



# Safonau Masnach Cymru Trading Standards Wales

Trading Standards Wales (TSW) welcomes the opportunity to respond to the CMA's consultation paper on the draft guidance on environmental claims on goods and services. TSW offers the following observations for the CMA's consideration:

## **3. Questions for consideration**

### **Scope**

3.1 Does the draft guidance cover all the important consumer protection law issues relating to the making of environmental claims? If not, what else should this guidance include and why?

TSW feels that the draft guidance covers all of the essential consumer Protection Law issues relating to environmental claims.

3.2 The draft guidance applies to business-to-consumer relationships, and to a more limited extent, to business-to-business relationships. Is it helpful to cover both?

TSW feel it is slightly overcomplicated to cover both Business to Consumer and Business to Business relationships, this leads to a watering down of the message to consumers. TSW feels these should be separated to ensure the message is clear in each case.

3.3 The draft guidance and UK consumer protection law itself, applies across all sectors of the economy and to all businesses selling goods and services. Are there any sectors which require special treatment either in the draft guidance or separately? If so, which sectors and why?

TSW feel that whilst the general guidance is very good, there may be certain sectors, e.g., Construction, Travel, and industries relating to the motor trade that could have sector specific guidance. These are areas where consumers spend large amounts and are considering making "green" improvements in the coming years, however the improvements may be negligible overall when one considers the overall environmental cost of producing a new product (e.g., batteries for electric cars require lithium which has to be mined using ½ million gallons of water per tonne to extract prior to having to be transported around the world)

### **Principles for compliance**

3.4 The guidance sets out six principles for business compliance with consumer protection law to avoid 'greenwashing'.

3.5 Are these principles the right principles under consumer protection law? If not, what other principles would help businesses comply with consumer protection law.

The principles appear to cover the topic quite adequately

### **Case studies**

3.6 To help businesses engage with the principles, guidance and consumer protection law compliance more generally, we have included a range of case studies. Would further case studies be helpful? If so, please suggest topics for these case studies and, if possible, provide examples of when these issues would arise.

### **General and additional issues**

3.7 Which, if any, aspects of the draft guidance do you consider need further clarification or explanation, and why? In responding, please specify which Chapter and section of the draft guidance (and, where appropriate, the issue) each of your comments relate to.

Section 3 gets somewhat repetitive and contains considerable information; it may be useful to streamline this section.

3.8 Overall, is the draft guidance sufficiently clear and helpful for the intended audience?

Overall, the guidance is very helpful, however Section 3 gets very repetitive and possibly contains too much information making it difficult to absorb it all in one sitting

3.9 Are there any other comments that you wish to make on the draft guidance?

Submitted on behalf of the Chair of Trading Standards Wales (TSW)

14<sup>th</sup> July 2021