

CHECK LIST

Environmental claims

This checklist is intended to help you reduce the risk of greenwashing in your commercial communication. It applies to any medium containing an environmental claim (advertising, website, packaging, social media, press kit). Check each box if the answer is yes. If even a single box remains empty, the claim must be revised.

Reminder: the 7 prohibited practices

1. Unjustified generic claims.
2. Promises of future environmental performance without proof.
3. Sustainability labels without certification or a recognized basis.
4. Claims relating to the entire product when only a part of the product is concerned.
5. Product impact neutrality based solely on offsetting greenhouse gas emissions.
6. Misleading or unexplained environmental comparisons.
7. Ecological characteristics already mandated by law.

Topic 1. Message content

- ☐ The claim relates to a voluntary initiative going beyond a statutory requirement.
- ☐ The claim is clear and understandable for a consumer.
- ☐ The claim specifies what it relates to: the product or service, a part of it, its packaging, its use, or its end-of-life.
- ☐ The claim highlights an actual feature of the product or activity.
- ☐ The claim clearly distinguishes between what is already done and what is planned for the future.
- ☐ If the claim contains a comparison, it specifies its reference, its method, and the date of the data used.

Topic 2. Evidence and documentation

- ☐ The statement is justified by written, precise, and objective evidence (study, analysis, certification, report).
- ☐ This evidence is recent and still valid.
- ☐ The evidence is easily accessible to the consumer (link, mention, public document) or, failing that, provided on request.

Topic 3. Visuals, symbols and labels

- ☐ The visuals used (colors, images, graphics) must accurately reflect the product or service and must not falsely suggest that it is natural, impact-free, or particularly ecological.
- ☐ If a sustainability label is displayed, it must come from a public authority or an independent and recognized certification body.
- ☐ The name of the certification body and the scope of the certification are identifiable.
- ☐ The entire message (text + visuals) remains proportionate to the real impact of the product or service.

More information



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