Environmental Advertising Integrity Checklist

Objective	This checklist ensures your environmental advertising maintains integrity, transparency, and contributes positively to sustainability efforts.

Certify with Caution

- ☐ Use only independently verified seals and labels.
- ☐ Choose certifications with transparent, rigorous standards and clear procedures for complaints and objections.
- ☐ Regularly verify the authenticity of environmental claims

Prevent Misleading Symbols

- ☐ Commit only to achievable environmental improvements.
- ☐ Avoid overstating minor actions; focus on significant, measurable goals.
- ☐ Allocate more resources to achieving goals than to marketing efforts.
- ☐ Prioritize actual emission reduction actions over reliance on offsets for net-zero claims.

Avoid Lies and Irrelevancies

- ☐ Align messaging with scientific consensus on environmental issues.
- ☐ Clearly communicate the nature of actions (voluntary vs. required).
- ☐ Avoid presenting controversial or harmful choices as "green".

Simplify Jargon

- ☐ Use clear, simple language to explain environmental claims and actions.

Avoid Political Spin

- ☐ Refrain from lobbying against environmental legislation.
- ☐ Avoid affiliations with organizations that misinform about sustainability.

Provide Proof

- ☐ Support environmental claims with strong, independent, and easily accessible evidence.

Disclose Fully

- ☐ Provide a complete overview of sustainability impacts.
- ☐ Ensure green claims reflect a genuine focus on sustainability across all organizational aspects.

Enforce Consistency

- ☐ Avoid empty statements and exaggerating achievements.
- ☐ Maintain consistent environmental practices across all organizational areas.

Avoid Vagueness

- ☐ Conduct a comprehensive sustainability assessment for all life cycle stages.
- ☐ Share detailed information on social and environmental performance, including any negative impacts.