

A woman with reddish-brown hair tied back, wearing a pink and white patterned jacket over a blue and white striped shirt, is looking at a product label on a shelf in a grocery store. She is holding a jar of jam in her left hand and reaching for another jar with her right hand. The background is blurred, showing other shelves and bright store lighting.

Regulatory Frameworks to Combat Greenwashing



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Regulatory frameworks to combat greenwashing (2023)



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11 countries we reviewed for publication



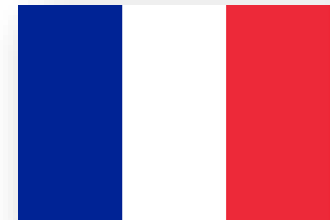
Mexico



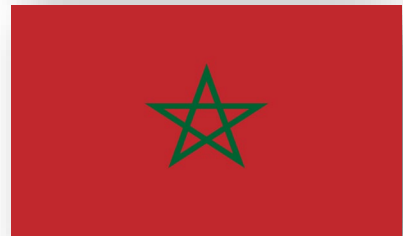
United States



South Korea



France



Morocco



Peru



Columbia



European Union



Romania

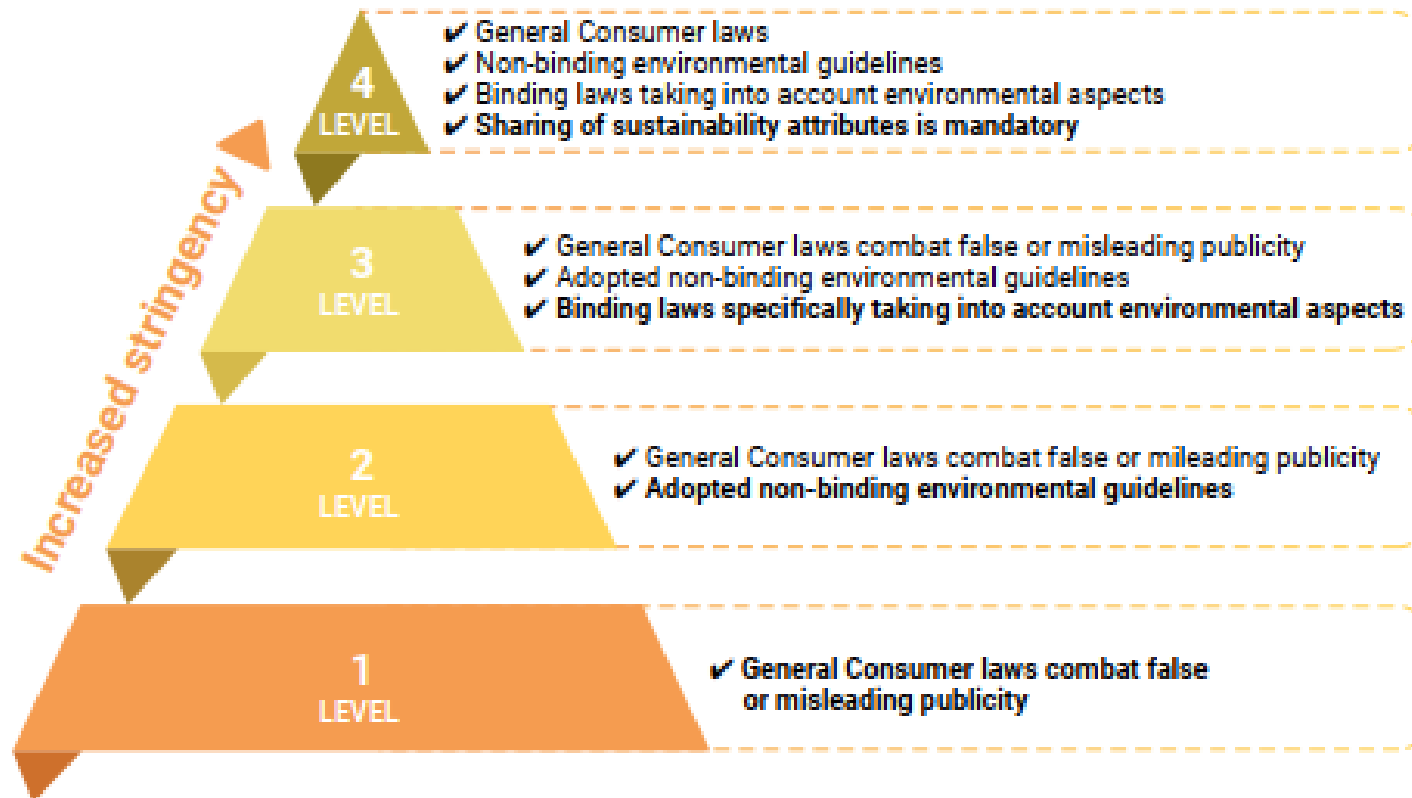


Canada

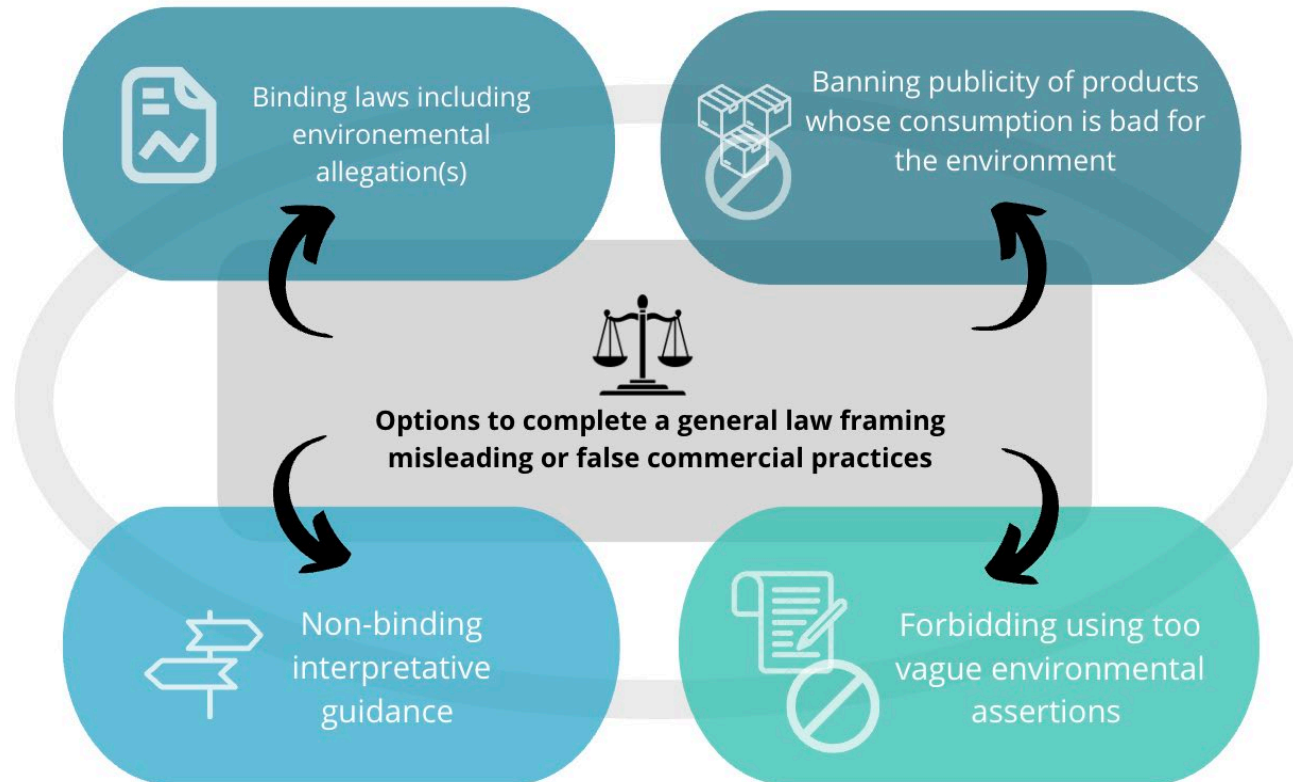


South Africa

Different levels of legislation



What are the first steps in establishing a framework to combat greenwashing?



What could countries do to strengthen their regulations against greenwashing and how can the guidelines contribute?



Define objectives according to the level of regulation best suited to the national context.



Strong Ecolabel



Companies should facilitate access to the data and methodologies used



Clarify that claims should be based on a life-cycle approach

What could countries do to strengthen their regulations against greenwashing and how can the guidelines contribute?



Strengthening a national authority empowered to apply administrative sanctions



Develop a structured, proportionate and diversified system of sanctions



Encouraging inclusive multi-stakeholder participation

The One Planet Network (10YFP)



611

partners



22

United Nations entities in
the
10YFP program



130

National focal points



One planet
eat with care



One planet
live with care



One planet
build with care



One planet
inform with care



One planet
procure with care



One planet
travel with care

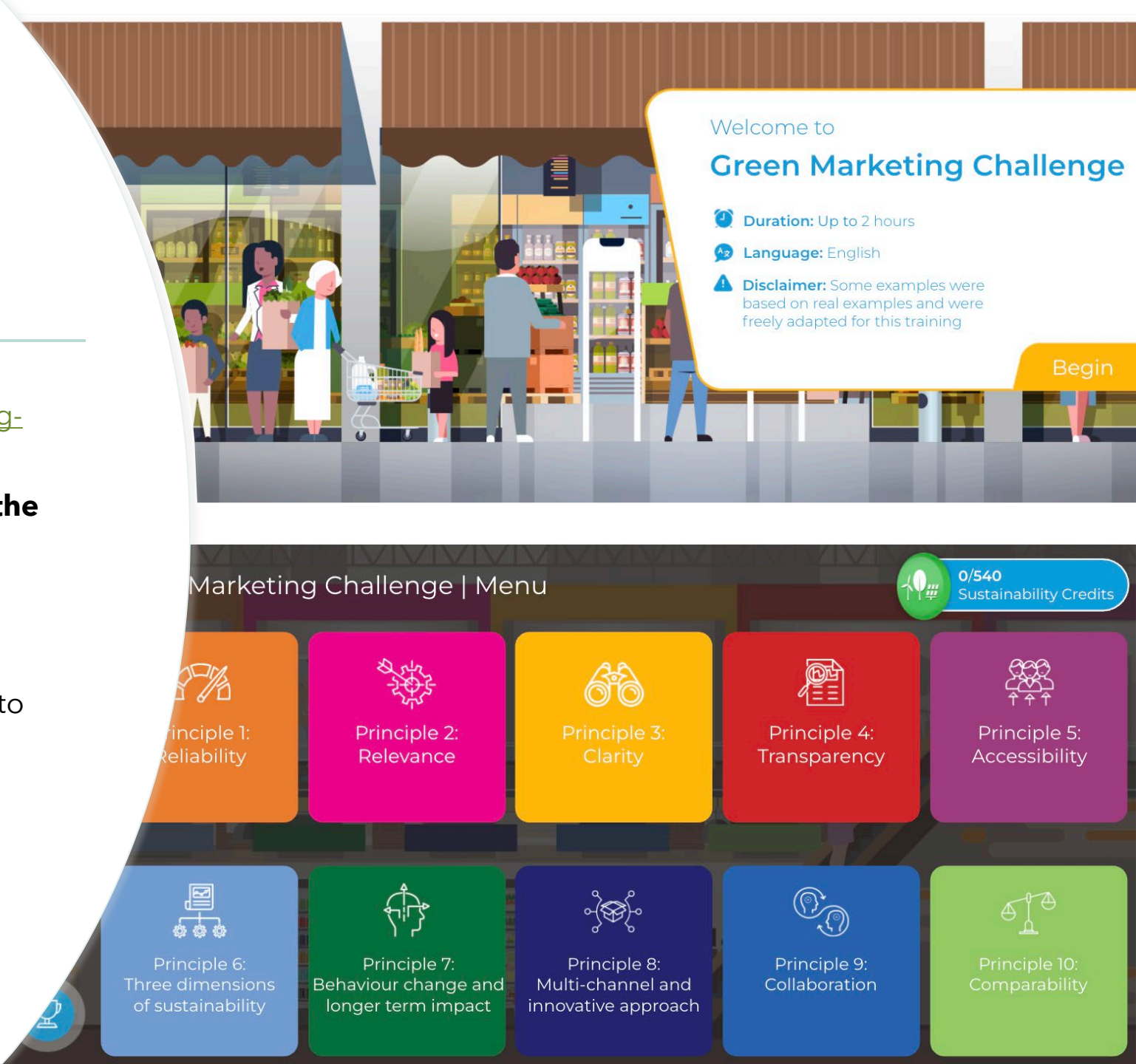
- The **10-Year Framework of Programs on Sustainable Consumption and Production** is the commitment made in 2012 to accelerate the shift towards **SCP**.
- The **One Planet network** is the implementation mechanism: it is a multi-stakeholder network formed to support the implementation of this commitment.



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The Green marketing challenge

- <https://www.unssc.org/courses/green-marketing-challenge>
- Facilitate the **understanding of how to apply the 10 principles of sustainable claims** to their product and labelling so that they deliver more genuine sustainability claims on their products.
- Identify **the barriers and enablers** to apply the principles to their own labels to recognize how to strengthen their own sustainability claims.




Welcome to

Green Marketing Challenge

 **Duration:** Up to 2 hours

 **Language:** English


 **Disclaimer:** Some examples were based on real examples and were freely adapted for this training

Begin

Marketing Challenge | Menu

 0/540 Sustainability Credits


Principle 1:
Reliability



Principle 2:
Relevance


Principle 3:
Clarity



Principle 4:
Transparency


Principle 5:
Accessibility


Principle 6:
Three dimensions
of sustainability


Principle 7:
Behaviour change and
longer term impact


Principle 8:
Multi-channel and
innovative approach


Principle 9:
Collaboration


Principle 10:
Comparability

Working Groups

1

Provide information on product sustainability



2

Type I Ecolabel



3

Product life extension to advance the circular economy



4

Biodiversity communication



Thank you

More information:

<https://www.oneplanetnetwork.org/consumer-information-scp>

Send an email to ciscp@un.org to join our network or sign up for our newsletter!



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