

Top 10 tips to avoid being caught 'green washing' under the trade practices act

- 1. An intention to mislead is not required.** It does not matter if your green claims were not intended to mislead. Any claim must be accurate and not mislead the consumer in any way.
- 2. You need to be able to substantiate any environmental claim.** Being able to substantiate claims you make is the way you demonstrate you have a 'good faith basis' for making the representation.
- 3. Don't make sweeping generalisations.** It is the overall impression you give to the consumer that is important. You need to be careful not to inadvertently mislead the consumer through vague or ambiguous wording in your advertising.
- 4. Don't use jargon.** Using scientific or technical language could be seen as confusing to the average consumer and may lead them to make incorrect assumptions.
- 5. Be clear whether the claimed benefit is referring to the packaging or the product inside.** This is relevant when a non-recyclable product is packaged in a recyclable package.
- 6. Do not over claim the level of scientific acceptance.** If the science is currently under dispute, or inconclusive, you need to take care.
- 7. Claims should be made for real benefits.** The example that is often quoted is the claim of 'CFC free' as no competing products contain CFC's because it is prohibited to use them in almost all aerosols.
- 8. Pictures work in the same way.** Images may be also seen as making sweeping claims about an environmental benefit. This may be misleading.
- 9. Contact the ACCC and get a copy of 'Green marketing and the Trade Practices Act'.** It is written in plain English and will give you more details and background.
- 10. Contact TrinityP3.** We have a specialist team to offer clients an environmental service designed to deliver realistic, tangible outcomes in an economic and viable manner. Adapt to a changing business climate with environmental best practice benchmarking and process changes. If your current marketing requirements cannot be changed in the short term TrinityP3 can help you to offset your carbon footprint. And we can recommend a good legal firm if you do not already have one

australia. sydney, melbourne
asia. singapore, hong kong
e.people@trinityp3.com **w.trinityp3.com**

