



Competition & Markets Authority (CMA) Consultation on Draft Guidance on Environmental Claims on Goods & Services

Misleading Environmental Claims Government Website Page:
<https://www.gov.uk/cma-cases/misleading-environmental-claims>

Consultation Document:
https://assets.publishing.service.gov.uk/media/60a66abf8fa8f520c949b5e7/MGC_-_Consultation_document-.pdf

Draft Consumer Protection Law Guidance:
https://assets.publishing.service.gov.uk/media/60a66a9cd3bf7f73893a8e1f/Draft_guidance_on_environmental_claims_on_goods_and_services-.pdf

Literature Review:
https://assets.publishing.service.gov.uk/media/60a66ab18fa8f520c6cb686a/MGC_Literature_review-.pdf

RECOUP Submission – 16 July 2021

RECOUP welcomes the CMA consultation on draft consumer protection law guidance for businesses making environmental claims. It is increasingly important to help businesses understand and comply with their obligations and the most effective and transparent way for them to communicate environmental credentials whilst not misleading customers.

RECOUP strongly believes environmental claims should be founded on objective data and evidence using recognised standards, labelling and best practice. RECOUP continues to support the UK Government's environmental aims and ambitions in using resources more sustainably and efficiently, mitigating climate change, minimising waste and developing a circular economy. As such, RECOUP will continue to offer support in designing and implementing relevant legislative changes, which includes development of this guidance.

Whilst we seek to submit a consistent response that aims to reflect the collective views and interests of all RECOUP members, it does not necessarily reflect individual member positions. As such, we have encouraged RECOUP members to submit their own individual responses to this consultation, using this document as and when relevant.

Note: additional pages marked as confidential have been removed from this document.