

6.7 Do's and don'ts regarding product sustainability information on chemicals

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The following table provides examples of do's and don'ts that companies should consider when promoting their products with green or sustainability claims.

Table 1: Do's and don'ts of communicating on the sustainability of products *focussing on chemicals*

| Do | Don'ts |
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| Only truthful claims should be used | False claims should not be made up and used. |
| Claims should be substantiated with supporting information (proof), for example on a website. | Claims should not be made without having the evidence to back them. By not having evidence for a claim, a company may find it proven wrong, which can lead to damage to a brand and loss of trust from the clients. Unverified claims may also generate fewer benefits as consumers might avoid such products. For example, products should not be promoted as 'free from BPA' unless there are conclusive results from laboratory testing that they are indeed free from intentionally added BPA as well as BPA residues. In addition, no other bisphenols should be used, unless a full data set demonstrates that they have no hazardous properties. |
| Claims that are relevant should be used. | Irrelevant claims should not be used even if they are truthful. |
| Only ecolabels that your product has been certified with and that are relevant and actual should be used. | Made-up or meaningless ecolabels that give an impression of a third-party certification should not be used in order to improve the product image. |
| Specific claims should be made using precise language that should communicate clear information. | Broad or vague claims that have ambiguous or unclear meanings should not be used, such as "Environmentally friendly product". |
| Supporting information should be made easily accessible and understandable for consumers, for | The supporting information for a sustainability claim should not be hard to find and access for the consumer. For instance, small fonts should not be used or the information should not be hard to find |

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| <p>example via a QR code or a specific page on a website. Easy and concise language should be used and if possible, supporting information with graphs, figures or illustrations should be provided.</p> | <p>on a website. Expert or technical language should be avoided, in particular when describing details.</p> |
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More information on communicating chemicals related product sustainability information is provided in the [UN Guidelines for Providing Product Sustainability Information](#).

References:

- UNEP (2017). *Guidelines for Providing Product Sustainability Information: Global Guidance on Making Effective Environmental, Social and Economic Claims, to Empower and Enable Consumer Choice*. UN environment. <https://www.oneplanetnetwork.org/knowledge-centre/resources/guidelines-providing-product-sustainability-information>. Accessed 20 December 2021.