

# Workshop: From Obligation to Opportunity: Reclaiming Trust in a New Era of Green Claims

Thursday 19 June: 14:45-15:30

.....

With Speakers:



**Ashley Munro**  
Claims & Integrity  
Manager,  
Better Cotton



**Tracy Saunders**  
Category Technical  
Lead, John Lewis  
Partnership



**Ioana Betianu**  
Communications and  
Public Affairs Director,  
Organic Cotton  
Accelerator

Moderator:



**James Omisakin**  
Co-Founder and Chief  
Product Officer,  
Compare Ethics

# From **Obligation** to **Opportunity**

## *Reclaiming Trust in a New Era of Green Claims: Workshop*



James Omisakin

Compare Ethics

*CPO & Co-Founder*



Tracy Saunders

John Lewis Partnership

*Category Technical Lead*



Ioana Betieanu

Organic Cotton Accelerator

*Communications & Public Affairs Director*



Ashley Munro

Better Cotton

*Claims & Integrity Manager*

# Green Claims are Under the Microscope

## EU Wide



### Planning

New Consumer Agenda  
Plastic Packaging Rules

### Consultation

Unfair Commercial Practices Directive

Empowering Consumers for the Green Transition  
Directive

Digital Product Passports

Circular Economy Action Plan

Strategy for Sustainable and Circular Textiles

Amendment of the EU Waste Framework Directive

Proposal of Green Claims Directive

### Implementation

Corporate Sustainability Reporting Directive

## UK



CAP Code - **Enacted**

Green Claims Code - **Enacted**

Digital Markets, Competition and Consumers Bill - **Consultation**

## France



Labelling Requirements/Code - **Implementation**

EPR for Textiles - **Enacted**

AGEC - **Implementation**

Climate and Resilience Law - **Implementation**

## Italy



EPR - Textile Waste Management - **Consultation**

## Denmark



Greenwashing Guidelines - **Enacted**

## Germany



Supply Chain Due Diligence Act -  
**Enacted**

## Netherlands



Sustainability Claims Directive -  
**Implementation**

# Litigation On The Rise

## Oatly greenwashing suit to be settled for \$9.3m

The suit, which was launched in July 2021, alleged that Oatly's shares were "artificially pumped".

Henry Mathieu | February 21, 2024



Consumers



Investors



Talent

# Let's Double Click on the Consumer.



A YouGov poll found that **fewer than 5%** of Brits and Americans trust what businesses say about sustainability.

This isn't just a marketing problem. This is about the future of our industry.


## But Here's the Opportunity...



**60%** of consumers say trust and transparency are the most important traits that a brand can have (Statista).




Verified green claims can increase online **conversion rates by up to 0.5%**. That's real, commercial value.



**BLACKHALL**  
MERINO WOOL HALF-ZIP FUNNEL NECK JUMPER IN NAVY  
£98


COLOUR: NAVY



SIZE: CHOOSE SIZE SIZE GUIDE

Made with **100% Responsible Wool Standard** certified wool  
Excluding trims

For more information on Responsible Wool Standard please visit <https://textileexchange.org/responsible-wool-standard/>. Cert body: USB Certification Denetim, Gozetim ve Belgelendirme Hizmetleri A.S. Cert no: USB-00110497-MUL-2502

 Verified by Compare Ethics See More >

# How do we do this at scale?

By rethinking how we work together.

Working with credible  
certifications and  
traceability systems.



Being clear and  
specific in our claims.



Using evidence as our  
foundation.



Holding ourselves, and each other, to a higher standard.

# From **Obligation** to **Opportunity**

## *Reclaiming Trust in a New Era of Green Claims: Workshop*



James Omisakin

Compare Ethics

*CPO & Co-Founder*



Tracy Saunders

John Lewis Partnership

*Category Technical Lead*



Ioana Betieanu

Organic Cotton Accelerator

*Communications and Public Affairs Director*



Ashley Munro

Better Cotton

*Claims & Integrity Manager*



What, if any, is your business case for communicating your sustainability efforts?

07:00

**What systems, tools, or partnerships would make it easier for your business to stay ahead of evolving green claims regulations?**

e.g. Consumer protection law updates, Green Claims Directive, Empowering Consumers Directive

07:00

# Thank you.

Keep an eye on the resources page of the conference website for the workshop cheat sheet.



James Omisakin

CPO & Co-Founder