Anti-Greenwash Charter

IN PARTNERSHIP WITH

ASBP

ROUNDTABLE REPORT

Claims That Build Trust

Responsible marketing for sustainable building products. Insights from a roundtable convened by the Anti-Greenwash Charter (AGC) and ASBP.

Thursday 29 October 2026 | Online · 90 minutes | Chatham House Rule

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OVERVIEW

Contents

01	Who took part	04
02	What we heard	05
03	The context	06
04	Room 1: Responsible marketing in practice	07
05	Room 2: Regulation, risk and the claims you're no longer making	11
06	Room 3: From individual claims to sector standards	15
07	The plenary debate	18
08	What participants called for	22
09	Ten things you can do now	23
10	Put it into practice	25

INTRODUCTION

Why we met

Sustainable building products are often genuinely better products. Saying so has never carried more risk, and the professionals who buy them have rarely been more sceptical.

On 29 October 2026, the Anti-Greenwash Charter (AGC) and ASBP (the Alliance for Sustainable Building Products) brought together manufacturers, a distributor, a tier one contractor, an architect, an engineering consultancy and a European eco-label for a 90-minute online roundtable. The question was easy to ask and harder to answer: what does responsible marketing look like for sustainable building products, now that the rules have teeth?

After a short briefing, participants split into three breakout rooms, each with its own question, before returning for an open debate. This report follows the same route: the context, what each room discussed, and what happened when the rooms came back together.

The session was held under the Chatham House Rule. No individual attendee is named in this report. Comments are attributed to organisations only, with their agreement.

9
participating organisations across the supply chain

2
convening organisations: AGC and ASBP

4
AGC signatories in the room

3
breakout rooms, three questions

01 PARTICIPANTS

Who took part

Nine organisations from across the supply chain took part, alongside the two convening organisations, AGC and ASBP: manufacturers, a distributor, a tier one contractor, an architect, an engineering consultancy and a European eco-label.

ASBP

SESSION PARTNER

ASBP, the Alliance for Sustainable Building Products, co-convened the roundtable with AGC, and most of the organisations in the room are its members. ASBP facilitated Breakout Room 1 and is currently onboarding as an AGC signatory.

AGC signatories in the room

Each has a published Green Claims Policy

Back to Earth
Low-impact insulation systems
AGC Signatory

Edward Bulmer Natural Paint
Plant-based natural paints
AGC Signatory

Whitby Wood
Structural and sustainability engineers
AGC Signatory

Morgan Sindall Construction
UK tier one contractor
AGC Signatory

Also in the room

Manufacturers, a distributor, an architect and an eco-label

Thermafleece
Natural fibre and recycled insulation

Ecological Building Systems
Natural materials, UK and Ireland

Cleveland Steel & Tubes
Reclaimed and reused steel

Architype
Low-carbon, healthy building design

natureplus
European eco-label NGO

FACILITATED BY



Charlie Martin
CEO, AGC



Richard Broad
Chief Executive, ASBP



Josh Matthews
AGC

02 SUMMARY

What we heard

01

The test is simple, and strict

Only make a claim you could defend in a room of your peers, with the next level of data behind it. If you cannot, do not make it.

02

Absolute words switch buyers off

“Carbon negative” and “climate positive” invite dismissal from professional buyers. Specific, comparative claims that tell the buyer what the product does for them earn attention.

03

An EPD is data, not a verdict

Commissioning one signals a commitment to transparency, but it does not tell a specifier whether one product is better than another.

04

Third parties only help if they are recognised

Audiences recognise a handful of accreditation bodies. Proliferation dilutes the signal, and a good third party is one that does not label everything.

05

Recipients carry responsibility too

Greenwash training has focused on the people who make claims. Specifiers and procurement teams, who receive them, have far less support in spotting red flags.

06

Layer the message, do not dilute it

A clear headline, with the technical data beneath it and a Green Claims Policy one click away, informs specialists without losing everyone else.

07

Regulation is welcome, if enforced

Its burden falls hardest on small, genuinely sustainable businesses. The risk is green hushing, and transparency carries a cost that competitors are not yet obliged to bear.

08

Leaders shape the rules, slowly

Policy tends to follow businesses that prove something works. The commercial return is real, but it can take a decade to arrive.

03 CONTEXT

The rules now have teeth

AGC opened with a short briefing. Communicating poorly about sustainability now carries reputational, legal and financial risk; communicating well remains one of the clearest routes to trust.



10%

Maximum CMA fine for misleading claims

The CMA can now fine directly, up to 10% of global turnover, without going to court.

UK · DMCC Act 2024 · April 2025

Banned

Generic claims like "eco-friendly"

Unless backed by recognised excellent environmental performance. Self-declared sustainability labels are also prohibited.

EU · Directive 2024/825 · September 2026

Upheld

ASA ruling on "sustainable" carpets

The evidence covered generic carpets, not the company's own, and ignored the plastic backing.

UK · ASA, Floor Design Ltd · February 2025

Specifiers want proof

97%

of architects see misleading product information as a problem

Ravago Building Solutions UK · 100 architects · 2026

1 in 3

rarely trust manufacturers' sustainability claims

Ravago Building Solutions UK · 100 architects · 2026

92%

say unreliable sustainability data from manufacturers holds them back

NBS Sustainable Futures Report · 2025

86%

rate EPDs as an important part of their decisions

NBS What Specifiers Want · 2023

04 BREAKOUT ROOM 1

Responsible marketing in practice

1

THE QUESTION

Where is the line between confident sustainability marketing and greenwashing, and how are you navigating it day to day?

FACILITATOR

Richard Broad
Chief Executive, ASBP



Morgan Sindall Construction
Tier one contractor
SIGNATORY

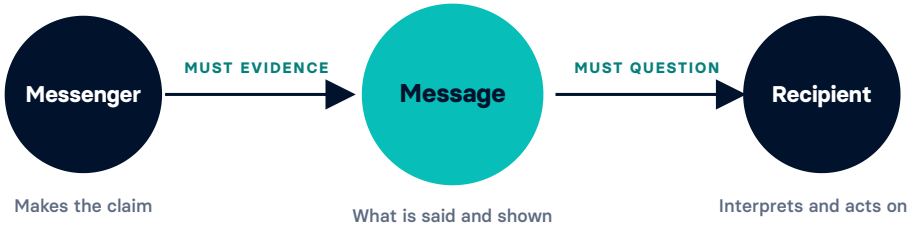
Thermafleece
Insulation manufacturer

natureplus
European eco-label

A message has three parts

Thermafleece opened by questioning a familiar assumption: that the people receiving sustainability claims are passive. Delivering CPD in architects' practices, its representative has lost count of the times a competitor's spurious claim has been called out and met with a wry smile or a raised eyebrow. The reading is that plenty of professionals can spot greenwash, and some let it pass because someone else carries the risk of having made the claim. Post-Grenfell scrutiny has sharpened attention on fire and building safety, but not yet on green or performance claims.

> **"There's three aspects to a message. You get the message, you get the messenger, and you've got the recipient."**
>
> THERMAFLEECE



Responsibility runs both ways: senders must evidence their claims, and recipients must be equipped to question them.

Morgan Sindall Construction, which receives these messages at scale, agreed. A buyer has an obligation to understand what to look for and to go and ask the questions, rather than simply consume the claim.

The peer test

The contractor offered the clearest line of the session, borrowed from bribery and corruption training: would you be willing to answer for this in front of family, friends and peers? Applied to sustainability, the test is whether you hold the next level of information behind a claim. If you do, you can defend it, even if it later looks naive. If you do not, you should not be making it.

> **"Would I be willing to sit in a group of peers and back it up?"**
>
> MORGAN SINDALL CONSTRUCTION

Specific words drew specific reactions. "Carbon negative" was named as an immediate switch-off, and ASBP noted that the biogenic carbon argument has been stretched, with "carbon negative" and "climate positive" applied loosely to natural materials. The contractor questioned whether "sustainable" means anything at all; comparative language, more or less sustainable, is more honest and more useful.

A considered purchase

The contractor drew a sharp contrast with consumer goods. A supermarket shopper might buy 50 products in a visit and spend ten seconds on each. Choosing a facade system takes months, works through due diligence and draws on supplier relationships built over years. Morgan Sindall feeds EPD data into its own Carbonica tool to compare options.

> **"Ultimately what the marketing says at the front end probably doesn't carry a lot of weight."**
>
> MORGAN SINDALL CONSTRUCTION

Thermafleece noted the contrast with grocery packaging, where every word is scrutinised. That culture does not yet exist in construction products, which are far less marketing-led and less well funded.

What an EPD can and cannot do

natureplus drew the core distinction. An EPD is an excellent tool for calculation, but it is increasingly used as a green claim in its own right, which it is not. Any product can have one, including sector-wide averages, so an EPD alone does not tell a specifier whether sheep's wool insulation is better than PU. Thermafleece agreed on the substance but defended the EPD on other grounds.

> **"Committing to the EPD process is making a statement about your commitment to transparency."**
>
> THERMAFLEECE

Thermafleece is using the EPD's additional information section to publish biogenic carbon data across 0, 25, 75 and 100-year service life scenarios. Because that section also passes the verifier, the figures are substantiated rather than asserted. It is equally open about its products' polyester content: hidden plastics in natural materials are not the problem, in its view; a lack of openness about them is.

Recognition, quality and modesty

All three agreed that third-party verification helps, and all three identified the same failure. The contractor put it in terms of numbers: once there are 50, 100 or 500 accreditation bodies, an audience recognises three or four and the rest add nothing. natureplus made the parallel point about labels. A weak label that certifies everything puts a high-performing wood fibre insulation alongside a PU product and destroys the signal.

> **"A good third party that doesn't label everything."**
>
> NATUREPLUS

Morgan Sindall was candid that eco-labels carry less weight there; it prefers to build its own judgment through long supplier relationships. natureplus saw that as a different route to the same destination: trust. It also argued that virtue is not the selling point. "We are rescuing the world… it's nice, but it's not the selling argument, it's quality." Sustainable building products often simply are better, and shorter, more modest claims are both more credible and easier to understand. Thermafleece added that value is plural: an organisation often has a genuinely good story that is not the one it is telling.

WHERE THE ROOM LANDED

01 Only claim what you can evidence at the next level of detail, and would defend in front of peers.

02 Be comparative, not absolute: more or less sustainable, not “sustainable”.

03 Tell the whole story. Openness about weaknesses builds more trust than silence.

04 Treat the EPD as data and a statement of intent, not a verdict.

05 Use verified channels, such as the EPD’s additional information, to publish what headline figures miss.

06 Lead with quality. It is the stronger argument.

07 Choose third-party signals your audience actually recognises.

08 Transparency is itself a marketing tool.

05 BREAKOUT ROOM 2

Regulation, risk and the claims you're no longer making

2

THE QUESTION

How is the evolving regulatory landscape changing what you say, how you say it, and what you've stopped saying altogether?

FACILITATOR
Charlie Martin
CEO, AGC



Whitby Wood
Engineering consultancy
SIGNATORY

Ecological Building Systems
Distributor

Architype
Architects

For some, not a big lift

For organisations that have always substantiated their claims, the regulatory shift has been less dramatic than the headlines suggest. Architype had signed an architect-led pledge on green claims and, on reviewing the new rules, concluded that its existing practice of always having numbers behind a claim was largely sufficient, while allowing that it may have overlooked something.

Whitby Wood described the same position, with one practical addition. In a fast-growing consultancy, carbon figures leave the business in many forms: full reports, yearly updates, and emails from engineers who may have joined only months earlier. Building the Green Claims Policy into onboarding and regular CPD is how the firm makes sure nothing falls through. Its investor advisory work offers a contrast: there, under FCA scrutiny, every claim a fund makes is audited and checked in a way structural engineering firms are not.

For others, everything on hold

Ecological Building Systems described a very different experience. As a distributor of products made mostly in Europe, it has watched manufacturers respond to EmpCo at very different speeds. At one, everything was put on hold while the business dealt with it. The question for a distributor is what follows: what happens if its messages deviate from a manufacturer's, particularly when some manufacturers work to lists of banned words they will not share? It expects the work to take until this time next year, and is weighing whether to take a legal route, the AGC route, or both.

> **"It does feel crippling sometimes. It's the smallest sustainable, ecological businesses that [have] just been walloped again. But we are actually following good practice."**
>
> ECOLOGICAL BUILDING SYSTEMS

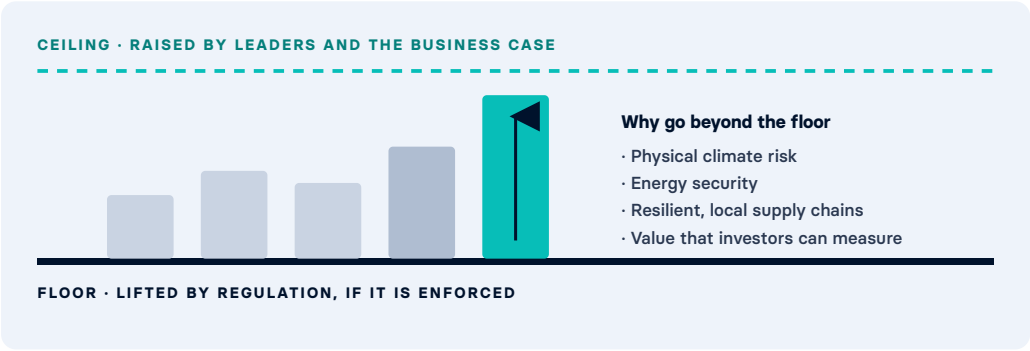
That did not mean disputing the principle. Asked whether the pause regulation has forced is a good thing, the answer came without hesitation: it is, because it sorts out those who are not substantiating their claims.

What better regulation would look like

For Architype, better regulation starts with enforcement.

> **“You can only have a law if it can be enforced, and if it is enforced.”**
>
> ARCHITYPE

It pointed to the Architects Registration Board, which emails architects each month listing those struck off the register. It is a public, routine reminder that a code of conduct has consequences. Visible accountability, and a clearer route for people to raise concerns without fear of being associated with calling a company out, would make compliance non-negotiable and build it into everyone’s financial assumptions. Regulation, as the room put it, is there to lift the floor rather than set the ceiling.



Regulation raises the minimum. The reasons to go further, as Room 2 described them, come from risk, resilience and value.

Would greater trust mean less scrutiny? Architype thought not, and did not want it to. The industry has developed a healthy habit of questioning everything, and there will always be a next challenge, such as PFAS, to which that curiosity should turn.

Why go beyond the floor

Whitby Wood's answer was the business case. Its recent work helps investors value how far they have exceeded a baseline, whether that is regulation or an engineering counterfactual. Going further becomes attractive when an intervention adds value in several ways over the life of a building, and several transitions are now pushing in the same direction: physical climate change, energy security, and fragile global supply chains that make local materials more resilient.

> **"When you start making that business case that matches the social and environmental case, everyone wants to do better than regulation."**
>
> WHITBY WOOD

Architype added that the environmental impact of products in a building is inherently a social one, and treating the two together brings clarity.

Trust, and too much information

For Ecological Building Systems, trust is not a new consideration; it is what the business was built on. The risk it sees is the opposite of greenwash. In the past, the company had been overly technical, with engineers writing marketing material that "fried people's brains, particularly homeowners".

> **"They don't want that level of information. We just want a clear message. Then the technical data sits underneath it."**
>
> ECOLOGICAL BUILDING SYSTEMS

WHERE THE ROOM LANDED

01 Organisations that already substantiate claims face a smaller lift than they fear.

02 A Green Claims Policy built into onboarding keeps fast-moving teams consistent.

03 Regulation is positive, but its burden falls hardest on small, well-intentioned firms.

04 Intermediaries such as distributors need clarity on their responsibility for others' claims.

05 Better regulation means enforcement and visible accountability.

06 Going beyond the floor pays when the business, social and environmental cases align.

07 Clear headline first, technical evidence beneath.

06 BREAKOUT ROOM 3

From individual claims to sector standards

3

THE QUESTION

What would it take for the sustainable building products sector to collectively raise the bar on responsible communications, and what tools, frameworks, or shared language would help?

FACILITATOR

Josh Matthews
AGC



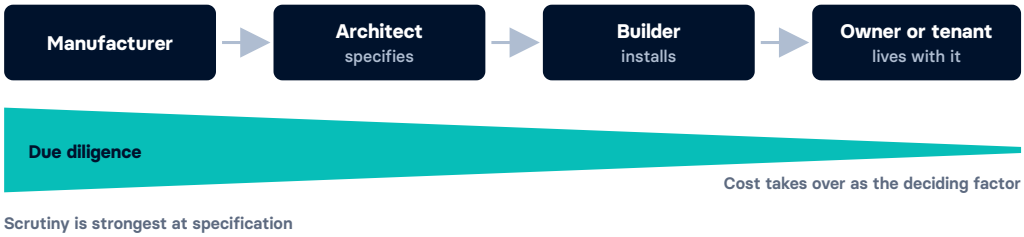
Back to Earth
Insulation systems
SIGNATORY

Edward Bulmer Natural Paint
Paint manufacturer
SIGNATORY

Cleveland Steel & Tubes
Reclaimed steel

Care thins out down the chain

Back to Earth described the journey of a building product: designed in by architects, installed by builders, lived in by owners or tenants. Due diligence is strongest at the top of that chain and dilutes as it goes down. Architects care about embodied carbon, but the moment price becomes the deciding factor, interest falls away.



As described in Room 3: the further a product travels from specification, the more price, rather than evidence, decides.

> **"As soon as cost becomes the greater motivator, there's a distinct blindfold that goes over people."**
>
> BACK TO EARTH

Nobody asks for the number

Cleveland Steel & Tubes offered a telling illustration. It sells reclaimed steel which, according to its EPDs, saves between 70% and 95% of the carbon of new steel. For four or five years, every sales order acknowledgement has stated the estimated carbon saving and invited customers to ask for a precise calculation.

> **"Most years, I don't think we get a single request for that precise calculation."**
>
> CLEVELAND STEEL & TUBES

70–95%
carbon saving against new steel, according to its EPDs

~3,000
sales into construction and engineering, each stating the estimated saving

None
requests for a precise calculation in most years

Most customers still buy on price rather than the green credential. Yet the EPD, which cost the company around £20,000, earned its keep with engineers: when they asked why a claim was true, the answer was the EPD.

Claims that cost nothing to make

The room's frustration was with claims that are technically true and practically empty. Cleveland Steel & Tubes described steel producers claiming green energy on the strength of a supply contract, without adding any renewable capacity. Edward Bulmer described paint brands leading with "water-based", a description that now tells customers almost nothing, while leaving out less attractive ingredients. Edward Bulmer lists every ingredient on its tins and website.

> **"You don't actually have to do that, so none of the other companies do it."**
>
> EDWARD BULMER NATURAL PAINT

The room also pointed to rules that work against reuse. The EU's Carbon Border Adjustment Mechanism gives no credit for reused steel, treating it at the highest carbon rate because its origin is unknown, and product standards and circular economy policy are written in different parts of government.

What actually persuades

Asked what works instead of generic claims, Edward Bulmer was direct. People respond to what affects them: moisture trapped behind a plastic "cling film" of conventional paint, mould, indoor air quality, microplastics. Colour draws customers in; health keeps them.

> **"People primarily care more about themselves than the planet, sadly."**
>
> EDWARD BULMER NATURAL PAINT

Cleveland Steel & Tubes asked whether that only reaches the already persuaded. Edward Bulmer agreed the real task is converting interior designers and occasional buyers who move between brands without looking at ingredients.

Who moves first

The room framed the question as a triangle of regulation, customer demand and the sector itself. It broadly agreed that regulation and standards would ultimately have to drive change, because most industries will not regulate themselves when change costs money. But regulation can be shaped by a few good actors who show it works. Back to Earth pointed to ASBP's long, patient work as exactly that kind of influence, and to the value of continuing to "bang the drum".

Cleveland Steel & Tubes closed the room with the case for a shared yardstick.

> **"The charter idea works because what you currently lack is a standard that you can show how good you are against."**
>
> CLEVELAND STEEL & TUBES

WHERE THE ROOM LANDED

01 Cost remains the biggest barrier to responsible products and responsible claims.

02 Transparency goes unrewarded while competitors are not required to match it.

03 Technically true but empty claims are the sector's most corrosive habit.

04 Health, quality and performance persuade more than abstract planetary benefit.

05 Regulation must be joined up across government and informed by those it governs.

06 Lead by example, and use shared standards such as AGC's to show it.

07 PLENARY

When the rooms came back together

Each room reported back before the discussion opened up. Six threads ran through the debate.

01 Four tests for a responsible claim

Room 1 distilled its discussion into four tests, which AGC suggested would serve anyone writing a responsible marketing message for the built environment.

01

Recognised accreditation

Third-party verification from a body the audience recognises.

02

Real value to the recipient

Say what the product enables: lower upfront carbon, reduced transport emissions.

03

Never claim what you can't back up

Have the data that supports the claim at the moment you make it.

04

Transparency

Share the data, and acknowledge what was not known at the time.

> **"If someone says to me it's carbon negative, that adds no value to me. I just dismiss it. In fact, it's a negative value."**
>
> MORGAN SINDALL CONSTRUCTION

On transparency, the contractor recalled an organisation reporting its carbon footprint as Scope 1 and 2 emissions only, because nobody was yet aware Scope 3 mattered. "I don't think that was a lie. It was just misinformed." AGC noted that it asks every signatory's Green Claims Policy to acknowledge exactly this: that claims reflect the best understanding at the time they are made, and that scientific discovery will change how they are made in future. Outside challenge to look with more rigour at what is shared was, in the contractor's words, "both important, and a real value to us".

02 The missing piece: training for recipients

ASBP raised what became one of the session's most discussed gaps. Greenwash awareness training exists, but it is aimed at marketing and communications teams. Far less helps the people on the receiving end, the specifiers, clients and procurement teams, to recognise red flags and ask manufacturers the right questions. Participants saw it as part of something bigger: these behaviours have to be embedded in an organisation's culture. Awareness-raising webinars were suggested, and Carbon Literacy, which reports 170,000 people trained, was cited as a model of what scale can look like.

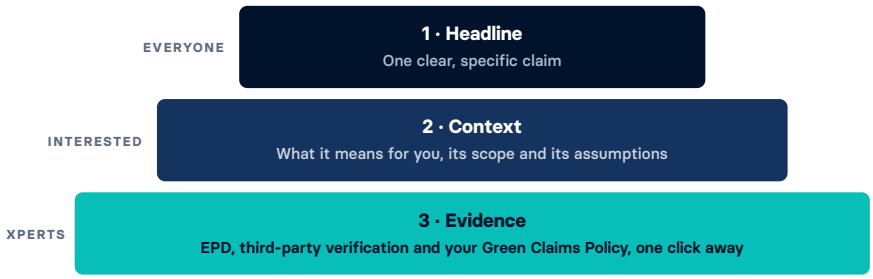
The contractor turned the question back on the sender. Rather than "the most sustainable building yet", messages could explain what a claim means to the person reading it. AGC pointed to the way signatories, Morgan Sindall among them, link sustainability messages to their Green Claims Policy, so the full context is one click away without weighing down the creative.



03 Layered, not diluted

Asked what better regulation would look like, Architype restated the case for enforcement and visible accountability, then added a point about communication. As understanding matures, the questions people ask will become more nuanced, and the answers must keep pace without alienating the audience.

> **"As an industry, we have to be quite intelligent with layered responses."**
>
> ARCHITYPE



Layered communication: a clear message for everyone, with the detail available to anyone who wants to check it.

An immediate answer, then more information, then a page for those who want to fact-check: the structure Ecological Building Systems had described in Room 2.

04 The unintended consequence: green hushing

natureplus offered a view across the roughly 70 companies with natureplus-certified products. Large firms have compliance colleagues and can absorb EmpCo. Small ones, some making products as simple as straw and clay, lack the capacity to rework their communications and are exposed if anyone examines their websites. A network that can help them matters; going it alone is hard.

Whitby Wood saw the same pattern in property finance. Complying with the requirements of an Article 9 fund under SFDR is so demanding that the paperwork shuts out the small and medium-sized developers who could deliver many small, high-impact projects. The result is that good things do not happen.

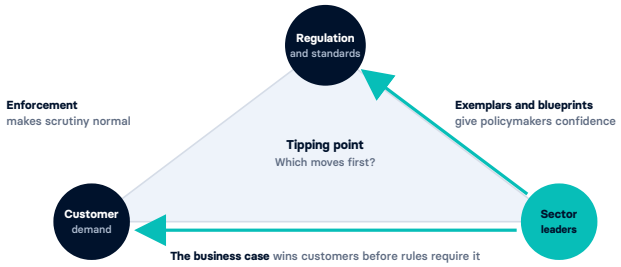
05 A new risk: AI

Ecological Building Systems raised a problem none of the rooms had covered: more people now ask AI tools for technical product information rather than reading the data sheets, and the answers are often wrong. ASBP said the same concern had come up at its Natural Materials Summit the week before. AGC proposed a follow-up roundtable on the role of AI in built environment communications.

06 Who moves first: pioneers or policy?

Room 3 reported that cost had been a barrier for everyone, and that transparency brings no immediate advantage against competitors who are not obliged to match it. Its answer: lead by example, using AGC recognition to explain a product's position concisely, alongside regulation that nudges the sector and is written with the people it governs.

AGC built on this: any change to a standard brings a wave of lobbying warning of lost jobs and higher costs, and clear examples that something works give politicians the confidence to act.



The question Room 3 put to the plenary, and the routes participants described between each point.

Cleveland Steel & Tubes has lived this. It was reusing steel before anyone called it the circular economy, until a 2012 standard left people telling the company its product could no longer legally be sold. Its response, while closely involved with ASBP, was to sponsor P427, guidance on steel reuse that it said has since been adopted at European level. The lesson is to put a blueprint in front of policymakers rather than ask them to work it out. Ten years on, enquiries arrive from clients with embodied carbon targets who know the name.

> **"You don't get quick results. You get quick unintended consequences."**
>
> CLEVELAND STEEL & TUBES

> **"I don't think in my whole twenty plus year career I've seen it happen. In fact, it's pulled things back more than I've seen it push things forward."**
>
> WHITBY WOOD

Whitby Wood had the last word, and it was a challenge to the consensus. In its experience, money and the business case move first; once enough of the industry has shown what works, regulation catches up. The steel reuse story, it noted, began with protecting a profitable business.

08 LOOKING AHEAD

What participants called for

These are not agreed recommendations, but the practical ideas that came up most often across the rooms and the plenary.

RAISED IN ROOM 1 AND THE PLENARY

Support for the people who receive claims

Training, webinars and simple red-flag checklists for specifiers, clients and procurement teams, so scrutiny is shared across the supply chain.

RAISED IN ROOMS 1 AND 2

Layered claims as standard practice

A clear, specific headline; verified data beneath it; and a Green Claims Policy one click away for anyone who wants the full context.

RAISED IN ROOM 2 AND THE PLENARY

Proportionate support for small firms

Shared resources and networks that help small, genuinely sustainable businesses comply without falling silent.

RAISED IN ROOM 2

Enforcement people can see

Visible accountability for misleading claims, and a clear, safe route for raising concerns.

RAISED IN ROOM 3

Joined-up rules, written with industry

Product standards, carbon pricing and circular economy policy that recognise reuse, drafted with the businesses they govern.

RAISED IN THE PLENARY

Guidance on AI and product information

A shared approach to the growing use of AI for technical product information, and how to keep it accurate.

RAISED IN ROOM 3 AND THE PLENARY

Exemplars that make the case

Documented examples of responsible communication paying off, to give policymakers and peers the confidence to follow.

RAISED IN ROOM 3

A shared standard to measure against

Common ground, such as ingredient transparency and AGC's standards, that lets good practice be seen and compared.

FOR SPECIFIERS AND BUYERS · DRAWN FROM THE DISCUSSION

Six red flags in a sustainability claim

- ! Absolute words with no figures behind them
- ! Data about the category, not the product
- ! An EPD presented as proof of being "green"
- ! Logos you do not recognise, or that are self-declared
- ! One benefit, with nothing on trade-offs or scope
- ! No link to evidence or a Green Claims Policy

09 FOR ASBP MEMBERS

Ten things you can do now

Each makes your claims easier to defend, and together they lay the foundations for becoming an AGC signatory.

YOUR WORDS

01

Run the peer test on every live claim

List every sustainability claim on your website, datasheets, packaging, sales decks and social channels. For each, ask whether you could produce the next level of evidence today, in front of your peers. If not, rewrite it or remove it.

TRY THIS
A claims register: claim, where it appears, evidence, owner, review date.

02

Retire absolute and generic words

"Eco-friendly", "green", "sustainable", "carbon negative" and "climate positive" switch professional buyers off. Under EU Directive 2024/825, generic claims are banned unless backed by recognised excellent environmental performance.

TRY THIS
Search your website for these words and replace each with a specific, comparative statement.

03

Say what it means for the buyer

Translate claims into outcomes a specifier or occupier cares about: upfront carbon per square metre, indoor air quality, moisture management, durability. In the room, health and performance persuaded more than planetary benefit.

TRY THIS
Add one line to each product page: "What this means for your project."

YOUR EVIDENCE

04

Evidence your product, not your category

Generic or sector-average data will not substantiate a claim about your product, as the ASA's 2025 Floor Design ruling showed. Use product-specific data and state its scope.

TRY THIS
Check that every figure you quote traces back to your own product.

05

Treat your EPD as data, not a claim

Having an EPD is not a green claim. Quote specific figures with their declared unit and life cycle modules, and use the verified additional information section for what headline figures miss, such as biogenic carbon across service life scenarios.

TRY THIS
Replace "EPD available" with the two or three figures specifiers actually use.

06

Choose verification your audience recognises

Self-declared sustainability labels are prohibited under EU Directive 2024/825, and a proliferation of logos dilutes the signal. Use established third-party schemes that specifiers know, and say exactly what each one covers.

TRY THIS
Audit the logos on your packaging and website; keep only those you can explain.

YOUR STRUCTURE

07

Tell the whole story

Disclose trade-offs and boundaries: binders and backings, which emissions scopes are included, and the assumptions behind any figure. In the room, openness about weaknesses built more trust than silence.

TRY THIS
Put full composition and scope notes next to every headline figure.

08

Layer every claim

A clear headline, a line of context, then a link to the evidence. Linking claims to your Green Claims Policy keeps the full context one click away without weighing down the creative.

TRY THIS
Add a "How we back this up" link beneath every sustainability claim.

09

Write a Green Claims Policy

Define the terms you use, list your verified claims, set out who approves what, and acknowledge that claims reflect the best understanding at the time. Build it into onboarding, so an engineer emailing carbon figures follows the same rules as marketing.

TRY THIS
Start from AGC's free template at antigreenwashcharter.org/green-claims-policy-template.

YOUR PEOPLE

10

Train senders, receivers and check the machines

Brief everyone who communicates about your products, including technical, sales and distribution partners, and welcome scrutiny from customers. More buyers now ask AI tools for product information, and the answers are often wrong, so keep your datasheets clear, current and easy to find.

TRY THIS
Each quarter, ask the main AI assistants about your products and correct the sources behind any errors.

Before and after

Illustrative rewrites. Replace bracketed values with your own verified data.

~~Eco-friendly insulation~~	→	Made from [X]% sheep's wool and [Y]% recycled polyester binder. Full composition and EPD at [link].
~~Carbon negative~~	→	Stores [X] kg CO_2e of biogenic carbon per m^2, as declared in our product-specific EPD, assuming a [Y]-year service life.
~~Sustainable paint~~	→	Plant-based binder with earth and mineral pigments. Every ingredient is listed on the tin and online.
~~Low-carbon steel~~	→	Reclaimed steel with [X]% lower embodied carbon than the equivalent new section, according to our product-specific EPD.

10 NEXT STEPS

Put it into practice

The organisations in this room showed that responsible communication is achievable at any size. For every ASBP member, AGC is offering a practical place to start.

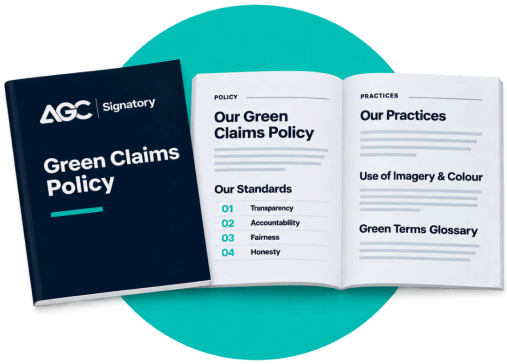
FOR ALL ASBP MEMBERS

Redeem your complimentary AGC assessment

An independent, third-party view of your public sustainability communications: what is working, what carries risk, and whether you are eligible to become an AGC signatory. There is no obligation to proceed. Apply in a couple of minutes at antigreenwashcharter.org/apply-now.

USE CODE

ASBP26



FREE TEMPLATE

Write your Green Claims Policy

Many practices in this report, from defining terms to layering evidence and linking claims to their full context, are what a Green Claims Policy sets out. It gives teams one consistent approach and audiences somewhere to check what you mean, and it is the first step to becoming an AGC signatory.

antigreenwashcharter.org/green-claims-policy-template

01

Take the assessment

Apply with code ASBP26 and receive an assessment report, with a short meeting to walk you through it.

02

Become an AGC signatory

Publish your policy, receive a uniquely numbered AGC mark and ongoing independent campaign reviews, and be actively promoted across AGC's channels.

03

Join the next conversation

A follow-up roundtable is planned on AI in built environment communications. Get in touch to register your interest.



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Anti-Greenwash Charter

ASBP

BECOME A SIGNATORY

Communicate with confidence

Helping organisations build responsible sustainability communications through Green Claims Policies.

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