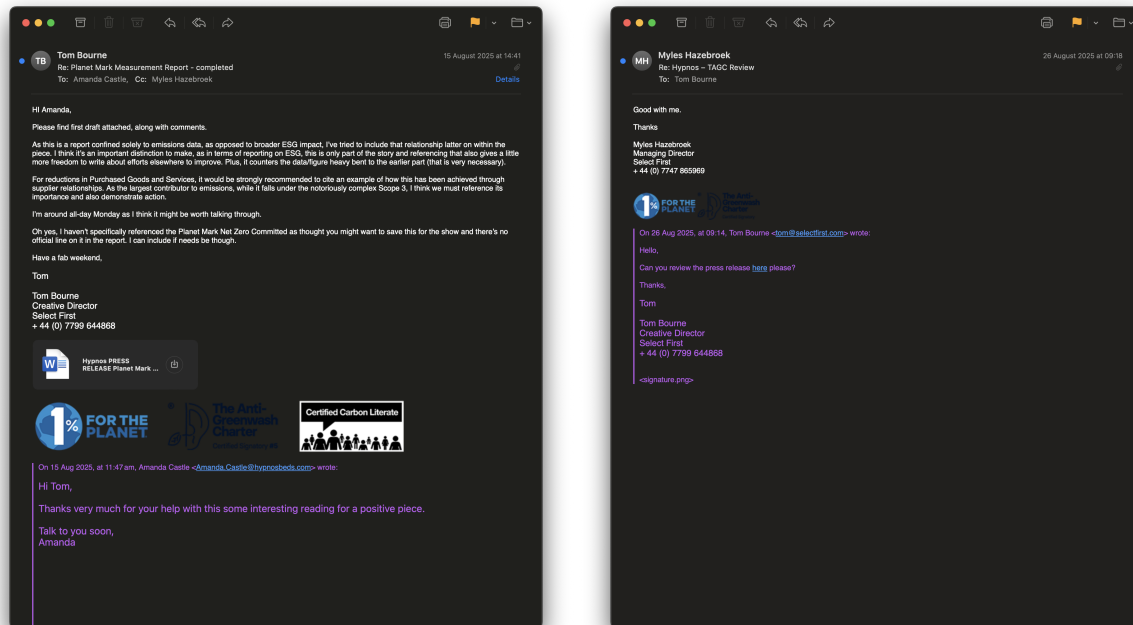
Policy requirement	The campaign submission requires disclosure of whether artificial intelligence tools were used during campaign development.
Signatory response	No
Evidence reviewed	Campaign Review submission
Section status	Met

Select First confirmed that artificial intelligence tools were not used during the creation of this campaign.

As the Green Claims Policy does not currently contain specific requirements relating to AI-assisted content generation, no further assessment has been undertaken. The declaration provided within the campaign submission is considered sufficient for the purposes of this review.

No recommendations are made in relation to this section.

7. Stakeholder Engagement and Escalation Processes



Policy requirement	The Green Claims Policy commits Select First to recording complaints relating to sustainability claims, investigating concerns where raised, and providing mechanisms through which stakeholders can seek clarification or report potential issues.
Signatory response	Yes
Evidence	Published press release; editorial correspondence; Green Claims Policy.
Section status	Met

The published press release contains a clear statement confirming that sustainability-related claims have been reviewed in accordance with Select First's Green Claims Policy and directs readers towards the organisation's complaints process should concerns arise regarding the claims presented.

This reflects the commitments contained within the Green Claims Policy relating to accountability and continual improvement. By providing a transparent route for external challenge, Select First demonstrates confidence in both its substantiation process and the governance framework supporting sustainability communications.

The internal correspondence submitted as evidence further demonstrates that sustainability-related questions could be raised and discussed during campaign development before publication.

The evidence indicates that stakeholder engagement has been considered both before and after publication, consistent with the organisation's stated approach.

No recommendations are made in relation to this section.

8. Governance, Monitoring and Continuous Improvement

Policy requirement	The Green Claims Policy commits Select First to regular governance reviews, independent assessment through The Anti-Greenwash Charter, and biannual review of compliance by the Creative Director. Supporting evidence should be retained for future claims, while non-compliance should be investigated where identified.
Signatory response	Yes
Evidence	Green Claims Policy; campaign submission; supporting documentation.
Section status	Met

The campaign demonstrates good implementation of the governance principles described within Select First's Green Claims Policy.

Evidence supporting the campaign has been retained and submitted as part of this independent review, including the underlying Planet Mark report, editorial correspondence, published communications and internal training materials. This aligns with the organisation's commitment to retaining evidence supporting sustainability claims.

The campaign also forms part of Select First's wider commitment to independent review through The Anti-Greenwash Charter, demonstrating willingness to subject its implementation of the Green Claims Policy to external scrutiny.

One minor inconsistency was identified during the review. The reporting period referenced throughout the campaign differs from that contained within the submitted Planet Mark Measurement Report. Although this does not undermine the substantiation of the claims themselves, it demonstrates the importance of final evidential checks immediately prior to publication.

Recommendation: Introduce a final evidence verification stage before publication to confirm that report titles, reporting periods, footnotes and references precisely match the underlying supporting documentation.

Summary of Section Findings

Evidence Framework Section	Status
Claims and Terminology Alignment	Met
Third-Party Verification Processes	Met
Use of Imagery and Visual Representation	Met
Editorial Review and Approval Processes	Met
Training and Staff Awareness	Met
Use of AI	Met
Stakeholder Engagement and Escalation	Met
Governance, Monitoring and Continuous Improvement	Met

Recommendations for Future Campaigns

The campaign demonstrates good implementation of Select First's Green Claims Policy. One recommendation has been identified to strengthen future campaigns:

Evidence verification

Introduce a final pre-publication verification stage to ensure all supporting references, reporting periods, report titles and footnotes exactly correspond with the evidence upon which environmental claims rely.

This recommendation reflects a minor editorial inconsistency identified during the review and is intended to further strengthen confidence in already well-substantiated sustainability communications.

Declaration

The Anti-Greenwash Charter considers that Select First LLP has demonstrated effective implementation of its Green Claims Policy throughout the development and publication of the Hypnos Cuts Emissions on its Journey to Net Zero campaign.

The review found clear evidence that sustainability claims were substantiated prior to publication, terminology was used responsibly, editorial review processes were applied, and governance measures described within the Green Claims Policy were implemented in practice.

The campaign provides a strong example of evidence-led sustainability communications supported by independent verification and internal governance. A single recommendation relating to evidential referencing has been identified to strengthen future campaigns, but this does not materially affect the overall implementation of the Green Claims Policy or the integrity of the campaign.

The review considers the extent to which the campaign demonstrates implementation of the practices, procedures and governance commitments described within the Green Claims Policy. It does not independently verify the environmental performance of Hypnos beyond consideration of the evidence submitted in support of the campaign.

Review Outcome: Compliant