

Review and substantiate environmental claims

A claim record containing the exact wording, bounded subject, traceable supporting evidence, a reasoned approval or hold and a review trigger.

Working pack · Editable edition



Figure 1 · Cover illustration; supplementary illustration. Use the guide and completed cards for the full detail.

Start here · Review and substantiate environmental claims

Open the files

Extract the complete ZIP into its own folder first. In the top-level folder, open `green-claims-guide-en.pdf` for the guide and `green-claims-workbook-en.pdf` for the separate workbook. The matching DOCX files are editable. `green-claims-full-en.pdf` also combines all cases, exercises, sources and licence information in one document. Further editable templates are in `editable/en/`; Markdown and CSV working files are in `package/en/`. The German edition is included too.

Edition 1.0 · 19 September 2026 · Germany/EU

For marketing owners, product teams and small businesses assessing a specific environmental statement on a product page, packaging or campaign.

What you will produce: A claim record containing the exact wording, bounded subject, traceable supporting evidence, a reasoned approval or hold and a review trigger.

In three steps

- Read `GUIDE_EN.md` and choose one case.
- Copy `WORKBOOK_EN.md` or import `WORKBOOK_EN.csv` as UTF-8; read the field instructions before entering data.
- Have a second person assess the evidence and record decision, limits and next steps.

Included files

- `GUIDE_EN.md`: detailed method and card instructions.
- `WORKBOOK_EN.md` and `WORKBOOK_EN.csv`: 8 editable cards with stable IDs.
- `CASES_EN.md` and `CASES_EN.csv`: two fully completed fictional cases.
- `TEAM_EXERCISE_EN.md`: team assignment and worked solution.
- `SOURCES_EN.md`: primary sources with retrieval dates.
- `LICENSE_EN.md`: purchaser internal-use licence.
- `VERSION_HISTORY.md`: version history and updates.

This working pack supports a documented business decision. It does not replace advice on an individual case and does not certify legal compliance or conformity. The English edition has the same Germany/EU scope; it is not localised for other jurisdictions.

Guide and workbook for a traceable approval decision

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Your result: A claim record containing the exact wording, bounded subject, traceable supporting evidence, a reasoned approval or hold and a review trigger.

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Your task: take one statement to a decision

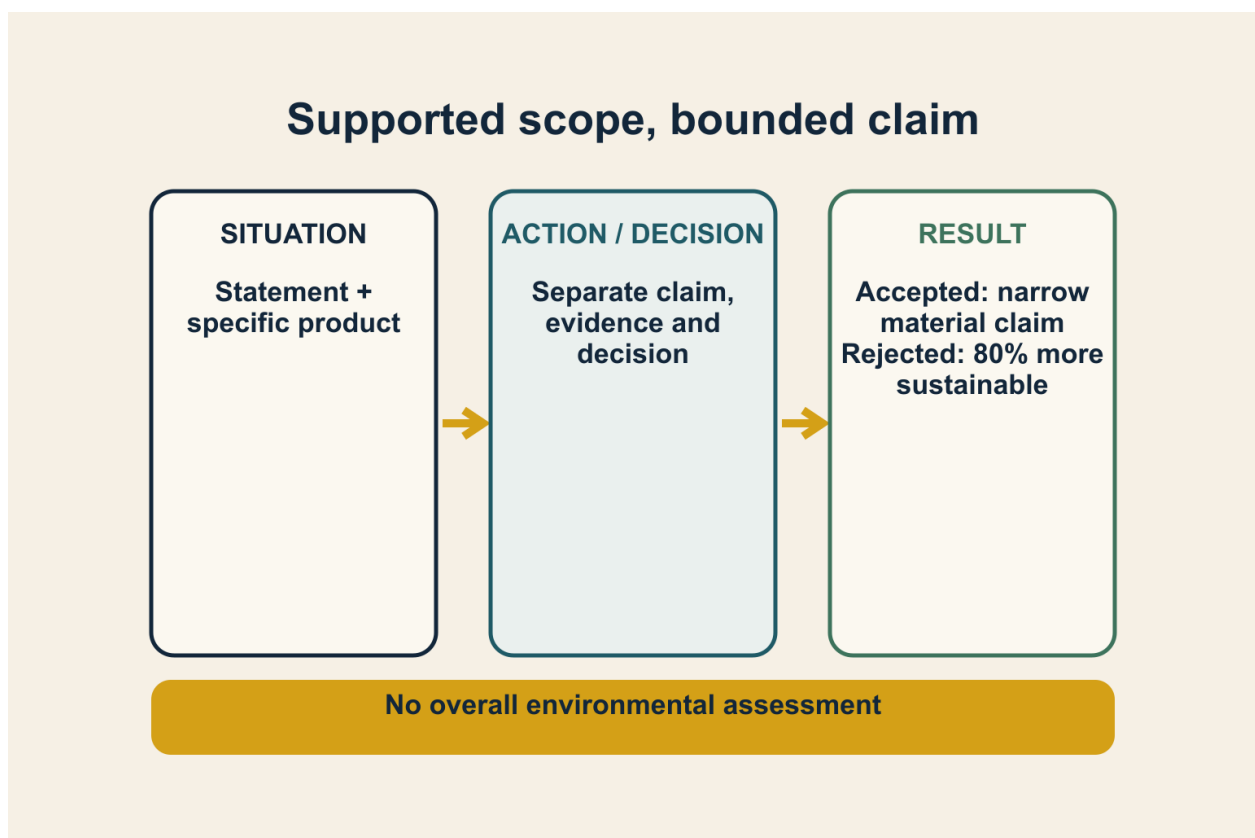


Figure 2 · Supported scope, bounded claim

Abbildung: Keep supported scope and a blocked broad statement visibly separate.



Figure 3 · A team reviews a specific environmental product claim and identifies supporting evidence and the scope eligible for approval.

Abbildung: Test one environmental statement against its subject, evidence and internal decision.

Choose one publication rather than the entire sustainability programme: for example, a product page for a carton range. Capture the wording together with headings, captions, labels, footnotes and linked explanations. Assess the implication of the design as well: leaves behind a material percentage can suggest an overall product property.

Your output is an internal decision about that exact version. A supplier document does not automatically establish the retailer's statement, and good wording does not replace evidence. Separate wording, substantiation and decision. Start with gc-scope, work through gc-review and publish only after recording the approval step.

Legal framework and effective date

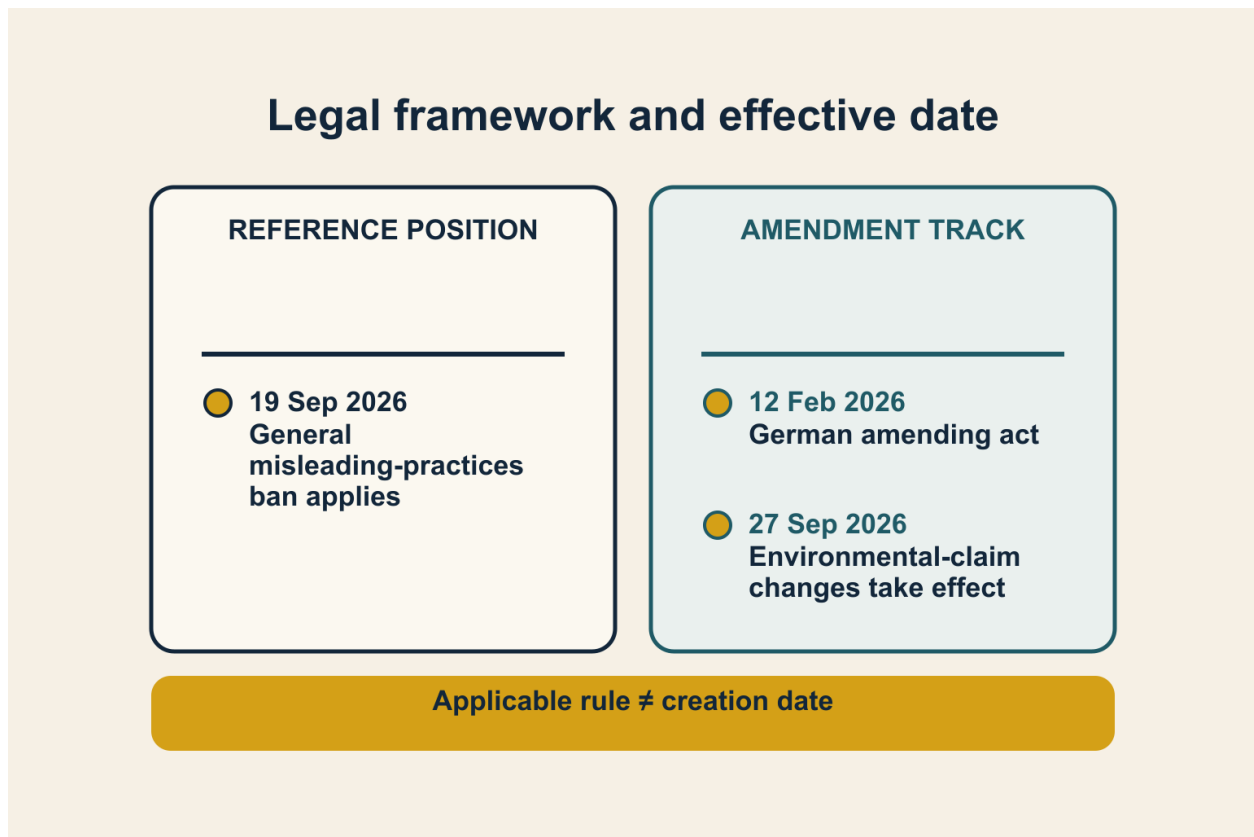


Figure 4 · Legal framework and effective date

Abbildung: Keep reference date, amending act and effective date on a separate timeline.

At this edition's reference date, 2026-09-19, the UWG's general prohibition of misleading commercial practices already applies. The German amending act of 12 February 2026 implements EmpCo; the environmental-claim changes discussed here take effect on 27 September 2026. The earlier provision effective from 19 June concerns a different rule. Assess advertising remaining visible after 26 September against the new position, rather than looking only at its creation date. [S1, S2]

The Commission describes the separate Green Claims initiative as a proposal. This pack does not treat its proposed prior-verification procedure as a generally applicable obligation. Your internal review process is an organisational choice, not official certification. [S3]

What to collect

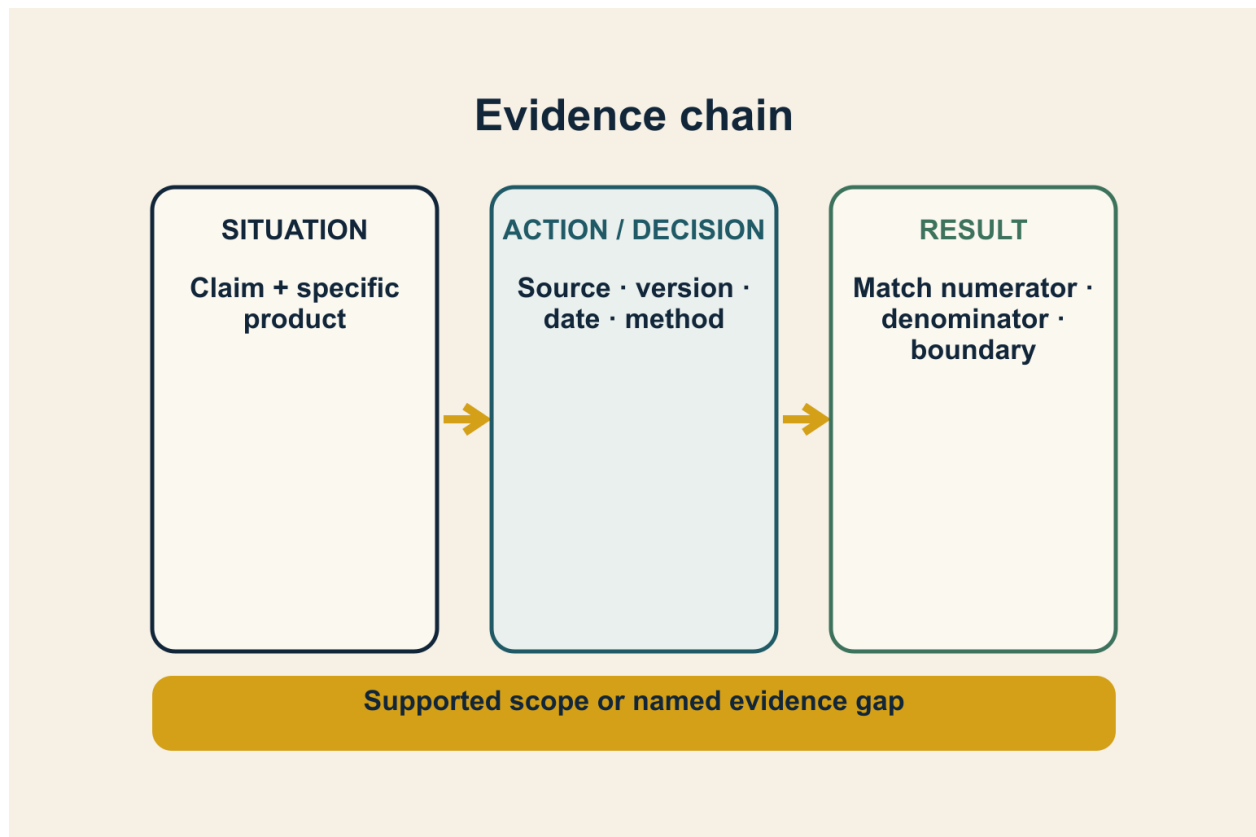


Figure 5 · Evidence chain

Abbildung: Check claim, product, source, method and denominators for a matching scope.

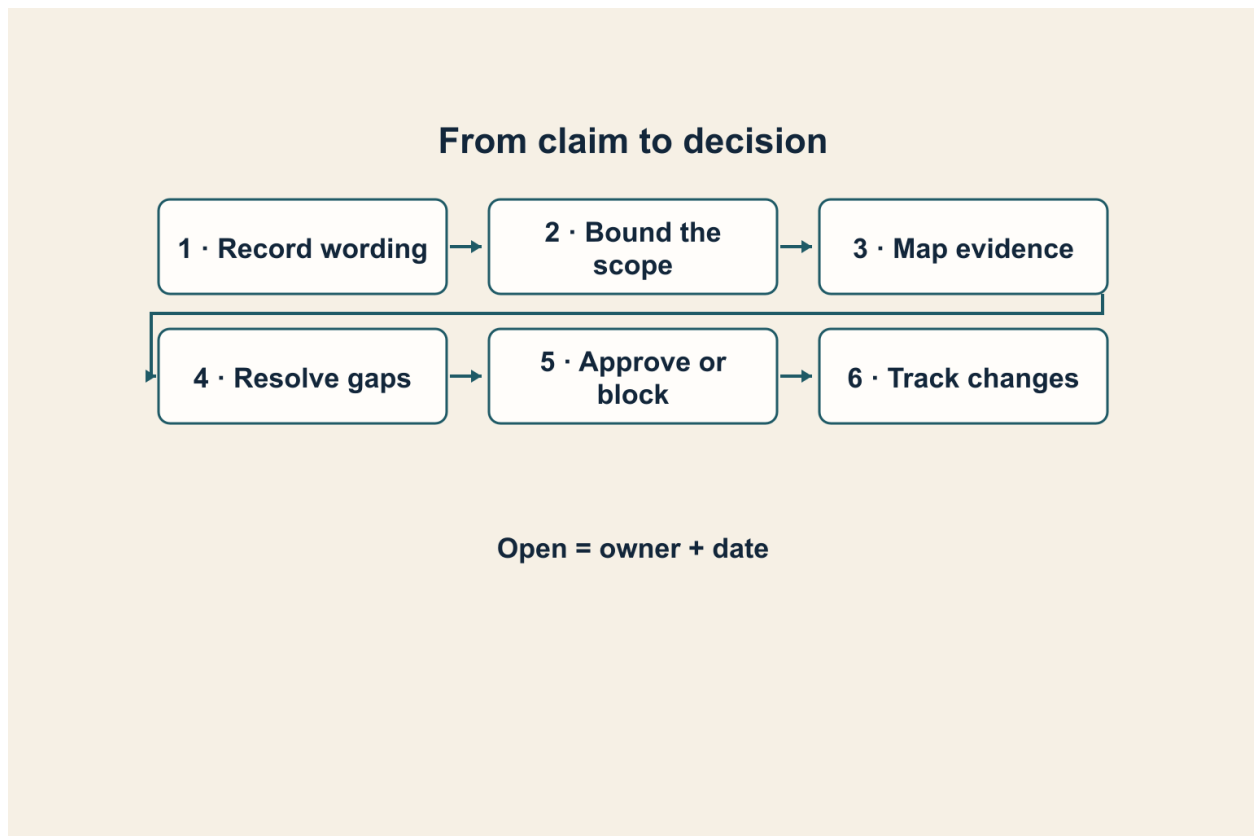


Figure 6 · Working sequence; supplementary illustration. Use the guide and completed cards for the full detail.

Identify the precise product version, batch or material group; a general supplier brochure is too broad. Percentages need a numerator, denominator, period and method. Comparisons need an appropriate reference serving the same purpose and a comparable calculation. “Less” without a comparison basis is unhelpful. If evidence is missing, narrow the wording only to something already supported; do not invent a plausible replacement.

Retain third-party statements with author, date and scope. Identify self-declarations as such. Laboratory analysis, certification and supplier information are different types of evidence and should not share the indiscriminate label “verified”.