

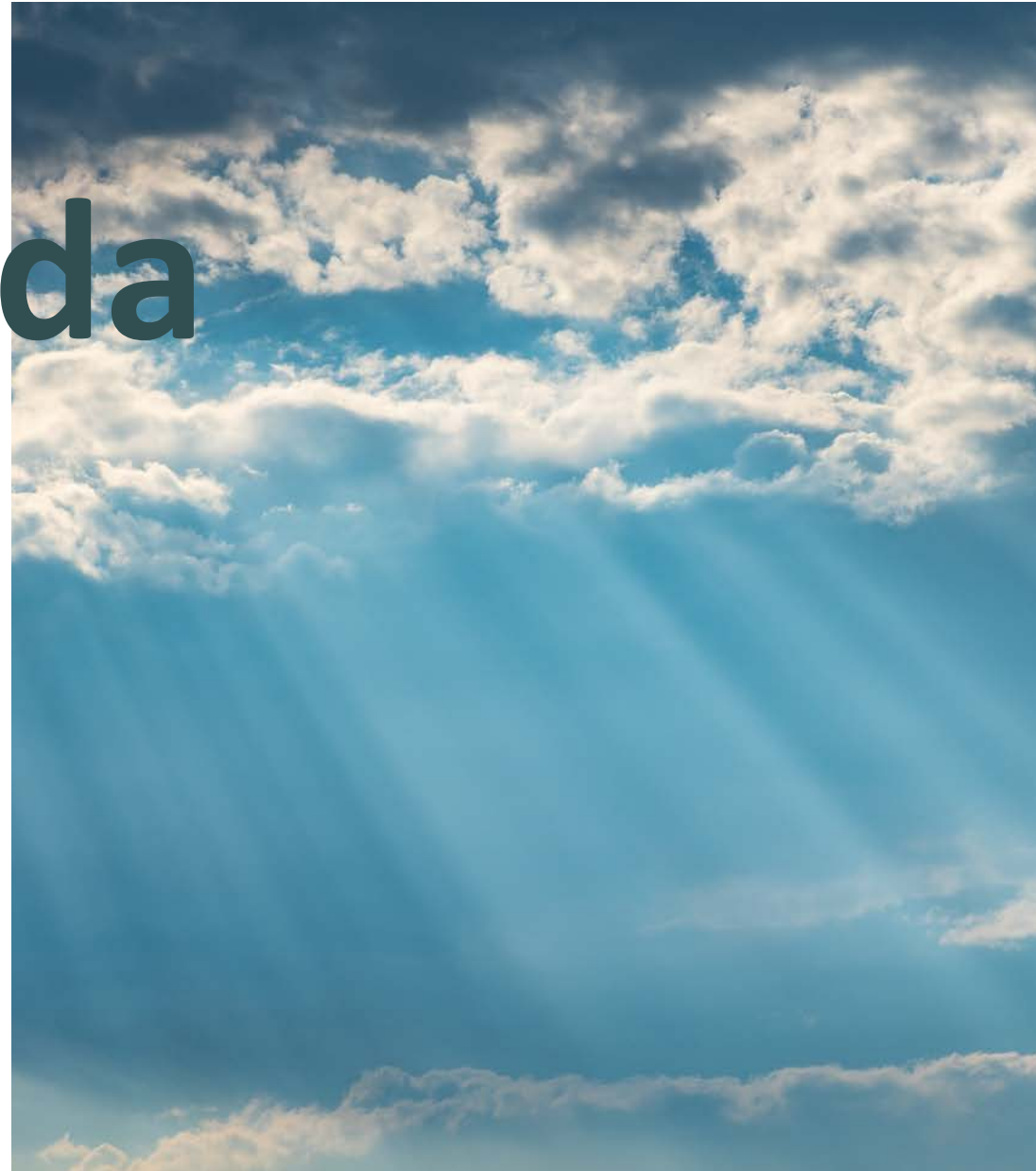


# CommToZero

**02.02.2023**  
**Roularta**

# Agenda

- 01** Introduction
- 02** What's our role
- 03** CommToZero
- 04** Zero Greenwashing

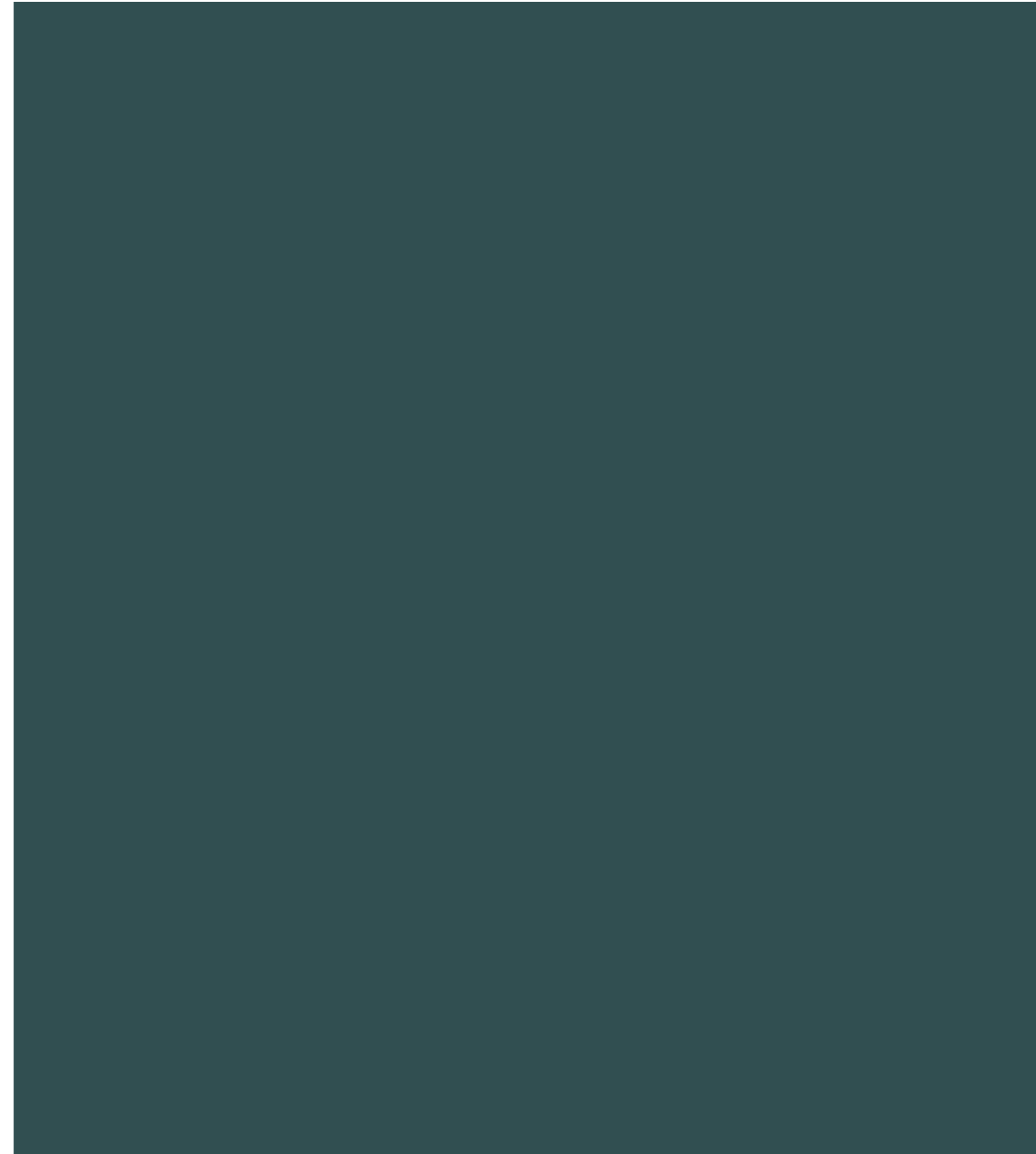


# 01 Introduction

# Victor Buisseret

Sustainability Manager @ACC  
& in charge of the CommToZero project

Bachelor International Business  
Master in Green Management Energy & CSR



## 02 What's our role?

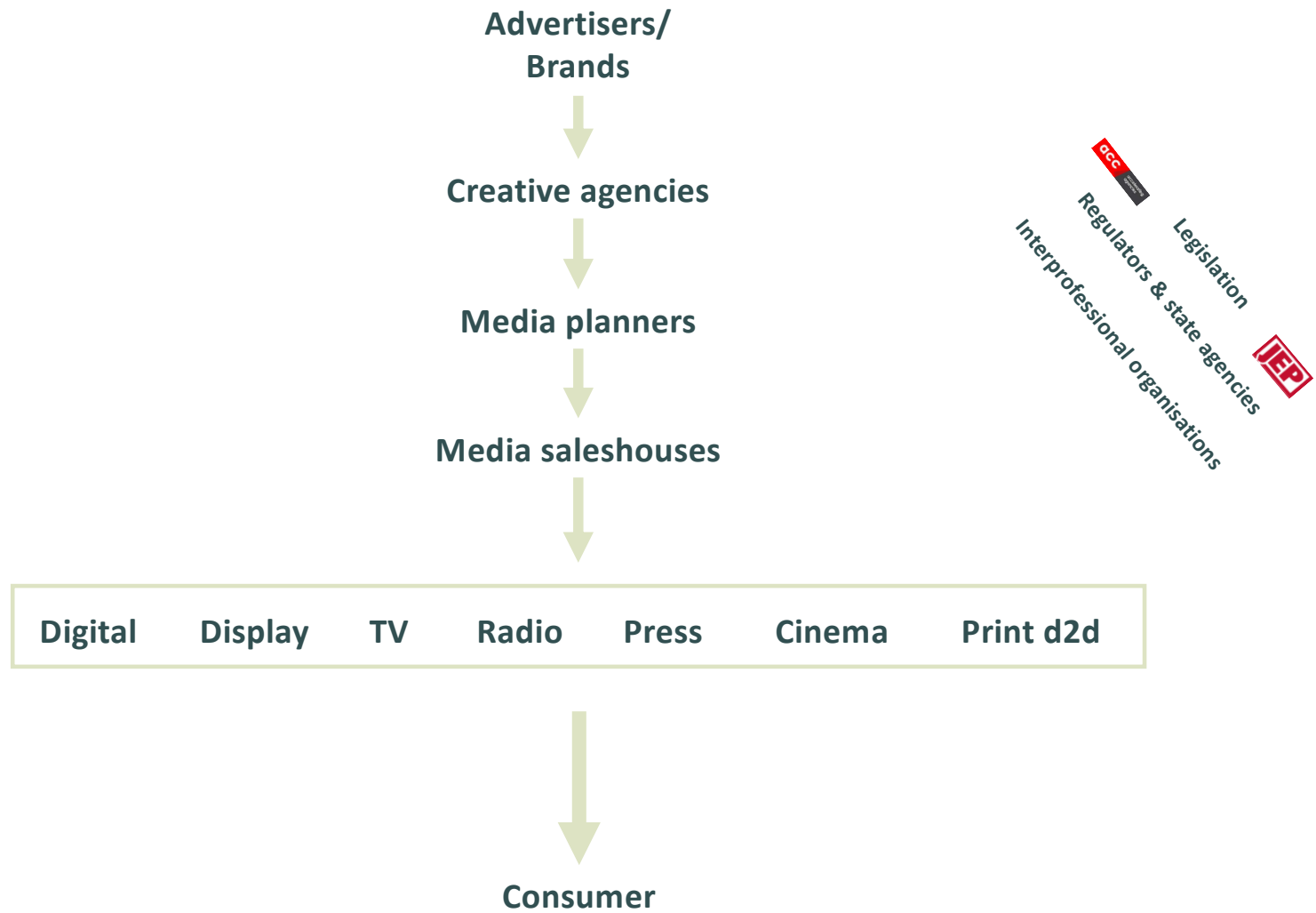


*Communication  
Channel*

Advertisers/  
Brands



Consumer





## 03 CommToZero



## **Our purpose**

We want to promote and regulate messaging towards a better and more sustainable consumer behaviour



**But first...**

We want to make sure the industry stops bullshitting and lowers its environmental impact

greenwashing\*

carbon footprint\*



*thriving towards*

ZERO GREENWASHING  
ZERO CARBON

## 04 Zero Greenwashing



**Definition:**

**“The act of providing the public with misleading or outright false information about the environmental impact of a company's products and operations.”**

**(Intentionally or unintentionally)**

**“A company’s climate promise must be correct.”**

**→ Correct means that there can be no room for “incorrect” interpretation by consumers.”**

# 6 principles





# 01 Honest

*Claims must not be likely to mislead, and the basis for them must be clear.*

# Honesty

Comes in different forms

- Words
- Symbols
- Imagery
- Missing information

Even if factually correct, they should not mislead the consumer by giving an inaccurate impression. They must only give the impressions that the product, service, process, or brand is environmentally friendly or sustainable as it really is.

## STAN SMITH, FOREVER\*

100% ICONIQUE, 50% RECYCLÉE



\*STAN SMITH, POUR TOUJOURS



Only the sole of the shoe...

How can you end plastic waste with  
just partial recycling



## STAN SMITH, END PLASTIC WASTE

Since the early '70s, Stan Smith's tennis-inspired design has remained the same, even as it became an icon off the court. And now it takes another bold step into the future by swapping out leather for PRIMEGREEN—a new, sustainability focused material made from recycled plastic waste. So you can sport the timeless style of Stan Smith while diverting plastic from landfills and oceans.



LUFTHANSA GROUP

WHEN IT COMES  
TO SUSTAINABILITY,  
THE SKY SHOULDN'T  
BE THE LIMIT.

We, the Lufthansa Group, enable our customers  
to offset their CO<sub>2</sub> emissions immediately through  
Sustainable Aviation Fuel or via long-term climate  
protection projects such as reforestation.  
Learn more on [makechange.fly.com](https://makechange.fly.com)

#MakeChangeFly

LUFTHANSA GROUP

CONNECTING THE  
WORLD. PROTECTING  
ITS FUTURE.

#MakeChangeFly

## 02 Evidence

*Marketers must hold robust evidence for all claims likely to be regarded as objective and capable of substantiation.*







# NEED HELP TALKING TO DAD ABOUT MILK?

Oatly generates 73% less CO<sub>2</sub>e vs. milk, calculated from grower to grocer. To verify see [www.oatly.com/helpdad](http://www.oatly.com/helpdad)

## 03 Information

*Marketing communications must not **omit or hide relevant information**. In some cases, it is possible to **use alternative means to make the information readily accessible**.*



# Information

Communication can mislead because of what is not said, or not said clearly

- Clarification
- Qualification
- Product-related information

# Nouvel Eco Pack 5L

## Pratique et écologique



# Nouvel Eco Pack 5L

## Pratique et écologique

65% de plastique en moins\*



\* Réduction plastique moyenne (en g/L) par rapport aux packs SPA® Reine 6x1L et 6x1,5L.



# Climate change doesn't do borders.

Neither do rising sea levels. That's why HSBC is making up to \$1 trillion in financing and investment available globally to help their customers transition to net zero.

 **HSBC UK** | Opening up a world of opportunity



## 04 Full life cycle

*Marketers must base general environmental claims on the full life cycle of their product or business.*

# Life Cycle

Claims must always relate to the full life cycle of the product or business, including:



## 05 Comparisons

*Products compared in marketing communications must meet the same needs or be intended for the same purpose.*

# Comparisons

Consumers should not be misled by the way comparisons are made. A comparison should be made on a

- Fair,
- up-to-date and,
- accurate basis;

When a claim compares two similar products based on technical features such as

- recyclability,
- CO2 emissions, or
- organic composition;

identical values should be used in the calculation and these values must be understandable for the consumer.





**TOUGH ON STAINS.  
KINDER TO OUR PLANET.**



## 06 Compliance

**J**ury  
udge

To conclude

Be **honest**.

Back your story with **evidence**.

Don't forget important **information**.

Include the **full life cycle** of your product.

**Compare** oranges with oranges.

**Comply** to national regulations.

Bref, be transparent and know your stuff