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Green Claims Risk Report

Fernbank & Co: Sustainability page audit (sample)

SAMPLE ONLY | FICTIONAL BRAND | ILLUSTRATIVE

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Executive Summary

14	9	0
claims reviewed	carry meaningful risk	rated low risk

The pattern is consistent: generic words like “sustainable”, “eco friendly” and “responsibly made” used without a definition, a standard, or evidence attached.

This is the same pattern that got Nike, Superdry and Lacoste's ads banned by the ASA in December 2025, and Adidas, Uniqlo and Calvin Klein's banned in June 2026, all six with legal and compliance teams behind them. None of it needs to disappear, most needs a number, a certificate, or a qualifier added.

This is already happening

2024

Asos, Boohoo, George at Asda

CMA secures undertakings on environmental claims after formal investigation.

DEC 2025

Nike, Superdry, Lacoste

ASA bans ads for unqualified use of “sustainable” and “sustainable materials”.

JUN 2026

Adidas, Uniqlo, Calvin Klein

ASA bans ads over “recycled materials” claims that were only partly true.

Scope and Rules Applied

Two rule sets apply here, and it matters which one covers which claim.

UK

CMA Green Claims Code and the Consumer Protection from Unfair Trading Regulations (CPRs).

The CMA gained direct enforcement powers, fines up to 10% of global turnover, no court needed, under the Digital Markets, Competition and Consumers Act 2024, from 6 April 2025.

This is already live.

EU

Empowering Consumers for the Green Transition Directive (2024/825).

Member states apply it from 27 September 2026. It restricts generic terms, offset based neutrality claims, and unqualified sustainability labels for anything marketed to EU consumers.

Assumption flagged: this sample assumes Fernbank & Co sells into both markets. A UK only brand is already exposed under the live CMA regime, September 2026 adds the EU layer on top, it does not replace the UK risk with a future one.

Detailed Findings

3 High risk · 2 Medium risk · sample only

“100% sustainable fabric”

HIGH

Homepage banner

No test data, certificate, or standard behind “sustainable”. Same failure that got Superdry's ad banned, Dec 2025.

“Carbon neutral delivery”

HIGH

Checkout page

Rests on offsets, not reduction. EmpCo no longer allows neutrality claims based solely on offsetting.

“Made with recycled materials”

HIGH

Product tag, 30% content

Reads as absolute. ASA banned near identical wording from Adidas and Uniqlo, June 2026.

“Eco friendly packaging”

MEDIUM

Product description

Generic term, no evidence attached. Restricted outright under EmpCo from Sept 2026 unless clarified.

What Holds Up

Not everything needs rewriting.

HOLDS UP

“GOTS certified organic cotton, certificate #12345”

Specific, verifiable, and tied to a named third party standard. That is exactly the model to copy across the other flagged claims: name the standard, name the number, let the customer check it themselves.

Safe Rewrite

BEFORE

“100% sustainable fabric”

AFTER

“Made from GOTS certified organic cotton, certificate #12345. Full breakdown on our materials page.”

BEFORE

“Carbon neutral delivery”

AFTER

“We've cut delivery emissions by 22% since 2024 by consolidating shipments.” Drop the neutrality claim unless reduction led and independently verified.

Substantiation Checklist

Before any claim goes back on the site, hold the evidence for it on file.

1. Material claims: certificate number and issuing body (GOTS, OEKO-TEX, GRS or equivalent)
2. Percentage claims: the actual percentage, stated in the claim itself, not just on a linked page
3. Carbon claims: reduction data year on year, not an offset certificate alone
4. Generic terms (“sustainable”, “eco friendly”, “green”): remove, or replace with the specific claim behind them
5. Supply chain claims (“responsibly made”, “ethically produced”): named certification, audit, or specific practice

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What This Means For You

Your real report follows this exact structure, built from your own copy, not a fictional example: a plain English breakdown of what is risky and why, the specific rule behind each flag, a rewrite you can paste straight in, and a checklist of the evidence to have on hand.

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