

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
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Ioana Betieanu
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



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Compare Ethics

CPO & Co-Founder



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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



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

Denmark

Greenwashing Guidelines - Enacted

Germany

Supply Chain Due Diligence Act - Enacted

Netherlands

Sustainability Claims Directive - **Implementation**

Italy

EPR - Textile Waste Management - Consultation





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



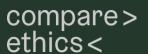
Consumers



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.



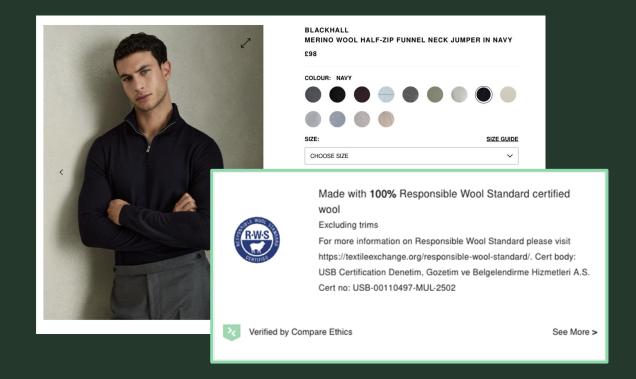
But Here's the Opportunity...

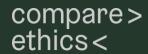


60% of consumers say trust and transparency are the most important traits that a brand can have (Statista).



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





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.



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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