PRESS RELEASE

RE: ENSURING INTEGRITY IN ENVIRONMENTAL CLAIMS – A CALL FOR COMPLIANCE WITH CONSUMER PROTECTION LAWS

We, the Fair Trading Commission as partners of the International Consumer Protection and Enforcement Network (ICPEN), are writing to encourage all businesses operating within the fashion and textile sector to review their commercial practices, particularly those related to environmental claims, and to ensure that such claims comply with consumer protection laws.

Environmental sustainability is a growing concern for consumers worldwide. As demand increases for products that claim to be "green," "eco-friendly," or "sustainable," so too does the need for traders to ensure that such claims are accurate, clear, and not misleading. Environmental claims—statements which suggest that a product or process has a positive or reduced impact on the environment—must be supported by robust, verifiable evidence.

This letter serves as a reminder of your responsibilities under consumer protection laws. While national laws may vary, most jurisdictions have rules that prohibit unfair or deceptive marketing practices. This includes unsubstantiated or vague environmental claims. The principles outlined herein are drawn from internationally recognized standards for commercial communication and are intended to support your efforts in making clear, truthful, and evidence-based environmental statements to consumers.

To assist you in complying with these laws, we urge you to follow the below principles when making environmental claims:

- Be truthful and accurate;
- Be clear and unambiguous;
- Substantiate claims with credible evidence;
- Present claims in a way that does not mislead, either directly or by omission;
- Consider the full life cycle of the product when making broad claims.

Our aim is to raise standards across the industry and promote consumer trust through fair and transparent business practices. We acknowledge that this letter is issued without prejudice to any specific concerns or enforcement actions that individual national authorities may have raised or may raise in the future.

This communication is endorsed by 20 consumer protection agencies from ICPEN, reflecting our shared commitment to upholding fairness in the marketplace and ensuring that consumers receive accurate information when making purchasing decisions.

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We appreciate your attention to this important matter and your cooperation in maintaining the integrity of environmental claims in the fashion and textile industry.

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The Commission thanks the public for their cooperation.