

TIPS WHEN BUYING PRODUCTS WITH ENVIRONMENTAL CLAIMS

BE WARY OF BROAD AND VAGUE ENVIRONMENTAL CLAIMS

Check whether the supplier has provided any other information along with the environmental claim and whether the information provided contradicts the headline claim.



LOOK UP FEATURES AND TECHNICAL TERMS

Look up the features and technical terms referred to in the environmental claim which you are not familiar with to better understand their associated environmental benefit. Compare features of competing goods or services to determine whether the feature highlighted in the environmental claim is a standard feature.

FAMILIARISE YOURSELF WITH ENVIRONMENTAL CERTIFICATIONS OR LABELS

Learn about the scope, evaluation criteria, validity and reputability of the environmental certification or label by looking up information on the certification scheme. Look for information on a supplier's environmental track record from credible sources such as news articles or reports from reputable environmental organisations.



LOOK BEYOND BRANDING AND IMAGERY

Consider whether the branding or imagery used is relevant to the product, service or business, and verify with information from credible sources.

UNDERSTAND THE ENVIRONMENTAL IMPACT OF CONSUMPTION

All goods, services or businesses have an impact on the environment. By understanding the environmental impact and trade-offs of our consumption habits and the businesses we buy from, we can make more informed decisions in our purchases and support suppliers who make genuine efforts to provide goods and services which are better for the environment.

