

Green Claims Policy



Introduction

As signatories of The Anti-Greenwash Charter, we are committed to upholding good standards of responsible marketing practice. The purpose of this policy is to define the standards we adopt throughout our organisation to ensure green claims made about our products are fair and substantiated. This policy applies to all the forms of marketing and advertising we use;

Print media advertising and editorial (including their online offshoots)

Website and online marketing (including social media and influencer marketing),

Direct marketing and packaging,

Events, trade shows' stockist and other professional promotions and communications.

In addition to this policy, all marketing and communications comply with the relevant laws and regulations.

Our Standards

We commit to the standards of communication set out in The Anti Greenwash Charter, which are as follows:

Transparency

We commit to clear communication of what sustainability benefit our product or service offers and don't conceal or omit information.

Accountability

We substantiate our sustainability claims with accurate, and regularly evaluated empirical evidence. We commit to sharing facts, figures and statements that can be checked.

Fairness

We commit to using fair, clear and unambiguous language when providing comparisons with other products or organisations.

Honesty

We ensure we make specific statements about our organisation's sustainability efforts and that our actions match those promises.

Our Practices

Definitions

Natural:
Made from naturally occurring materials, including minerals, in their raw, or processed state.

Water based:
Diluted with water, but without water being the majority ingredient.

Plastic free:
The resin binder does not derive from fossil fuels

Pigment:
Finely ground mineral pigment in water suspension

Replebin:
Resin binder based on a carbon feedstock derived from maize and wheat straw.

Low VOC:
Less than 1 g/l, though not claimed to be VOC free as ambient levels in the atmosphere are likely to be above zero.

Vegan:
Neither containing animal products or having any tested on animals.

Breathable:
High microporosity, sufficient to meet the SPAB guideline Sd values for use with historic buildings

Organic:
Containing carbon, the opposite of inorganic. All paint is organic unless it is an unbound mineral paint.

Eco-friendly:
Made with materials that do not contribute to climate change.

Non-toxic:
Without ingredients that are classed as hazardous, toxic, carcinogenic or polluting.

Editorial Processes

What we claim we do should be measurable. We use a triple bottom line methodology to assess our conventional profitability and our social and environmental impact. This is published as a downloadable annual report on our website.

We ensure a minimum of two editors and our advertising/marketing agencies review every piece of content and any green claims before publication and distribution.

When writing content, our team refers to our list of clearly defined terms and updates the list when using a new term. We require staff members to challenge green claims before and after publication, by reacting to social media commentary, customer feedback, the charges of other paint businesses and the media.

Evidence & Testing

Twenty percent of the work force in our manufacturing plant are in the labs developing, testing and monitoring the performance of the paints, coatings and care products made in the factory.

Products undergo standard DIN testing for performance criteria and are also assessed by a range of certification bodies.

Vital but not mandatory information is also published as result of testing such as Sd values (breathability) and a complete ingredient list.

Engagement with stakeholders is used to ensure that product information is clear, relevant and helpful, mainly through public events and social media. It is clear that there is little public understanding of the methods and ingredients used in modern paint making and that a significant education campaign is required.

Training

All sales and marketing staff receive an in-house training session on our Green Claims Policy and The Anti-Greenwash Charter so they fully understand the issues and benefits.

We include clear documentation in our employee handbook so all our employees can refer back to it whenever needed. Each year, every employee attends a refresher training session to discuss changes to the policy.

The policy is made available to any advertising or marketing agency we employ.

User Engagement

We are operating in a market that is characterised by green washing, as is evidenced by the use of 'eco-friendly' for water based products that are produced with fossil materials in highly polluting and energy intensive processes.

We know many of our users are subject to this greenwashing and we do our best to enlighten them, which is why we commit to answering any emails about our green claims within three working days. It is also why we take the opportunity presented by editorial requests (usually about decorating matters) to emphasise the issues behind the choice of paints, particularly for customers striving to reduce their carbon impact. We regularly engage with customers to discuss green claims made by all paint companies in our market to ensure that they are clearly understood.

If you have any questions or feedback on this policy or our own green claims, please email : milla@edwardbulmerpaint.co.uk

Regular Reviews

We carry out regular internal audits of our content and check all our references are up to date. During this audit, we also check for new developments in the industry that we can benchmark against. There are a growing number of companies adopting and publishing sustainability statements which is to be welcomed and matched by our own published information

Governance of this Policy

Our Marketing Director is responsible for ensuring that our compliance with this Green Claims Policy is regularly reviewed. Any non-compliance with this policy will be brought to the attention of the CEO Emma Bulmer, who will decide on and implement further actions.

The Marketing Team reviews and updates all our marketing policy guidelines and seeks to increase their effectiveness. This is reported to the quarterly Board Meeting.



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