

FIGHT AGAINST COMMON GREENWASHING ELEMENTS INVOLVING LAWYERS AND ENVIRONMENTAL EXPERTS



AgriXPlainer

Description of the practice

Addressing greenwashing involves a collaborative approach where legal professionals and environmental experts work together to ensure that sustainability claims are truthful, verifiable, and compliant with regulations. This practice aims to uphold the integrity of environmental marketing by preventing misleading claims and promoting genuine sustainability efforts.

Easy operations to be replicated

Train Your Team: Provide training for your marketing and communications teams on how to accurately and legally represent your sustainability efforts. Include insights from both legal and environmental perspectives.

Verify Claims: Use environmental experts to verify the accuracy and authenticity of your sustainability claims. Obtain third-party certifications and audits where possible.

Legal Review of Marketing Materials: Have lawyers review all marketing materials that include sustainability claims to ensure they are compliant with advertising standards and regulations.

Communicate Honestly: Develop a communication strategy that emphasizes transparency and honesty. Ensure that all claims are specific, backed by evidence, and free from exaggeration.

Expected outcomes

Purpose	Added value	Target Audience
Ensures all sustainability claims are legally compliant, reducing the risk of legal challenges and penalties. Builds credibility and trust with customers by providing transparent and verifiable sustainability information.	Minimizes the risk of being accused of greenwashing, which can damage reputation and consumer trust. Enhances the authenticity of your sustainability claims through verification by environmental experts and legal professionals.	Consumers, Fosters a culture of continuous improvement in sustainability practices, driven by regular audits and updates.

Type of experts to be involved

- Legal Experts
- Environmental Experts
- Content Creators

Requirements

IT Requirements	Knowledge	Plus
Collaboration with experienced lawyers and environmental experts. Resources to train staff on legal and environmental aspects of sustainability marketing.	Detailed documentation of sustainability practices and claims, including third-party certifications and audit results. Tools and resources for ongoing monitoring and compliance auditing.	Channels for effectively communicating verified sustainability efforts to stakeholders and customers.

Tips & tricks/successful case study

Combating greenwashing by involving lawyers and environmental experts ensures that your agri-food business's sustainability claims are transparent, truthful, and legally compliant. By following the outlined steps and leveraging the expertise of both legal and environmental professionals, businesses can build trust, enhance credibility, and promote genuine sustainability. This approach not only protects against legal risks but also fosters a culture of integrity and continuous improvement in environmental responsibility, ultimately benefiting both the business and the broader community.

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