

# SERVICES FOR MANAGING GREEN CLAIMS



BUREAU  
VERITAS



## OUR SERVICES FOR MANAGING GREEN CLAIMS

**ASSURANCE OF SUSTAINABILITY REPORTING:** Across all sustainability / CSR and UN SDG related domains where green claims may be made. Reporting and disclosure, without assurance, could lead to misleading and distorted reporting. Assurance can be carried out for qualitative green claims, as well as quantitative data and KPIs.

**ASSURANCE OF SPECIFIC MODELS/TOOLS AND METHODOLOGIES:** For capturing, processing, analysing and calculating sustainability attributes, impacts, and emissions to reduce risk of inaccurate claims. Independent sustainability assurance services ensure that a company's models/tools and methodologies follow certain standards and provides assurance about their credibility.

**INTERNAL 2ND PARTY AUDIT PROGRAMME:** A second-party audit is an external audit performed on a supplier or your operations on your behalf by us against proprietary, legal, and best practice requirements. This might include marketplace, point of sale, social media and ecommerce audits, focused on claims and the system to manage them using our well established Social and Market Place Auditing Models.

**SUBJECT MATTER EXPERT (SME) OPINION:** In partnership with our BV Network colleagues, auditors can detect claims that may not pass the greenwashing test by regularly scraping retailer product point of sale or social media pages for misleading claims.

**PRODUCT LIFE CYCLE ANALYSIS:** Life cycle analysis, working with our BV Network colleagues, measures the impact on the environment associated with the life cycle of a product, process, or service. It also allows for transparency along the supply chain, including from raw material extraction through processing, manufacturing, distribution, use, and disposal/ recycling.

**INTERNAL 2ND PARTY ENERGY, CARBON, AND MATERIALS/WASTE AUDITS:** Tracing back the calculations and the methodologies used for energy, carbon, and waste using evidence supplied from the client.

**BENCHMARK GAP ANALYSIS AGAINST COMPETITORS:** Systematically evaluating sustainability performance against standards, certifications and emissions to provide benchmarks and identify where to improve in order to create positive impacts. Competitive sustainability benchmarking can help a company to capture additional market share, increase customer retention and engagement, and provide an excellent customer experience.

**REPORTING CONSULTANCY:** Bureau Veritas can support with selecting the correct information to report and the best way of doing so.



# BENEFITS



**Reduce the risks associated with inaccurate green claims**



**Build confidence in the information provided to customers, investors and other stakeholders**



**Gain insights to improve sustainability performance**



**Improve transparency throughout supply chains**



**Gain competitive advantage, increase customer retention/engagement and improve customer experience**



**Access a complete range of sustainability services from a global leader**

**For more information, contact Bureau Veritas:**

E: [info-uk@bureauveritas.com](mailto:info-uk@bureauveritas.com)

T: 0345 600 1828

W: [www.bureauveritas.co.uk](http://www.bureauveritas.co.uk)



**BUREAU  
VERITAS**