

# Signatory Onboarding Guide

**Version: 2025**

A practical guide to joining The Anti-Greenwash Charter and strengthening trust through transparent, credible sustainability communication.

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# Building Trust, Together

Organisations risk greenwashing or greenhushing, both of which erode trust. The Anti-Greenwash Charter offers an independent, evidence-based framework for responsible communication, built on transparency, accountability, fairness and honesty. It reduces risk, strengthens reputation, and helps raise the standard for sustainability communication.

# What Signatory Status Means

Signatory status shows that an organisation is acting in good faith and committing to responsible sustainability communication across the whole business. It reflects the use of evidence, context and proportionality, supported by the training and processes needed to uphold recognised good practice.

A uniquely numbered logo signals this commitment, helping audiences distinguish genuine progress from unsubstantiated claims.

# **The Standards Signatories Commit To**



## **Transparency**

Openness about progress, challenges, and evidence.



## **Fairness**

Presenting information in a balanced and accurate way.



## **Accountability**

Taking responsibility for the claims made.



## **Honesty**

Avoiding exaggeration or misleading language.

# What This Means for Audiences



## Customers

Clearer, more reliable sustainability information that supports informed decision-making and builds long-term trust.



## Investors

Stronger governance, reduced regulatory and reputational risk, and clearer evidence to support ESG due diligence.



## Employees

Greater confidence that public sustainability claims reflect internal values, policies and ways of working.



## Partners & Suppliers

Clear evidence of responsible communication practices that can support procurement processes, RFP responses and supplier assessments.

# Why Join the Charter?



## **Attract Customers**

72% prefer brands with  
verifiable claims



## **Minimise Risk**

57% would drop suppliers  
guilty of greenwashing



## **Strengthen Trust**

88% agree greenwashing  
erodes trust.

**“Joining the Charter has  
shown our stakeholders we  
take integrity seriously.”**

TIMOTHY CLEMENT, MORGAN SINDALL CONSTRUCTION

# How It Works

*A simple, supportive three-step process designed to help organisations make measurable progress:*



**Application &  
Review**



**Development  
& Approval**



**Recognition  
& Verification**

# Step 1: **Application** & Initial Review

- Complete a short application describing your current sustainability communications.
- Regulatory History Check: ASA, CMA, FCA rulings (UK).
- Media & Public Perception Review: Identifying public risks.
- Practice Assessment: Understanding current communication practices.
- You receive an Assessment Report summarising findings and next steps.
- International process adapted to regional contexts.

# Step 2: Guided Development & Approval



## Green Claims Policy (GCP) Development:

- Governance and oversight
- Defined and standardised terminology
- Evidence-based claims
- International process adapted to regional contexts.

## Optional Support:

- Tailored greenwash-awareness training
- Materials review with actionable feedback

# Step 3: Recognition & Verification

*Achieving approval of the GCP results in certified signatory status.*



- Certified signatories may display their numbered logo.
- The Charter promotes signatory achievements.
- 12-month licence includes:
  - Regular reviews to ensure alignment with the GCP and Charter standards
  - Spot checks of specific campaigns to ensure compliance
  - Review of evidence (assets, policies, substantiation records)
- If concerns arise, additional reviews may be conducted to assess wider compliance.

**“Independent validation  
has strengthened our  
reputation.”**

FLEUR CARSON, KARNDEAN DESIGNFLOORING

# Signatories Include

**PEREGA**

**BACKTOEARTH**  
Helping You Build With Confidence

whitby wood

 **EDWARD  
BULMER**  
NATURAL PAINT

**hättrick**

**select first.**

**BROUNS & CO**  
LINSEED OIL AND PAINT

 **Speedy  
Hire**

 **Timber  
Development  
UK**

 **Karndean**  
Designflooring

**GUNNEBO®**  
Entrance Control

**MORGAN  
SINDALL**  
CONSTRUCTION

[antigreenwashcharter.com](http://antigreenwashcharter.com)

**“The Charter strengthened  
the clarity and accountability  
of our communications.”**

KELSEY PARSONS, GUNNEBO ENTRANCE CONTROL

[antigreenwashcharter.org](https://antigreenwashcharter.org)

# Fees

*Fees are means-tested to ensure accessibility for organisations of all sizes.*

| Annual Turnover | Assessment Fee | Annual License Fee |
|-----------------|----------------|--------------------|
| £0-£1m          | £240           | £500               |
| £1m-£10m        | £240           | £1,200             |
| £10m-£50m       | £240           | £3,000             |
| £50m-£250m      | £240           | £5,500             |
| £250m-£1b       | £240           | £7,500             |
| £1b-£10b        | £240           | £10,000            |
| £10b+           | £240           | Contact Us         |

## Licence fee includes:

- Development and review of your Green Claims Policy
- Ongoing reviews throughout the licence period
- Recognition as a signatory across Charter channels

## Additional Services (bespoke pricing):

- Materials review
- Training services

**[antigreenwashcharter.org](https://antigreenwashcharter.org)**

# The Next Step

If you're ready to become a signatory of the Charter, [submit your application here](#). If you still have questions, [book a discovery call here](#).



[antigreenwashcharter.org](http://antigreenwashcharter.org)