



# CONSUMER MARKET STUDY ON ENVIRONMENTAL CLAIMS FOR NON-FOOD PRODUCTS

## APPENDIX 2

*Inventory/presence green claims*

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*Justice and  
Consumers*

**EUROPEAN COMMISSION**

Directorate-General for Justice and Consumers

*European Commission  
B-1049 Brussels*

# **Consumer market study on environmental claims for non-food products**

## **APPENDIX 1**

*Selection criteria and stakeholder consultation*

## **LEGAL NOTICE**

This report was produced under the Consumer Programme (2007-2013) in the frame of a specific contract with the Consumers, Health and Food Executive Agency (CHAFAEA) acting on behalf of the European Commission.

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# 1 Introduction

One of the key tenets of the European Consumer Agenda<sup>1</sup> is that **consumers** should be **empowered, assisted and encouraged to make sustainable purchasing choices**. This will lead to cost savings for themselves and for society as a whole. For consumers to make sustainable choices, they need to have **clear and reliable information** in order to be able to easily identify the 'right' product or service to purchase. Information of this nature is provided by business by means of a range of environmental/green claims. The expressions '**environmental claims**' or '**green claims**' refer to the practice of suggesting or otherwise creating the impression (in the context of a commercial communication, marketing or advertising) that **a product or a service, is environmentally friendly** (i.e. it has a positive impact on the environment) **or is less damaging to the environment than competing goods or services**. This may be due to, for example, its composition, the way it has been manufactured or produced, the way it can be disposed of and the reduction in energy or pollution which can be expected from its use.<sup>2</sup>

To unlock the untapped potential for green growth there are some key challenges ahead that need special attention.

- Consumers are confronted with an increasing number of environmental claims<sup>3</sup>
- While the interest in purchasing green products is high, the Eurobarometer from June 2011<sup>4</sup> also shows that consumer trust in environmental labelling has decreased.
- Cases of **misleading and unsubstantiated environmental claims** (e.g. 'greenwashing') in certain product markets have been reported by businesses, as well as by consumers and environmental NGOs. These undermine consumers' ability to contribute to green growth by means of their purchasing choices.
- Consumers not always truly understand the green claims they are confronted with<sup>5</sup>

In this context, the Consumers, Health and Food Executive Agency acting on behalf of European Commission (Directorate-General Health and Consumers) commissioned this **Consumer Market Study on environmental claims for non-food products**.

The **objective of the assignment** was to provide information on the current state of play on the presence of green claims in the Single Market for non-food markets, at the level of products (goods and services) and marketing strategies. It investigated the presence of green claims in consumer markets, and the different types of claims made e.g. general claims vs. more specific claims, self-declarations vs. verified claims, claim categories (general, climate, air, water etc.), explicit vs. implicit claims (marketing strategies that give a green impression through the use of colours, pictures, word-usage) etc. The assignment also examined the level of compliance with EU legal and regulatory requirements for a random selection of claims and assessed consumer

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<sup>1</sup> European Commission (2012). *A European Consumer Agenda - Boosting confidence and growth*. Retrieved from [http://ec.europa.eu/consumers/strategy/docs/consumer\\_agenda\\_2012\\_en.pdf](http://ec.europa.eu/consumers/strategy/docs/consumer_agenda_2012_en.pdf)

<sup>2</sup> The working definition of 'environmental claims' used in this report is taken from the Guidance on the implementation/application of the Unfair Commercial Practices Directive (Commission Staff Working Document SEC (2009) 1666).

<sup>3</sup> - OECD (2011). *Environmental Claims - Findings and Conclusions of the OECD Committee on Consumer Policy*.

- DEFRA (2010). *Assessment of Green Claims on Product Packaging*.

- DEFRA (2010). *An assessment of green claims in marketing*.

- BEUC/ANEC position papers X/2011/067 of 14/12/11 and X/022/2011 of 28/02/11.

<sup>4</sup> European Commission (2011). *Attitudes of European citizens towards the environment*. Retrieved from [http://ec.europa.eu/environment/pdf/ebs\\_365\\_en.pdf](http://ec.europa.eu/environment/pdf/ebs_365_en.pdf)

<sup>5</sup> DEFRA. *Consumer understanding of green terms*, p. 6.

understanding and behaviour vis-à-vis different types of green claims on the market. Furthermore, an analysis of the effectiveness of the enforcement and self-regulatory instruments available in selected countries was also part of this assignment. Lastly, based on a thorough understanding of the current dynamics of green claims operating in key markets, the assignment provides policy recommendations for possible future EU policy initiatives in this field.

In particular **Appendix 2** provides further information on the mystery shopping assessment carried out to determine the **presence of green claims on product packaging and the type of claims** (implicit/explicit, logo/text/image/colour, 'recycle'/EU Ecolabel/etc.). A similar exercise was carried out for **advertisements** by means of a scan on the Ebiquity advertisements database, as well as a focussed analysis of magazines in Italy and UK.

Following **information** can be retrieved for both the **assessments of green claims on products** (see section 2) **and in advertisements** (see section 3):

- The overall methodology
  - Countries surveyed
  - Product categories assessed<sup>6</sup>
  - Sample sizes
  - Weighting
  - Fieldwork period
  - Questionnaire (assessment sheet)
  - Briefing
  - Data validation measures
- Country results

The **summary** of the presence and type of green claims in advertisements and on products can be found in **chapter 2 of the main report**.

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<sup>6</sup> Only applicable for the mystery shopping exercise.

## 2 Assessment of green claims on product packaging

### 2.1 Methodology

The availability and type of environmental claims that were displayed on the product itself, on the price tag or the shelf were examined.

The approach can be summarised as follows:

All product categories stipulated are assessed in each of the regions under 2.1.1 by means of personal in-shop visits. Only medium or large stores were visited. Four product categories out of the 28 were assessed online.

The other 4 product categories were assessed online:

- Cars
- Household electricity services
- Hotels
- Airlines

The other 24 product categories were assessed offline.

Each product category was assessed in each of the 4 regions. The only exceptions are hotels and airlines for which a custom-made approach is detailed later in the briefing document.

This implies, due to the countries involved, that all 24 product categories<sup>7</sup> were assessed in Denmark and in Italy. Furthermore, at least 10 product categories were assessed in the other countries. The approach ensured that the 28 product categories were assessed across four different EU regions (see also 2.1.3).

#### 2.1.1 Countries surveyed

The mystery shopping exercise was carried out in the following 7 **countries** of the European Union: Czech Republic, Denmark, France, Germany, Italy, Poland, and UK.

These 7 countries are allocated to regions:

North	South	East	West
Denmark	Italy	Czech Republic	France
		Poland	Germany
			UK

The country selection was (largely) kept consistent with other data collection methodologies throughout the study, including the consumer survey and behavioural experiment and the inventory and analysis of enforcement instruments.

#### 2.1.2 Product categories assessed

The following 26 **product categories** were examined. Given the broad range of footwear and clothing, this category was split.

Mobile phones	Coffee machines	Rubbish bags	Shower heads
Laptops	Irons	Shampoos	Passenger vehicles
Light bulbs/lamps	Clothing: sportswear women (within an outlet shop like Inno, H&M)	Skin creams	Airlines
Televisions	Clothing: T-shirts	Baby bottles	Hotels

<sup>7</sup> 24 comes forth from 30 markets, minus 4 markets which are not assessed by the mystery shopping exercise, minus 2 online markets which were assessed on a European level, for which not necessarily Denmark belonged to the 20 selected websites.











	men		
Washing machines	Carpet	Baby diapers	Footwear men, size 42
Refrigerators	All-purpose cleaners	Toilet paper	footwear children, size 25
Microwave ovens	Washing machine detergents	Household electricity services	Paints









Four markets were excluded from the mystery shopping exercise due to the consumer-specific process (customized product, proposal/offer phase preceding the purchase, etc.) that it required:









- Consumer investment products
- Windows
- Hardwood floors
- Tyres

### 2.1.3 Sample sizes

The tables below provide an overview of which product categories were assessed and in which countries and regions. In addition, the number of products available for this product category was added, as well as the number of products assessed in detail on their presence of environmental claims and detailed description of the form and nature of these claims.

	PRODUCT ASSESSED							
	EU 	North	East		South	West		
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	United Kingdom 
<i>Consumer electronics</i>								
Mobile phones		X		X	X		X	
Laptops		X	X		X		X	
Light bulbs/lamps		X	X		X		X	
Televisions		X		X	X		X	
<i>Household appliances</i>								
Washing machines		X		X	X		X	
Refrigerators		X		X	X		X	
Microwave ovens		X	X		X		X	
Coffee machines		X	X		X		X	
Irons		X	X		X		X	
<i>Textiles</i>								
Clothing sportswear women		X	X		X	X		
Clothing T-shirts men		X	X		X	X		
Footwear children size 25		X	X		X	X		
Footwear men size 42		X	X		X	X		
<i>Household cleaning and storing products</i>								
All-purpose cleaners		X	X		X	X		
Washing machine detergents		X		X	X	X		
Rubbish bags		X		X	X	X		
<i>Personal hygiene, beauty products</i>								
Shampoos		X		X	X			X
Skin creams		X		X	X			X
Toilet paper		X		X	X	X		
<i>Baby products</i>								
Baby bottles		X	X		X			X
Baby diapers		X	X		X			X
<i>Miscellaneous household goods</i>								
Paints		X		X	X			X
Windows								
Hardwood floors								
Shower heads		X		X	X			X
Carpet		X	X		X	X		
Windows								
<i>Transport</i>								
Passenger vehicles	X	X	X		X		X	
Tyres								
Airlines	X							
<i>Other services</i>								
Hotels	X							
Household electricity services	X	X	X		X		X	
<i>Financial services</i>								
Consumer investment products								

	NUMBER OF PRODUCTS AVAILABLE IN THE SHOP							
	EU 	North	East		South	West		
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	United Kingdom 
<i>Consumer electronics</i>								
Mobile phones		34		74	82		42	
Laptops		27	12		20		32	
Light bulbs/lamps		194	12		26		684	
Televisions		80		60	75		106	
<i>Household appliances</i>								
Washing machines		72		57	26		43	
Refrigerators		36		165	13		67	
Microwave ovens		18	10		14		12	
Coffee machines		61	7		23		17	
Irons		20	9		23		38	
<i>Textiles</i>								
Clothing sportswear women		850	18		29	30		
Clothing T-shirts men		102	11		32	26		
Footwear children size 25		10	11		17	18		
Footwear men size 42		27	5		24	245		
<i>Household cleaning and storing products</i>								
All-purpose cleaners		10	9		37	9		
Washing machine detergents		14		40	25	47		
Rubbish bags		7		9	3	34		
<i>Personal hygiene, beauty products</i>								
Shampoos		163		29	74			9
Skin creams		10		27	31			24
Toilet paper		10		31	13	10		
<i>Baby products</i>								
Baby bottles		10	9		20			26
Baby diapers		14	5		41			5
<i>Miscellaneous household goods</i>								
Paints		42		58	48			500
Windows								
Hardwood floors								
Shower heads		32		47	22			32
Carpet		238	68		28	123		
Windows								
<i>Transport</i>								
Passenger vehicles	208							
Tyres								
Airlines	20							
<i>Other services</i>								
Hotels	20							
Household electricity services	77							
<i>Financial services</i>								
Consumer investment products								

	NUMBER OF PRODUCTS ASSESSED							
	EU 	North	East		South	West		
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	United Kingdom 
<i>Consumer electronics</i>								
Mobile phones		20		20	20		20	
Laptops		20	12		20		20	
Light bulbs/lamps		20	12		20		20	
Televisions		20		20	20		20	
<i>Household appliances</i>								
Washing machines		20		20	20		20	
Refrigerators		20		20	13		20	
Microwave ovens		18	10		14		12	
Coffee machines		20	7		20		17	
Irons		20	9		20		20	
<i>Textiles</i>								
Clothing sportswear women		20	18		20	20		
Clothing T-shirts men		20	11		20	20		
Footwear children size 25		10	11		17	18		
Footwear men size 42		20	5		20	20		
<i>Household cleaning and storing products</i>								
All-purpose cleaners		10	9		20	9		
Washing machine detergents		14		20	20	20		
Rubbish bags		7		9	3	20		
<i>Personal hygiene, beauty products</i>								
Shampoos		20		20	20			9
Skin creams		10		20	20			20
Toilet paper		10		20	13	10		
<i>Baby products</i>								
Baby bottles		10	9		20			20
Baby diapers		14	5		20			5
<i>Miscellaneous household goods</i>								
Paints		20		20	20			20
Windows								
Hardwood floors								
Shower heads		20		20	20			20
Carpet		20	20		20	20		
Windows								
<i>Transport</i>								
Passenger vehicles	80							
Tyres								
Airlines	20							
<i>Other services</i>								
Hotels	20							
Household electricity services	73							
<i>Financial services</i>								
Consumer investment products								

### 2.1.4 Weighting

The country data are unweighted and therefore reflect the actual proportion of products with green claims available in the shop/on the website.

“Total” figure is also an unweighted figure, representing the average of the selected countries.

This option was chosen using the rationale that 7 countries being surveyed could not represent an EU figure, implying the limitations of the mystery shopping exercise; namely some categories representing more and others representing less products or products with environmental claims.

### 2.1.5 Fieldwork period

Data collection took place between the 30/07/2013 and 29/08/2013. The fieldwork dates for each of the countries are detailed below. The column EU refers to the 4 products/services assessed online.

	FIELDWORK PERIOD							
	EU	North	East		South	West		
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	United Kingdom 
Start	6/08/2013	3/08/2013	14/08/2013	30/07/2013	30/07/2013	6/08/2013	18/08/2013	23/08/2013
End	28/08/2013	27/08/2013	23/08/2013	22/08/2013	20/08/2013	29/08/2013	28/08/2013	26/08/2013

## 2.1.6 Questionnaire (assessment sheet)

### Int. Shopper ID

#### Q0. Unique ID

#### Q1. Country

1. Czech Republic
2. Denmark
3. France
4. Germany
5. Italy
6. Poland
- 7. UK**
- 8. Other** → DP: stop assessment

#### RQ1. Region

DP: automatically recode country into region

1. North (Q1 = 2)
2. South (Q1 = 5)
3. East (Q1 = 6 or 1)
4. West (Q1 = 3, 4, 7)

#### Q2. Date of the assignment

5. Day (DP: min 1, max 31)
6. Month (DP: min 1, max 12)
7. Year (DP: 2013)

#### Q3. Product category

1. Mobile phones
2. Laptops
3. Light bulbs/lamps
4. Televisions
5. Washing machines
6. Refrigerators
7. Microwave ovens
8. Coffee machines
9. Irons
10. Clothing
11. Footwear
12. Carpet
13. All-purpose cleaners
14. Washing machine detergents
15. Rubbish bags
16. Shampoos
17. Skin creams
18. Baby bottles
19. Baby diapers
20. Toilet paper
21. Paints
22. Windows (DP: this code should not be shown, though foresee it in the list)
23. Hardwood floors (DP: this code should not be shown, though foresee it in the list)
24. Shower heads
25. Passenger vehicles

26. Tyres (*DP: this code should not be shown, though foresee it in the list*)  
 27. Airlines  
 28. Hotels  
 29. Household electricity services  
 30. Consumer investment products (*DP: this code should not be shown, though foresee it in the list*)

**Q4. Assessment takes place**

1. Offline
2. Online

*DP: show error message "This product category can only be assessed online" if Q3 = 25 or 27 or 28 or 29 and Q4 = 1 + the opposite for the other codes*

**Q5. IF (Q4 = 1) Shop Name**

**IF (Q4 = 2) Url homepage**

*DP: open end*

*DP: IF (Q4 = 1)*

**Q6a. Name of the town or city where the shop is located**

*DP: open end*

*DP: IF (Q4 = 1)*

**Q6b. Which type of shop is this?**

1. A super- or hyper market<sup>8</sup>
2. An outlet belonging to a retailer chain (e.g. clothing, footwear, electrical goods & electronics, furniture, DIY store – such as H&M, Media Markt, IKEA, OBI etc.)
3. Other

*DP: don't show this question if Q3 = 27 or Q3 = 28*

**Q7. Total number of product items within the product category <DP: repeat answer Q3>.**

*DP: min = 1, max = 999*

*DP: if Q7 = 20, show message, "we now refer to the full product count, afterwards you can select 20 products"*

**Q8. Please now randomly select 20 products (don't select 20 products that are next to each other)****How many of those 20 products contain environmental claims?**

"**Environmental claims**' or '**green claims**' suggest or create an impression that a product or a service is environmentally friendly. Environmentally friendly means that it is better for the environment, helps the environment, or is less damaging to the environment than some other goods or services. It could be environmentally friendly because of what it is made of, the way it has been manufactured or produced, the way it can be disposed of or because it uses less energy or is less polluting."

Environmental claims can be text, logos but also colours or an image.

*DP: min 0, max 20*

\_\_\_ products

*DP: Repeat this section Q9 to Q1 <answer Q8> times*

**Q9. Now fill out the information for your (DP: answer Q8 <first>) product that contains environmental claims<sup>9</sup>**

<sup>8</sup> A discount store, when assessed should be seen as a super market.

**Q10. The exact brand name** (e.g. Fructis Normal hair, Coca cola light, Nokia Lumia 620)

DP: open end

**Q11. Name of the producer (e.g. Garnier, Coca Cola, Nokia)**

DP: open end

DP: Question Q12 & Q13 need to be on the same screen

**Q12. How many environmental claims did you find on the (DP: answer Q8 <first>) product?**

Environmental claims can be text, logos but also colours or an image. Remember to consider a green text, a blue text, an environmental image, a green or blue background, a logo/label or an environmentally friendly text each time as a separate environmental claim (for example, Fructis bottle leaf image + green bottle (background colour) = two environmental claims"). In terms of text, look for words such as green, CO<sub>2</sub>, bio, degradable, recycle, natural, waste, water, eco, etc. More examples can be found in chapter "the assessment" of the briefing document.

DP: min 1, max 10

<b>Q13.</b>		<b>How many are</b> DP: include a check Sum Q13 should equal Q12
<b>A</b>	<b>logo/label</b>	DP: min 0, max 5
<b>B</b>	<b>Text</b>	DP: min 0, max 5
<b>C</b>	<b>environmentally friendly image</b>	DP: min 0, max 5
<b>D</b>	<b>background or text colour</b> (green or blue)	DP: min 0, max 5

(DP: IF Q13A > 0)

**Q14. Indicate which logo(s)/labels(s) you noticed on the (DP: answer Q8 <first>) product you selected:**

DP: multiple response

1. FSC <DP: show logo>
2. EU Ecolabel <DP: show logo>
3. Mobius loop <DP: show logo>
4. Blue Angel <DP: show logo>
5. EU Energy label <DP: show logo>
6. Fairtrade <DP: show logo>
7. Green dot <DP: show logo>
8. TÜV SÜD Mark EE01/EE02 <DP: show logo>
9. Rainforest Alliance Certified <DP: show logo>
10. OK power <DP: show logo>
11. Tidyman <DP: show logo>
12. The green key <DP: show logo>
13. Other 1, upload the picture of the logo now <DP: foresee upload button>
14. Other 2, upload the picture of the logo now <DP: foresee upload button>
15. Other 3, upload the picture of the logo now <DP: foresee upload button>
16. Other 4, upload the picture of the logo now <DP: foresee upload button>
17. Other 5, upload the picture of the logo now <DP: foresee upload button>

DP: include a check that the sum of Q14 equals the answer of Q13A

(DP: IF Q13A > 0)

**Q14. Please copy the text that is mentioned on (DP: if Q13A > 1 <each of the logos> / if Q13A = 1 <on the logo>**

<sup>9</sup> If among the 20 product that were randomly selected in the shop, all 20 contained an environmental claim, this block of questions is repeated 20 times. If less products contained an environmental claim it is only repeated for that amount of products.



(DP: foresee as many open and boxes as answered in Q13A)

1. Text logo 1 (DP: Open end box 1)
2. Text logo 2 (DP: Open end box 2)
3. Text logo 3 (DP: Open end box 3)
4. Text logo 4 (DP: Open end box 4)
5. Text logo 5 (DP: Open end box 5)

(DP: IF Q13B > 0)

**Q15. Please specify the environmental text you noticed on the (DP: answer Q8 <first>) product you selected**

(DP: foresee as many open and boxes as answered in Q13B)

1. Text 1 (DP: Open end box 1)
2. Text 2 (DP: Open end box 2)
3. Text 3 (DP: Open end box 3)
4. Text 4 (DP: Open end box 4)
5. Text 5 (DP: Open end box 5)

(DP: IF Q13C > 0)

**Q16. Indicate which environmental images you noticed on the (DP: answer Q8 <first>) product you selected:**

DP: multiple response

1. A tree
2. leaves
3. water
4. a forest
5. animal 1 (DP: open end)
6. animal 2 (DP: open end)
7. animal 3 (DP: open end)
8. animal 4 (DP: open end)
9. animal 5 (DP: open end)
10. the sky
11. clouds
12. a mountain
13. the sun
14. other 1: please specify (DP: open ends)
15. other 2: please specify (DP: open ends)
16. other 3: please specify (DP: open ends)
17. other 4: please specify (DP: open ends)
18. other 5: please specify (DP: open ends)

DP: include a check that the sum of Q16 equals the answer of Q13C

(DP: IF Q13D > 0)

**Q17. Indicate which environmental colour aspects you noticed on the (DP: answer Q8 <first>) product you selected:**

DP: multiple response

1. Green text colour
2. Blue text colour
3. Green background colour
4. Blue background colour

DP: include a check that the sum of Q17 equals the answer of Q13D

DP: Repeat Q9 to Q17 for the other 19 products

DP: multiple response

**Q18. Did you notice environmental information on other places, besides on the product?**

1. Yes, on the shelf
2. Yes, on the price tag
3. No (DP: single response)

DP: IF Q18 = 1 or 2

**Q19. Upload the pictures you've taken of this.**

*DP: Upload button 1*

*DP: Upload button 2*

*DP: Upload button 3*

*DP: Upload button 4*

*DP: Upload button 5*

*DP: include a check that minimal 1 image was uploaded*

**Q20. Is there something else you want to share?**

1. Yes (*DP: open end*)
2. No

## 2.1.7 Briefing



### BACKGROUND AND OBJECTIVES

- The study aims to provide a comprehensive and in-depth picture of the environmental claims that currently exist in the European area.
- **"Environmental claims' or 'green claims'** suggest or create an impression that a product or a service is environmentally friendly. Environmentally friendly implies that the product or service is better for the environment, helps the environment, or is less damaging to the environment than some other goods or services. It could be environmentally friendly because of what it is made of, the way it has been manufactured or produced, the way it can be disposed of or because it uses less energy or is less polluting."
- Environmental claims can thus be seen as messages relating to sustainability or environmental friendliness in the form of
  - logos/labels
  - text (including small font text such as producer information or ingredients' lists)
  - images
  - colour

These can be displayed in the shop, on the product itself, on the price tag and/or on the shelf.

- The following 28 **product categories** are examined:

Mobile phones	Coffee machines	Rubbish bags	Shower heads
Laptops	Irons	Shampoos	Passenger vehicles
Light bulbs/lamps	Clothing: sportswear women (within an outlet shop like Inno, H&M)	Skin creams	Airlines
Televisions	Clothing: T-shirts men	Baby bottles	Hotels
Washing machines	Carpet	Baby diapers	Footwear men, size 42
Refrigerators	All-purpose cleaners	Toilet paper	footwear children, size 25
Microwave ovens	Washing machine detergents	Household electricity services	Paints

- The study will be carried out in the following 7 **countries** of the European Union: Czech Republic, Denmark, France, Germany, Italy, Poland, and UK.
- These 7 countries are allocated to regions

North	South	East	West
Denmark	Italy	Czech Republic	France
		Poland	Germany
			UK



## GENERAL APPROACH

The approach can be summarised as:

All 28 product categories have to be assessed in each of the regions. 4 product categories out of the 28 will be assessed online only, of which 2 will be assessed on an EU wide rather than country specific level.

The 4 product categories for which an online assessment will be carried out are:

- Cars
- Household electricity services
- Hotels
- Airlines

The other 24 product categories will be assessed offline.

Although the assessment sheet is identical for both types (online and offline), a different approach is followed to collect the information.

Each product category will be assessed in each of the 4 regions. The only exception is hotels and airlines for which a custom made approach is detailed later in this document.

This implies, due to the countries involved

- All product categories will be assessed in Denmark and in Italy
- At least 10 product categories will be assessed in the other countries, ensuring the 28 product categories are assessed per region.



## OFFLINE APPROACH

- One medium or large retailer shop has to be visited per country selected x product category. Multiple product categories can be assessed in one shop (during the same visit or at a different moment). For each shop the location and shop name has to be recorded.
- A letter from the European Commission, signed by the head of unit, (see annex 22) can be shown to the shop employees in case questions are raised. There is no need to show this letter prior to starting the assessment.
- For each product category, a product count has to be made. The aim of the count is to get a view on the spread of the product category. Every product item differing on only one small aspect within the product category counts as one.
  - E.g. there are two Fructis normal hair shampoos are on the same shelf, one 250ml and one 400ml. This counts as 2 product items. Two shampoos of 250ml are on the same shelf, one for normal hair and one for curly hair. These also count as two products.
  - On the other hand, if there are product items that are identical (e.g. there are 3 Fructis normal hair 250 ml next or behind one another), they should be counted only as one.
- Once all product items within the product category have been counted, 20 products need to be selected out of them.
  - By default **include the top left and bottom right product in your selection**. If your product category is only displayed on one shelf, it means the outer left and outer right product when facing the shelf. Depending on your product count from previous step **apply following interval: number of products counted divided by 20**.
    - E.g. if 100 products were counted, take the 1<sup>st</sup> (top) left product on the shelf, followed by the one 5 places more to the right and so forth. In case you're at the end of your product selection and you did not achieve 20 yet, randomly select a product that you didn't already include to achieve your selection of 20 products.

- If your overall product count only totalled to  $n=20$  products it implies each product is selected by default.
- If your overall product count totalled less than  $n=20$  products it implies you can only evaluate the products you counted.

We request that you follow the procedure of every  $n$ -th product to ensure inclusion of different products. This will sometimes be a product with a private label, sometimes two almost identical products of the same brand, etc.

We hereunder provide a practical example of a store shelf with shampoo.

- 55 unique bottles of shampoo have been counted (**overall product count**), they are either shampoos from a different brand, a different volume (ml) or different type (normal, curly, etc.).
  - Products that were not counted are 100% identical to shampoos that were already numbered. Products with a "C" above are either "conditioner" or "gel" and thus not considered as shampoo.
- By default, the first and last products need to be assessed (= number 1 and 55)
- In total  $n=20$  shampoos need to be assessed. In order to determine which other products you need to select, the overall product count is divided by 20 ( $=55/20$ ), which results in 2,75. Given this is a non-rounded number, **rounding always** needs to be made **upwards**. This implies an interval of 3 to be added each time. As a consequence, products 1, 4, 7, 10, 13, 16, 19, 22, 25, 28, 31, 34, 37, 40, 43, 46, 49, 52, 55 have to be included.
- When you are at the end of the "shampoo" shelf, but didn't reach the 20 products yet, which is now the case, continue applying the interval, but omit the products that are already selected.
  - This implies that in the below example the 5<sup>th</sup> product is the last one to be assessed, in order to reach the total number of 20 products assessed. (= 55<sup>th</sup> product was the last, and  $n^{\circ}1$  is already assessed, continue counting, 2 and 3, so in principle  $n^{\circ}4$  needs to be assessed (using the interval of 3), but this also was already included, so  $n^{\circ}5$  is the first one "available").



- Go to the section “the assessment” to read more on what to do now with the selected products.



### THE ASSESSMENT

#### For every selected product (20 in total):

- Note down the brand name and the product specifications. The more specific, the better allowing for a better identification of the product afterwards. (Q10 of Assessment sheet)
  - e.g. Fructis Normal hair, Coca cola light, Nokia Lumia 620
- Note down the producer/manufacturer name; this is usually mentioned as “produced by” or can be retrieved from the contact address (Q11 of Assessment sheet)
  - e.g. Garnier, Coca Cola, Nokia
- Count the number of environmental claims. Remember this can be a label/logo, a text, a colour or an image. (Q12 and Q13 of Assessment sheet)
  - E.g. a green bottle or a blue bottle count as one claim by default, other colours don not need to be taken into account
  - E.g. the product contains one of the following labels/logos available in annex 1. This list is however not complete, your input will be used to complete this list, therefore take a picture of any label/logo you notice linked to the definition of environmental claims specified in the beginning of this briefing document.
  - E.g. the product contains one of the terms or text which are stipulated in annex 2. This list is however not complete, your input will be used to complete this list, therefore note down any text you notice linked to the definition of environmental claims specified in the beginning of this briefing document.

- Write down the entire text and in the language used on the product e.g. “the absence of nitrates (NO<sub>3</sub>) is an indicator of purity” instead of only the words “purity” or “absence of nitrates”
- E.g. an image linked to environment such as fruit(s), vegetable(s), animal(s), flower(s), tree(s) depicted on the product or an image of the sun, mountain(s), water, clouds, etc.

*Please note that environmental claims can cover a wide range of themes. Here are some examples:*

- Air - General air quality or volatile organic compounds (VOCs)
  - Biodegradable - Degradable, biodegradable, compostable
  - Carbon / Climate - Climate-related claims, greenhouse gases, carbon, CO<sub>2</sub>, carbon footprinting
  - Cause - Environmental cause-related, donate or support an environmental organization
  - Efficiency - Energy efficiency or fuel efficiency
  - Forest - Forest-related, timber
  - General - General environmental claims, including natural, ecological, minimal impact, safe for the environment, steps toward green, cleaner means greener, our home, our planet, go green, eco-friendly, etc.
  - Water - Reduced water consumption, water reuse, wastewater treatment, anything water related
  - Lifespan – durability, lifetime of a product
  - Life Cycle - Life cycle, cradle-to-grave, cradle-to-cradle, or description of impacts across a products whole cycle (manufacturing, use, etc.)
  - Materials - Material or resource efficiency, renewable resources
  - Organic – Organic textile
  - Recycle - Recyclable, recycled content, recycling symbols. Per claim, multiple themes can be ticked off.
  - Please think about these themes when looking for environmental claims in order to identify them correctly and make a correct count of the number of environmental claims per product selected.
- Once you have counted the number of environmental claims on the product, you’re requested to specify the claims encountered in questions Q14 to Q17.
  - In case you encountered a label/logo different from one of the 12 depicted below, take a picture yourself and upload it so we can easily link them back to the labels\logos collected so far in annex 1 or even extend this annex based on your input.



IMPORTANT: an assessment sheet only has to be filled out if your product contains at least one environmental claim. As a consequence it might be that you select 20 products, but only 10 assessment sheets are filled out.



**ONLINE APPROACH**

Online assessments were only carried out for 4 product categories: cars, household electricity services, hotels and airlines. Within those four, two different approaches are distinguished:

For hotels and airlines, 20 websites need to be visited and selected based on the spread among the different participating countries or the European Union<sup>10</sup>. Iceland or Norway can be selected as well. For these two product categories, GfK will determine the 20 websites to be assessed and provide those URL's to the online mystery shoppers.

For cars and electricity services, 5 different websites have to be browsed within each country/region selected. Please include both websites from well-known/popular brands and less known/popular website. E.g. <Brand/Manufacturer>, Mercedes, but also Lada, Kia, etc.

An assessment sheet has to be filled out for each website. **Pretend you're going to book a flight/hotel, subscribe to an electricity tariff plan, buy a car.**

**Firstly** count the number of different

- **Electricity tariff plans** available (e.g. standard, blue + prize promise, blue + prize freeze<sup>11</sup> or clear and simple, Online variable August 2014, Fixed price October 2014<sup>12</sup>)
- **Consumer car models**<sup>13</sup> available (e.g. Yaris, Yaris Hybrid, Prius, Landcruiser, ...), a Prius 3 door or a Prius 5 door only count as 1 product, a Landcruiser gasoline or a Landcruiser Diesel also only count as 1 product.
- For **airlines and hotels** no overall product count is needed.

**Secondly**

- For **electricity tariff plans and consumer car models**, 4 products per website have to be randomly assessed (if less than 4 are available, you can only assess the ones available).

By default **include in your selection the first and last product listed.**

Depending on your product count from previous step **apply following interval: number of products counted divided by 4.**

- E.g. if 40 products were counted, take the 1<sup>st</sup> (top or left) product, followed by the one 10 places more to the bottom/right and so forth.
- If your overall product count only totalled to n=4 products it implies each product is selected by default.
- If your overall product count totalled to less than n=4 products it implies you can only assess the products that were counted.
- For **airlines and hotels** there is no second step

**Thirdly,**

- For **electricity tariff plans and consumer car models** click-through on the selected products
- For **airline tickets and hotels**, go through the entire booking process (without actually making the purchase).

Look for environmental claims and note down the images, text, labels/logo, colour. Screenshots should be taken when new labels are noticed.

**Fourthly,** browse for dedicated pages linked to environmental friendliness/performance. These can be considered as a textual environmental claim. In this case, fill out the URL at Q15.

<sup>10</sup> As Croatia joined the EU only on July 1<sup>st</sup> 2013, they are not covered by this study.

<sup>11</sup> See <http://www.edfenergy.com/>

<sup>12</sup> See [http://www.britishgas.co.uk/products-and-services/gas-and-electricity/our-energy-tariffs.html?bglink\\_id=imm10003](http://www.britishgas.co.uk/products-and-services/gas-and-electricity/our-energy-tariffs.html?bglink_id=imm10003)

<sup>13</sup> Only passenger vehicles are included in the scope, professional vehicles are excluded.

**OFFLINE ASSESSMENT SHEET  
Q&A****How to count the products correctly?**

- Start top left and count every different product as one, continue your count until you have reached the end of the top shelf and continue one shelf lower, continue this way till you have counted all products.
- Different means different in size, different in packaging, different in description.
- The aim of the count is to get a view on the spread of the product category.

**How to count the number of environmental claims on a product correctly?**

- Carefully look at every side of the product
  - Pay attention to the background colour and textual colour. A **green or blue background colour of the packaging** or text colour should be seen as an environmental claim.
  - Look for **labels/logos** and take a picture of those you feel can be linked to the definition of environmental claims or was displayed in annex 1
    - If you're unsure about a label/logo it is better to include it, we can always remove it when it turns out not to be one.
  - Look for text that you feel can be linked to the definition of environmental claims or can be linked to words displayed in annex 2
    - If you're unsure about a text it is better to include it, we can always remove it when it turns out not to be one.

**How to select the 20 products?**

- For offline product assessments, divide your overall product count by 20, to determine the interval. Assess by default the (top) left one first, then add the interval and assess the 1+interval product

**ONLINE ASSESSMENT SHEET  
Q&A****What is the main difference between the offline and online approach?**

- For airlines and hotels, 20 websites were selected by GfK and have to be assessed. No product count is needed, though a count of environmental claims on the website is. In order to be able to complete the assessment, you have to browse for 15 minutes on the website. **Pretend you're going to book a flight/hotel** and identify the environmental claims. Also determine if dedicated pages on environmental friendliness exist on the website.
- For electricity services and cars, select 5 websites within your country. Count the number of different models or tariff plans that exist on each website. Verify for 4 products per website if those products contain environmental claims.
- For products assessed offline, in a shop, 20 products have to be verified on environmental claims.

**How to count the number of environmental claims correctly during an online assessment?**

- Check if there is a dedicated page related to environmental friendliness/performance, if so count this as 1 text and add the URL in the field of question
- Depending on the product you are assessing:
  - Cars & Electricity services: Read the information provided for your selected products (models/tariff plan) and look for environmental claims within that area.

- Hotels & Airlines: Read the pages where you have to book your flight/hotel, skim through the entire purchase process and look for environmental claims within that area.
  - Pay attention to the background colour and textual colour. A **green or blue background colour** or text colour should be seen as an environmental claim.
  - Look for **labels/logos** and take a screenshot of these you feel can be linked to the definition of environmental claims or was displayed in annex 1
    - If you're unsure about a label/logo it is better to include it, we can always remove it if it turns out not to be one.
  - Look for text that you feel can be linked to the definition of environmental claims or can be linked to words displayed in annex 2
    - If you're unsure about a text it is better to include it, we can always remove it if it turns out not to be one.

#### **How to select the 4 products when assessing cars/electricity tariffs?**

- For online product assessments divide your overall product count by 4, to determine the interval. Assess by default the top/left one first, then add the interval and assess the 1+interval product. The last/bottom product should be included in your selection by default as well.

**Shopper Profile & Visit Restrictions**

- You are required to assess at least 1 product category, but we highly appreciate it if a shopper can take up more than one. A product category needs to be completed in one sitting. This implies one cannot return at a later moment to finish the assessment.
- There are no further requirements to the shopper profile apart from literacy in English and the language of the country.

**DATE AND TIME REQUIREMENTS**

- You need to first read through the briefing document and assessment sheet and then successfully complete the online test, before you can go into the field.
- The assessment is not considered to be complete until you have assessed all 20 selected products (unless less products are available for that product category or less products with environmental claims were noted) Fieldwork period: 24/7 to 28/8

**CONTACT DETAILS**

- Contact supervisor details

**GENERAL****Brief summary**

- Ensure you know which store you are visiting.
- Check the opening hours of your shop beforehand.
- You may take photos of the product environmental claims if something is not clear.
- Don't rely on your memory to collect the data and write down the key aspects you need to collect.
- Once you have completed the visit it is advised to complete data entry that day.
- If you forget something DO NOT make it up or put "N.A" – you will have to return to the store and check again. Additional travel expenses will not be paid should this happen.
- If you have to visit the store a second time, enter the date and time you were at the store originally – do not include the time you were back at the store.

**What to take with you**

- Full questionnaire
- Camera phone to take images of the labels.

**The Location**

- You will be instructed which shop to visit, whether it be a supermarket, hypermarket, outlet of a retailer chain or another type of shop

- Hypermarket – This is generally a very large store (e.g. 3,600 sq. m) which has a parking lot and is often situated out of town and will sell other products in addition to food.
- Supermarket – A large self-service store (e.g. between 500 and 2,500 sq. m) selling groceries and some household goods.
- An outlet belonging to a retailer chain (e.g. e.g. clothing, footwear, electrical goods & electronics, furniture, DIY store – such as H&M, Media Market, IKEA, OBI etc.)

 **DATA ENTRY TYPING RULES**

- When entering your results, please ensure your comments are written in full sentences with correct grammar.
- Do not type all in capitals.
- Use the past tense.
- Provide **as much detail as possible** making all comments clear and concise- detail is extremely important.

 **ANNEX 1**





**ANNEX 2**

- |                                   |                                   |                         |
|-----------------------------------|-----------------------------------|-------------------------|
| 1. Alternative energy             | 35. Emission/s                    | 69. Pesticides          |
| 2. Binge flying                   | 36. Energy                        | 70. Planet              |
| 3. Bio                            | 37. Energy efficiency             | 71. Plastics neutral    |
| 4. Biodegradable / bio-degradable | 38. Energy efficient              | 72. Pollution           |
| 5. Biodiesel                      | 39. Energy saving                 | 73. Real energy         |
| 6. Biodiversity                   | 40. Environment                   | 74. Recyclable          |
| 7. Bioenergy                      | 41. Environmental                 | 75. Recycled            |
| 8. Bio-energy                     | 42. Environmentally-friendly      | 76. Recycling           |
| 9. Biofuel/s                      | 43. Ethical                       | 77. Refashioned         |
| 10. Bio power                     | 44. Flexi fuel Food miles         | 78. Renewable           |
| 11. Carbon                        | 45. Footprint                     | 79. Responsible         |
| 12. Carbon footprint              | 46. Fossil fuel                   | 80. Responsible travel  |
| 13. Carbon negative               | 47. Free of                       | 81. Seasonal            |
| 14. Carbon neutral                | 48. Fuel efficient                | 82. Slow travel         |
| 15. Carbon offsetting             | 49. Fuel efficiency               | 83. Smart meter         |
| 16. Clean                         | 50. Global warming                | 84. Solar power/energy  |
| 17. Clean energy                  | 51. GMO                           | 85. Sustain/able        |
| 18. Climate                       | 52. Green                         | 86. Sustainably sourced |
| 19. Climate Change                | 53. Hybrid                        | 87. Tidal energy/power  |
| 20. Compostable                   | 54. Hydro (electric) energy/power | 88. Tread lightly       |
| 21. CO2                           | 55. Landfill                      | 89. Waste               |
| 22. Conserving energy             | 56. Lifespan                      | 90. Water footprint     |
| 23. Degradable                    | 57. Lifetime                      | 91. Water neutral       |
| 24. Durability                    | 58. Living lightly                | 92. Water offsetting    |
| 25. Durable products              | 59. Local                         | 93. Water-wise          |
| 26. Earth                         | 60. Low carbon                    | 94. Wave energy/power   |
| 27. Eco                           | 61. Low impact                    | 95. Well-being          |
| 28. Eco flex (Renault)            |                                   | 96. Wind farm           |
|                                   |                                   | 97. Wind power/energy   |

29. Eco-Friendly	62. Miles efficiency	98. Wind turbine
30. Ecology/	63. Natural	99. Zero carbon
31. Ecological	64. One planet living	100. Zero waste
32. Eco-savvy	65. Organic	101. Etc.
33. Eco-tourism	66. Oxo degradable / Oxo- degradable	
34. Efficient dynamics	67. Packaging	
	68. Peat free	

### 2.1.8 Data validation measures

Different data validation measures were taken prior to the data collection phase. Firstly, all mystery shoppers followed the same training. The training comprised the following:









- General training
- Test on general training principles
- Training on the environmental claims project
- Test on the environmental claims project
- Only those who completed the training courses and passed their tests were certified and allowed to undertake the assessments.
- During the data collection process, mystery shoppers could get in touch with their coordinators and when required, with the central project team. This was especially the case with regards to the replacement of locations, where there was the refusal of the shop managers to take part in the research. Mystery shoppers had to be reallocated to a different store or replaced by another mystery shopper in a different region who could proceed with the assessment in a similar store.
- All data, although collected on paper in the shop, were, within 24 hours after the shop visit, entered in an online system, together with an upload of the pictures taken of the logos. Once the data was inputted into the online system, the data was "proofread" within one week. This proofreading process included consistency checks (e.g. if 10 claims were counted, 10 details of claims should have been added, did the product actually entered differ, were there outliers, missing data, etc.). Verification of the pictures taken (e.g. did the pictures correspond with the description of the logos, were there as many logos detailed as there were visible in the picture, were the pictures sufficiently clear, etc.) was also carried out

The data validation process revealed the following:









- The Mobius loop was specified by some shoppers under "other" instead of under the predefined "Mobius Loop" code. These data were corrected.
- Some pictures were unclear and shoppers had to reload these.
- Within the "other" category it was not always clearly labelled to which of the (20) products the "other" logo (i.e. not one of the 10 predefined logos) belonged. This was clarified either by the shoppers or via the pictures.
- The maximum number of products available in the store was double-checked as there was quite a wide spread between the countries. This spread may be due to the type of store (and thus logical) or a typing error (requiring corrective action).









Apart from these four issues, no further data correction measurements took place.









## 2.2 Country results









PRESENCE OF ENVIRONMENTAL CLAIMS (explicit and/or implicit)	Average selected countries 	North	East		South	West			Other
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	UK 	
<i>Consumer electronics</i>									
Mobile phones	10%	40%		0%	0%		0%		
Laptops	17%	0%	100%		0%		0%		
Light bulbs/lamps	99%	95%	100%		100%		100%		
Televisions	78%	85%		100%	25%		100%		
<i>Household appliances</i>									
Washing machines	100%	100%		100%	100%		100%		
Refrigerators	100%	100%		100%	100%		100%		
Microwave ovens	61%	78%	0%		57%		92%		
Coffee machines	80%	85%	0%		85%		100%		
Irons	83%	70%	33%		100%		100%		
<i>Textiles</i>									
Clothing	27%	25%	0%		25%	50%			
Footwear	36%	10%	0%		22%	84%			
Carpet	83%	50%	100%		100%	80%			
<i>Household cleaning and storing products</i>									
All purpose cleaners	96%	100%	100%		90%	100%			
Washing machine detergents	97%	100%		100%	90%	100%			
Rubbish bags	87%	29%		100%	100%	100%			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	74%	75%		100%	80%			0%	
Skin creams	83%	100%		80%	80%			80%	
Baby bottles	97%	100%	100%		100%			90%	
Baby diapers	100%	100%	100%		100%			100%	
Toilet paper	100%	100%		100%	100%	100%			
<i>Miscellaneous household goods</i>									
Paints	75%	40%		75%	95%			90%	
Windows									
Hardwood floors									
Showerheads	85%	80%		100%	100%			60%	
<i>Transport</i>									
Passenger vehicles*	99%	95%		100%	100%			100%	
Tyres									
Airlines*	100%			100%	100%	100%	100%	100%	100%
<i>Tourism accommodation services</i>									
Hotels*	80%	100%	100%		100%	100%	50%	0%	82%
<i>Utilities</i>									
Household electricity services*	86%	70%		85%	92%			100%	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>78%</b>	<b>73%</b>	<b>61%</b>	<b>89%</b>	<b>79%</b>	<b>90%</b>	<b>77%</b>	<b>72%</b>	<b>91%</b>



















AVERAGE NUMBER OF ENVIRONMENTAL CLAIMS ON PRODUCTS/SERVICES WITH AN ENVIRONMENTAL CLAIM (explicit and/or implicit)	Average selected countries 	North	East		South	West			Other
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	UK 	
<i>Consumer electronics</i>									
Mobile phones	1,5	1,5							
Laptops	2,0		2,0						
Light bulbs/lamps	3,1	3,4	2,6		2,2		4,0		
Televisions	1,1	1,1		1,3	1,0		1,0		
<i>Household appliances</i>									
Washing machines	2,2	1,6		3,7	2,1		1,4		
Refrigerators	1,7	1,6		1,5	3,2		1,1		
Microwave ovens	1,5	1,0			2,3		1,5		
Coffee machines	1,4	1,3			1,6		1,4		
Irons	1,9	2,5	3,7		2,2		1,0		
<i>Textiles</i>									
Clothing	2,6	1,3			1,0	4,0			
Footwear	2,7	1,0			1,4	3,2			
Carpet	2,1	1,0	3,1		2,0	1,6			
<i>Household cleaning and storing products</i>									
All purpose cleaners	2,7	4,0	3,1		2,1	2,2			
Washing machine detergents	7,0	7,0		9,5	2,9	8,1			
Rubbish bags	4,6	1,5		2,7	3,3	5,9			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	4,8	5,5		6,0	2,9				
Skin creams	2,7	3,4		2,4	3,7			1,6	
Baby bottles	3,2	5,3	2,9		3,0			2,4	
Baby diapers	6,2	10,0	4,6		4,4			4,6	
Toilet paper	4,6	3,3		4,7	5,2	4,8			
<i>Miscellaneous household goods</i>									
Paints	3,5	1,5		2,4	4,5			4,1	
Windows									
Hardwood floors									
Showerheads	1,9	2,3		2,8	1,0			1,6	
<i>Transport</i>									
Passenger vehicles*	6,4	7,1		6,9	5,7			6,0	
Tyres									
Airlines*	12,2			2,0	13,0	13,0	12,0	14,5	12,4
<i>Tourism accommodation services</i>									
Hotels*	6,1	1,0	1,0		3,0	11,7	2,0		6,1
<i>Utilities</i>									
Household electricity services*	6,2	5,6		2,9	12,0			5,8	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>3,7</b>	<b>3,1</b>	<b>2,9</b>	<b>3,7</b>	<b>3,6</b>	<b>6,1</b>	<b>2,8</b>	<b>5,1</b>	<b>9,3</b>









PRESENCE OF EXPLICIT ENVIRONMENTAL CLAIMS (logo and/or text)	Average selected countries 	North	East		South	West			Other
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	UK 	
<i>Consumer electronics</i>									
Mobile phones	5%	20%		0%	0%		0%		
Laptops	17%	0%	100%		0%		0%		
Light bulbs/lamps	99%	95%	100%		100%		100%		
Televisions	78%	85%		100%	25%		100%		
<i>Household appliances</i>									
Washing machines	100%	100%		100%	100%		100%		
Refrigerators	100%	100%		100%	100%		100%		
Microwave ovens	61%	78%	0%		57%		92%		
Coffee machines	80%	85%	0%		85%		100%		
Irons	83%	70%	33%		100%		100%		
<i>Textiles</i>									
Clothing	23%	18%	0%		25%	43%			
Footwear	25%	10%	0%		22%	50%			
Carpet	83%	50%	100%		100%	80%			
<i>Household cleaning and storing products</i>									
All purpose cleaners	83%	100%	100%		90%	33%			
Washing machine detergents	85%	79%		100%	60%	100%			
Rubbish bags	79%	14%		89%	100%	95%			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	57%	55%		95%	45%			0%	
Skin creams	77%	90%		70%	80%			75%	
Baby bottles	92%	100%	78%		95%			90%	
Baby diapers	100%	100%	100%		100%			100%	
Toilet paper	92%	90%		85%	100%	100%			
<i>Miscellaneous household goods</i>									
Paints	59%	20%		30%	95%			90%	
Windows									
Hardwood floors									
Showerheads	68%	70%		55%	100%			45%	
<i>Transport</i>									
Passenger vehicles*	73%	60%		85%	45%			100%	
Tyres									
Airlines*	55%			0%	100%	100%	0%	100%	50%
<i>Tourism accommodation services</i>									
Hotels*	10%	0%	0%		0%	67%	0%	0%	0%
<i>Utilities</i>									
Household electricity services*	62%	60%		25%	62%			100%	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>67%</b>	<b>62%</b>	<b>51%</b>	<b>67%</b>	<b>69%</b>	<b>74%</b>	<b>63%</b>	<b>70%</b>	<b>25%</b>









AVERAGE NUMBER OF EXPLICIT ENVIRONMENTAL CLAIMS ON PRODUCTS/SERVICES WITH AN EXPLICIT ENVIRONMENTAL CLAIM (logo and/or text)	Average selected countries 	North	East		South	West			Other
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	UK 	
<i>Consumer electronics</i>									
Mobile phones	1,0	1,0							
Laptops	1,0		1,0						
Light bulbs/lamps	3,0	3,2	2,3		2,2		4,0		
Televisions	1,1	1,1		1,2	1,0		1,0		
<i>Household appliances</i>									
Washing machines	1,4	1,4		1,1	1,6		1,4		
Refrigerators	1,3	1,6		1,2	1,6		1,1		
Microwave ovens	1,3	1,0			1,8		1,5		
Coffee machines	1,4	1,3			1,5		1,4		
Irons	1,6	1,9	1,0		2,2		1,0		
<i>Textiles</i>									
Clothing	2,2	1,0			1,0	3,4			
Footwear	2,9	1,0			1,3	3,9			
Carpet	1,9	1,0	2,6		2,0	1,6			
<i>Household cleaning and storing products</i>									
All purpose cleaners	2,1	2,5	2,6		1,6	2,0			
Washing machine detergents	3,2	1,9		4,9	1,8	3,0			
Rubbish bags	2,6	1,0		1,4	2,3	3,2			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	2,5	3,7		2,4	1,2				
Skin creams	1,8	1,0		1,8	2,8			1,1	
Baby bottles	1,9	2,4	1,9		2,0			1,4	
Baby diapers	3,5	4,6	2,8		3,2			2,4	
Toilet paper	2,6	1,0		2,8	3,3	2,8			
<i>Miscellaneous household goods</i>									
Paints	1,7	1,0		1,5	2,6			1,1	
Windows									
Hardwood floors									
Showerheads	1,3	1,5		1,5	1,0			1,2	
<i>Transport</i>									
Passenger vehicles*	2,6	4,3		2,9	1,2			1,9	
Tyres									
Airlines*	4,7				5,0	5,0		6,0	4,3
<i>Tourism accommodation services</i>									
Hotels*	6,0					6,0			
<i>Utilities</i>									
Household electricity services*	1,9	1,4		1,0	1,9			2,5	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>2,2</b>	<b>1,8</b>	<b>2,0</b>	<b>2,0</b>	<b>2,0</b>	<b>3,4</b>	<b>1,6</b>	<b>2,2</b>	<b>4,3</b>

PRESENCE OF IMPLICIT ENVIRONMENTAL CLAIMS (image and/or colour)	Average selected countries 	North	East		South	West			Other
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	UK 	
<i>Consumer electronics</i>									
Mobile phones	10%	40%		0%	0%		0%		
Laptops	17%	0%	100%		0%		0%		
Light bulbs/lamps	7%	15%	17%		0%		0%		
Televisions	3%	0%		10%	0%		0%		
<i>Household appliances</i>									
Washing machines	33%	10%		100%	20%		0%		
Refrigerators	16%	5%		15%	62%		0%		
Microwave ovens	4%	0%	0%		14%		0%		
Coffee machines	2%	0%	0%		5%		0%		
Irons	7%	15%	22%		0%		0%		
<i>Textiles</i>									
Clothing	15%	15%	0%		0%	40%			
Footwear	20%	0%	0%		3%	61%			
Carpet	14%	0%	55%		0%	0%			
<i>Household cleaning and storing products</i>									
All purpose cleaners	54%	90%	33%		25%	100%			
Washing machine detergents	91%	100%		100%	65%	100%			
Rubbish bags	82%	29%		89%	67%	100%			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	67%	75%		90%	65%			0%	
Skin creams	36%	100%		30%	20%			25%	
Baby bottles	83%	100%	78%		70%			90%	
Baby diapers	80%	100%	60%		65%			100%	
Toilet paper	100%	100%		100%	100%	100%			
<i>Miscellaneous household goods</i>									
Paints	71%	40%		75%	80%			90%	
Windows									
Hardwood floors									
Showerheads	40%	40%		85%	0%			35%	
<i>Transport</i>									
Passenger vehicles*	91%	90%		85%	95%			95%	
Tyres									
Airlines*	100%			100%	100%	100%	100%	100%	100%
<i>Tourism accommodation services</i>									
Hotels*	80%	100%	100%		100%	100%	50%	0%	82%
<i>Utilities</i>									
Household electricity services*	73%	55%		80%	92%			70%	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>46%</b>	<b>45%</b>	<b>39%</b>	<b>68%</b>	<b>40%</b>	<b>78%</b>	<b>14%</b>	<b>61%</b>	<b>91%</b>

PRESENCE OF ENVIRONMENTAL LOGO	Average selected countries 	North	East		South	West			Other
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	UK 	
<i>Consumer electronics</i>									
Mobile phones	5%	20%		0%	0%		0%		
Laptops	17%	0%	100%		0%		0%		
Light bulbs/lamps	99%	95%	100%		100%		100%		
Televisions	78%	85%		100%	25%		100%		
<i>Household appliances</i>									
Washing machines	100%	100%		100%	100%		100%		
Refrigerators	99%	95%		100%	100%		100%		
Microwave ovens	56%	72%	0%		43%		92%		
Coffee machines	80%	85%	0%		85%		100%		
Irons	78%	70%	0%		100%		100%		
<i>Textiles</i>									
Clothing	22%	15%	0%		25%	43%			
Footwear	24%	10%	0%		22%	47%			
Carpet	83%	50%	100%		100%	80%			
<i>Household cleaning and storing products</i>									
All purpose cleaners	81%	90%	100%		90%	33%			
Washing machine detergents	84%	79%		100%	60%	95%			
Rubbish bags	74%	14%		89%	100%	85%			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	46%	50%		90%	20%			0%	
Skin creams	77%	90%		70%	80%			75%	
Baby bottles	86%	70%	78%		95%			90%	
Baby diapers	100%	100%	100%		100%			100%	
Toilet paper	92%	90%		85%	100%	100%			
<i>Miscellaneous household goods</i>									
Paints	59%	20%		30%	95%			90%	
Windows									
Hardwood floors									
Showerheads	59%	35%		55%	100%			45%	
<i>Transport</i>									
Passenger vehicles*	11%	20%		20%	5%			0%	
Tyres									
Airlines*	20%			0%	0%	0%	0%	50%	21%
<i>Tourism accommodation services</i>									
Hotels*	10%	0%	0%		0%	67%	0%	0%	0%
<i>Utilities</i>									
Household electricity services*	0%	0%		0%	0%			0%	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>59%</b>	<b>54%</b>	<b>48%</b>	<b>60%</b>	<b>59%</b>	<b>61%</b>	<b>63%</b>	<b>45%</b>	<b>11%</b>

PRESENCE OF ENVIRONMENTAL TEXT	Average selected countries 	North	East		South	West			Other
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	UK 	
<i>Consumer electronics</i>									
Mobile phones	0%	0%		0%	0%		0%		
Laptops	0%	0%	0%		0%		0%		
Light bulbs/lamps	19%	60%	17%		0%		0%		
Televisions	0%	0%		0%	0%		0%		
<i>Household appliances</i>									
Washing machines	16%	35%		10%	20%		0%		
Refrigerators	25%	50%		15%	38%		0%		
Microwave ovens	6%	6%	0%		14%		0%		
Coffee machines	5%	10%	0%		5%		0%		
Irons	16%	10%	33%		30%		0%		
<i>Textiles</i>									
Clothing	12%	3%	0%		0%	43%			
Footwear	17%	0%	0%		3%	50%			
Carpet	0%	0%	0%		0%	0%			
<i>Household cleaning and storing products</i>									
All purpose cleaners	17%	40%	11%		10%	11%			
Washing machine detergents	54%	71%		50%	0%	100%			
Rubbish bags	44%	0%		0%	67%	75%			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	23%	30%		25%	25%			0%	
Skin creams	9%	0%		15%	15%			0%	
Baby bottles	20%	100%	0%		10%			0%	
Baby diapers	48%	100%	40%		25%			0%	
Toilet paper	23%	0%		25%	31%	30%			
<i>Miscellaneous household goods</i>									
Paints	10%	0%		0%	40%			0%	
Windows									
Hardwood floors									
Showerheads	11%	45%		0%	0%			0%	
<i>Transport</i>									
Passenger vehicles*	73%	60%		85%	45%			100%	
Tyres									
Airlines*	55%			0%	100%	100%	0%	100%	50%
<i>Tourism accommodation services</i>									
Hotels*	10%	0%	0%		0%	67%	0%	0%	0%
<i>Utilities</i>									
Household electricity services*	62%	60%		25%	62%			100%	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>22%</b>	<b>27%</b>	<b>8%</b>	<b>18%</b>	<b>21%</b>	<b>53%</b>	<b>0%</b>	<b>30%</b>	<b>25%</b>

PRESENCE OF ENVIRONMENTAL IMAGE	Average selected countries 	North	East		South	West		Other	
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 		UK 
<i>Consumer electronics</i>									
Mobile phones	0%	100%		100%	0%		0%		
Laptops	17%	100%	0%		0%		100%		
Light bulbs/lamps	3%	0%	10%		0%		100%		
Televisions	0%	100%		100%	0%		0%		
<i>Household appliances</i>									
Washing machines	20%	100%		100%	0%		60%		
Refrigerators	12%	100%		100%	0%		15%		
Microwave ovens	4%	0%	0%		0%		100%		
Coffee machines	2%	0%	0%		0%		100%		
Irons	6%	22%	10%		0%		100%		
<i>Textiles</i>									
Clothing	2%	0%	8%		100%	0%			
Footwear	12%	0%	0%		100%	0%			
Carpet	14%	55%	0%		100%	0%			
<i>Household cleaning and storing products</i>									
All purpose cleaners	38%	11%	90%		100%	25%			
Washing machine detergents	80%	100%		85%	100%	65%			
Rubbish bags	31%	100%		40%	100%	33%			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	49%	100%		100%	100%			0%	
Skin creams	20%	100%		100%	100%			0%	
Baby bottles	64%	67%	80%		100%			90%	
Baby diapers	59%	60%	100%		100%			0%	
Toilet paper	85%	100%		80%	100%	62%			
<i>Miscellaneous household goods</i>									
Paints	50%	100%		100%	100%			90%	
Windows									
Hardwood floors									
Showerheads	14%	100%		100%	100%			5%	
<i>Transport</i>									
Passenger vehicles*	90%	100%		100%	100%			95%	
Tyres									
Airlines*	85%			100%	100%	0%	100%	100%	86%
<i>Tourism accommodation services</i>									
Hotels*	80%	100%	100%		50%	100%	100%	0%	82%
<i>Utilities</i>									
Household electricity services*	42%	100%		100%	100%			30%	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>34%</b>	<b>35%</b>	<b>32%</b>	<b>53%</b>	<b>14%</b>	<b>26%</b>	<b>54%</b>	<b>41%</b>	<b>84%</b>

PRESENCE OF ENVIRONMENTAL COLOUR	Average selected countries 	North	East		South	West			Other
		Denmark 	Czech Republic 	Poland 	Italy 	France 	Germany 	UK 	
<i>Consumer electronics</i>									
Mobile phones	10%	100%		100%	0%		0%		
Laptops	0%	0%	0%		0%		100%		
Light bulbs/lamps	6%	17%	10%		0%		100%		
Televisions	3%	100%		100%	0%		10%		
<i>Household appliances</i>									
Washing machines	33%	100%		100%	0%		100%		
Refrigerators	12%	100%		100%	0%		15%		
Microwave ovens	4%	0%	0%		0%		100%		
Coffee machines	2%	0%	0%		0%		100%		
Irons	6%	22%	10%		0%		100%		
<i>Textiles</i>									
Clothing	13%	0%	8%		100%	0%			
Footwear	9%	0%	0%		100%	3%			
Carpet	0%	0%	0%		100%	0%			
<i>Household cleaning and storing products</i>									
All purpose cleaners	35%	33%	40%		100%	10%			
Washing machine detergents	91%	100%		100%	100%	65%			
Rubbish bags	74%	100%		90%	100%	67%			
<i>Personal hygiene, beauty and baby products</i>									
Shampoos	51%	100%		100%	100%			0%	
Skin creams	26%	100%		100%	100%			25%	
Baby bottles	41%	44%	100%		100%			0%	
Baby diapers	66%	40%	100%		100%			100%	
Toilet paper	92%	100%		100%	100%	85%			
<i>Miscellaneous household goods</i>									
Paints	60%	100%		100%	100%			90%	
Windows									
Hardwood floors									
Showerheads	35%	100%		100%	100%			35%	
<i>Transport</i>									
Passenger vehicles*	43%	100%		100%	100%			40%	
Tyres									
Airlines*	90%			100%	100%	100%	0%	50%	100%
<i>Tourism accommodation services</i>									
Hotels*	45%	0%	0%		0%	100%	100%	0%	45%
<i>Utilities</i>									
Household electricity services*	58%	100%		100%	100%			55%	
<i>Financial services</i>									
Consumer investment products									
<b>All market average</b>	<b>35%</b>	<b>13%</b>	<b>33%</b>	<b>72%</b>	<b>9%</b>	<b>33%</b>	<b>50%</b>	<b>40%</b>	<b>73%</b>



## **3 Assessment of green claims in advertisements**

### **3.1 Methodology**

The main source for identifying green claims in advertising was a scan on the Ebiquity AdSearch database, based on "green" keywords, covering EU Member States plus Norway and Iceland. Ebiquity's advertising database is one of the most comprehensive in the world containing over 20 million ads stretching back to the 1950s. Ebiquity covers magazines, newspapers, TV, radio, outdoor billboards and website banners. On a daily basis Ebiquity captures advertisements from 14 European countries, with another 80 countries available on request.

One hundred green key words such as "natural", "ecological", "environmentally-friendly", etc. were provided to Ebiquity's ad team to start the database scan on green claims. A full list of the key words used for the database scan can be found further. Matches between the key words and the tags used by Ebiquity to organise their databases were identified. A tag is a label assigned to each advertisement and stored in the Ebiquity database. This label not only contains information on the publication date, the source, the duration (of radio and TV advertisements), but also a short description of the advertisement and some key words. The use of such tags allowed for the identification of written advertisements (magazines, newspapers, billboards and static banners) via the keyword search but also other advertisements from audio or visual channels (radio, TV, and dynamic banners). In addition, given that these tags are in English, the translation of green keywords was not necessary.

The results of the first database scan search identified 1235 advertisements with green claims. Out of the 1235 green claims, 150 were selected for further analysis and based on a representative coverage of the product groups and countries. These environmental claims were then categorised into a database according to aspects such as the media channel utilised, messages that were being conveyed, images and colours used, presence of labels and the environmental themes they addressed.

Analysis of the results of the first database scan indicated 1235 green claims out of a total of about 360.000 claims examined, corresponding to very low penetration figures, namely 0.03% environmental claims in advertisements. This figure was not coherent with the mystery shopping exercise, which showed a far higher proportion of green claims, namely 78%. After further investigations on the reasons behind the low rate of green claims, it became clear that the English tags allocated to each advertisement showed little consistency among the different countries and did not cover the full range of the 100 keywords applied during the search.

Therefore, in order to overcome these shortcomings, a more refined second research exercise was carried out for the UK and Italy only, countries where Ebiquity has extensive coverage of advertisements. For each of the 30 product categories, 10 advertisements were randomly selected per country, i.e. without application of search terms to avoid the risk of the use of tags that could skew the results. The approximately 600 magazine advertisements resorting from this selection - manual and random - were then analysed individually in order to identify the presence of environmental logos, texts, images and colours as well as the number of claims for each format. The penetration rate of green claims from the second exercise was 70%, which is in line with the mystery shopping exercise. The striking difference between the figures resulting from the two exercises is explained by the fact that for the second exercise no green key words were applied. In other words, in the first database scan, the use of green key words significantly narrowed down the scope and number of claims, leaving out potential ads with green claims because they may not have corresponded to the green key words used (i.e. a claim containing a particular environmental image that was not picked up by the 1st database scan). Therefore, the

random selection of claims in the second database scan allowed the project team to closely study each individual claim to identify green claims that may not have been picked up by an automated database scan based on key words.

Ebiquity prepared a custom **search** based on the “**green**” **keywords** below.

- |                                   |                                    |                         |
|-----------------------------------|------------------------------------|-------------------------|
| 1. Alternative energy             | 35. Emission/s                     | 69. Pesticides          |
| 2. Binge flying                   | 36. Energy                         | 70. Planet              |
| 3. Bio                            | 37. Energy efficiency              | 71. Plastics neutral    |
| 4. Biodegradable / bio-degradable | 38. Energy efficient               | 72. Pollution           |
| 5. Biodiesel                      | 39. Energy saving                  | 73. Realenergy          |
| 6. Biodiversity                   | 40. Environment                    | 74. Recyclable          |
| 7. Bioenergy                      | 41. Environmental                  | 75. Recycled            |
| 8. Bio-energy                     | 42. Environmentally-friendly       | 76. Recycling           |
| 9. Biofuel/s                      | 43. Ethical                        | 77. Refashioned         |
| 10. Biopower                      | 44. Flexifuel Food miles           | 78. Renewable           |
| 11. Carbon                        | 45. Footprint                      | 79. Responsible         |
| 12. Carbon footprint              | 46. Fossil fuel                    | 80. Responsible travel  |
| 13. Carbon negative               | 47. Free of                        | 81. Seasonal            |
| 14. Carbon neutral                | 48. Fuel efficient                 | 82. Slow travel         |
| 15. Carbon offsetting             | 49. Fuel efficiency                | 83. Smart meter         |
| 16. Clean                         | 50. Global warming                 | 84. Solar power/energy  |
| 17. Clean energy                  | 51. GMO                            | 85. Sustain/able        |
| 18. Climate                       | 52. Green                          | 86. Sustainably sourced |
| 19. Climate Change                | 53. Hybrid                         | 87. Tidal energy/power  |
| 20. Compostable                   | 54. Hydro (electric) energy/power  | 88. Tread lightly       |
| 21. CO2                           | 55. Landfill                       | 89. Waste               |
| 22. Conserving energy             | 56. Lifespan                       | 90. Water footprint     |
| 23. Degradable                    | 57. Lifetime                       | 91. Water neutral       |
| 24. Durability                    | 58. Living lightly                 | 92. Water offsetting    |
| 25. Durable products              | 59. Local                          | 93. Water-wise          |
| 26. Earth                         | 60. Low carbon                     | 94. Wave energy/power   |
| 27. Eco                           | 61. Low impact                     | 95. Well-being          |
| 28. Ecoflex (Renault)             | 62. Miles efficiency               | 96. Wind farm           |
| 29. Eco-Friendly                  | 63. Natural                        | 97. Wind power/energy   |
| 30. Ecology/                      | 64. One planet living              | 98. Wind turbine        |
| 31. Ecological                    | 65. Organic                        | 99. Zero carbon         |
| 32. Eco-savvy                     | 66. Oxodegradable / Oxo-degradable | 100. Zero waste         |
| 33. Eco-tourism                   | 67. Packaging                      |                         |
| 34. Efficient dynamics            | 68. Peat free                      |                         |

### 3.1.1 Countries surveyed

The database scan with the green keywords focused on EU Countries as well as Norway and Iceland. It should however be noted that the source for this scan, as put forward under the methodology, provides more coverage in some countries compared to others. The later exercise was run for Italy and UK only.

### 3.1.2 Product categories assessed

All 30 product categories were subject to the database scan. The Ebiquity database used a different naming, thus a compliance check was carried out to match both categories names as depicted below.

<b>Market sector</b>	<b><i>In Ebquity database</i></b>	<b>Product category</b>	<b><i>In Ebquity database</i></b>
<b>Consumer electronics</b>	<b>DOMESTIC APPLIANCES/ELECTRONICS; HOUSEHOLD GOODS</b>	Mobile phones	Service Provider (Cellular/Mobile)
		Laptops	Small Electrical Appliances(Home & Body)
		Light bulbs/lamps	Light Bulbs
		Televisions	Television Sets/Home Cinema
<b>Household appliances</b>	<b>DOMESTIC APPLIANCES/ELECTRONICS</b>	Washing machines	Large Kitchen Appliances/White Goods
		Refrigerators	Large Kitchen Appliances/White Goods
		Dishwashers	Large Kitchen Appliances/White Goods
		Microwave ovens	Small Electrical Appliances(Home & Body)
		Coffee machines	Small Electrical Appliances(Home & Body)
		Irons	Small Electrical Appliances(Home & Body)
<b>Textiles</b>	<b>FASHION; HOME AND GARDEN</b>	Clothing	Clothing & Footwear
		Footwear	Clothing & Footwear
		Carpet	DIY and Garden Products; Home Furnishing and Fittings
<b>Household cleaning and storage products</b>	<b>HOUSEHOLD GOODS</b>	All-purpose cleaners	Cleaners (Excl. Cloths/Wipes)
		Washing machine detergents	Washing Detergents
		Dishwashing detergents	Washing Detergents
		Rubbish bags	Bin Liner/Rubbish Bag
<b>Personal hygiene, beauty &amp; baby products</b>	<b>HEALTH AND BEAUTY - BABY/SANITARY CARE; HEALTH AND BEAUTY - TOILETRIES; HOUSEHOLD GOODS</b>	Shampoos	Personal Wash; Toiletries Range
		Skin creams	Skincare Female; Skincare Male; Skincare Unisex
		Baby bottles	Baby Care
		Baby diapers	Baby Care
		Toilet paper	Paper Products (Non-Stationery)
<b>Housing/building materials</b>	<b>HOME AND GARDEN</b>	Paints	DIY and Garden Products
		Windows	Home Furnishing and Fittings
		Hardwood floors	DIY and Garden Products; Home Furnishing and Fittings
		Showerheads	Home Furnishing and Fittings
<b>Personal transport</b>	<b>TRANSPORT AND TRAVEL; AUTOMOTIVE</b>	Passenger vehicles	Cars
		Tyres	Tyre Manufacturers
		Airlines	Airlines
<b>Tourism accommodation services</b>	<b>TRANSPORT AND TRAVEL</b>	Hotels	Hotels/Resort Hotels
<b>Utilities</b>	<b>UTILITIES; RETAIL (INCLUDING E-TAILERS)</b>	Household electricity services	Energy
<b>Financial services</b>	<b>FINANCIAL</b>	Investment products	Consumer Financial Services

### 3.1.3 Sample sizes

The table below provides an overview of the number of advertisements available in the Ebiquity database scan in the period from January 2010 to December 2012 for which the key word search was run.

	UNIVERSE					GREEN CLAIMS				
	EU	Northern Countries	South Countries	Eastern Countries	Western Countries	EU	Northern Countries	South Countries	Eastern Countries	Western Countries
<i>Consumer electronics</i>										
Mobile phones	9232	1941	1555	410	5326	3	0	0	1	2
Laptops	7303	999	1222	556	4526	5	0	2	0	3
Light bulbs/lamps	185	21	15	4	145	8	0	2	0	6
Televisions	4582	1139	668	232	2543	4	0	1	0	3
<i>Household appliances</i>										
Washing machines	1052	232	202	130	488	22	0	3	1	18
Refrigerators	695	109	166	106	314	4	0	1	0	3
Coffee machines	2071	310	346	214	1201	4	2	1	0	1
Irons	235	21	64	56	94	1	0	0	0	1
<i>Textiles</i>										
Footwear	24047	6256	6644	278	10869	12	3	4	1	4
<i>Household cleaning and storing products</i>										
All-purpose cleaners	690	45	185	130	330	3	0	1	0	2
Washing machine detergents	3112	267	696	489	1660	24	3	0	1	20
Rubbish bags	33	3	7	1	22	4	1	1	0	2
<i>Personal hygiene, beauty products</i>										
Shampoos	1799	154	382	397	866	4	0	2	0	2
Skin creams	3312	403	845	412	1652	30	7	7	5	11
Toilet paper	451	53	65	57	276	6	1	0	3	2
<i>Baby products</i>										
Baby bottles	1837	237	435	67	1098	1	0	0	0	1
Baby diapers	984	204	164	93	523	2	1	0	0	1
<i>Miscellaneous household goods</i>										
Paints	721	163	32	128	398	6	1	0	0	5
Windows	2444	104	11	85	2244	22	0	0	0	22
<i>Transport</i>										
Passenger vehicles	99385	17891	25168	6809	49517	440	59	76	10	295
Tyres	4935	637	977	363	2958	28	4	4	3	17
<i>Other services</i>										
Hotels	15930	2966	1929	146	10889	8	0	1	1	6
Household electricity services	3246	1031	353	27	1835	48	8	5	0	35
<i>Financial services</i>										
Consumer investment products	30673	4300	4093	1522	20758	24	1	1	0	22

Out of these, 150 advertisements were selected randomly with the following targets in mind:

Market	Target (n=)	Achieved (n=)
<b>Consumer electronics</b>	20	18
<b>Financial services</b>	5	18
<b>Household appliances</b>	25	15
<b>Household cleaning and storing products</b>	15	19
<b>Housing/building materials</b>	20	20
<b>Personal hygiene, beauty &amp; baby products</b>	25	16
<b>Textiles</b>	15	23
<b>Tourism accommodation services</b>	5	6
<b>Transport</b>	15	12
<b>Utilities</b>	5	6

<b>Region</b>	<b>Target (n=)</b>	<b>Achieved (n=)</b>
<b>Northern countries (Denmark, Sweden, Finland, Norway, Iceland)</b>	30	31
<b>South countries (Cyprus, Greece, Italy, Malta, Portugal, Spain)</b>	25	25
<b>Eastern countries (Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, Slovenia)</b>	20	21
<b>Western countries (Austria, Belgium, France, Germany, Ireland, Luxemburg, Netherlands, UK)</b>	75	76

<b>Media type</b>	<b>Target (n=)</b>	<b>Achieved (n=)</b>
<b>Press</b>	50	62
<b>TV</b>	40	49
<b>Radio</b>	15	11
<b>Outdoor billboards</b>	15	8
<b>Online banners</b>	30	23

Some deviations between target and achieved are noted, given that the inclusion of identical advertisements was prevented as much as possible, implying that for some categories insufficient advertisements were available.

### **3.1.4 Weighting**

The country data are unweighted and therefore reflect the actual proportion of advertisements with green claims.

### 3.1.5 Fieldwork period

The advertisements were analysed in depth and categorised between the beginning of July and September 18<sup>th</sup>, 2013.

### 3.1.6 Questionnaire

#### Q1. Please specify the source of the environmental claim(s):

1. Advertisement

IF (Q1 = 2)

#### Q2. Please specify the media type of the advertisement

1. TV
2. Radio
3. Newspaper
4. Magazine
5. Banner or other internet advertisement
6. Billboard

IF (Q1 = 2)

#### Q3. Please specify the date of appearance

- \_\_\_ Day (DP: min 1, max 31)  
 \_\_\_ Month (DP: min 1, max 12)  
 \_\_\_ Year (DP: min 2010, max 2012)

IF (Q2 = 1 or 2)

#### Q4. Please specify the duration of the advertisement

- \_\_\_ seconds (DP: min 1, max 360)

IF (Q1 = 2)

#### Q5. Please specify the publication/source (e.g. The Times, M6, etc.)

DP: open ended box

#### Q6. Please specify the brand name. Please note it down in a very exact manner: e.g. <Brand/Manufacturer> Prius, Fructis normal hair, Jupiler Blue, ...

(DP: Open ended)

#### Q7. Please specify the producer's name: e.g. <Brand/Manufacturer>, Garnier,...

(DP: Open end)

#### Q8. To which product category does the advertisement/claim relate?

##### Consumer electronics

1. Mobile phone devices (excluding mobile phone operators)
2. Laptops
3. Light bulbs/lamps
4. Televisions

##### Household appliances

5. Washing machines
6. Refrigerators
7. Microwave ovens
8. Coffee machines
9. Irons

##### Textiles

10. Clothing (Jackets: men's & women's all season jacket, Jeans: adult, male and

female, T-shirts: men's crew neck only, cotton or cotton-blend short sleeved t-shirts.)

11. Footwear (excluding specialised footwear such as snowboard boots and protective footwear)

12. Carpet

#### **Household cleaning and storing products**

13. General/All-purpose cleaners

14. Washing machine detergents

15. Rubbish bags

#### **Personal hygiene, beauty & baby products**

16. Shampoos (excluding conditioner only products)

17. Skin creams (Body lotion, hand cream, foot cream, no tanning cream)

18. Baby bottles

19. Baby diapers (excluding wipes)

20. Toilet paper

#### **Housing/building materials**

21. Paints (excluding trade and outdoor paint and varnish)

22. Windows (Focus on the glass used in the windows)

23. Hardwood floors (Solid wood flooring, including mixed composite floor. Laminate excluded)

24. Shower heads

#### **Transport**

25. Cars

26. Tyres

27. Airline companies

#### **Tourism accommodation services**

28. Hotels

#### **Utilities**

29. Household electricity services

#### **Financial services**

30. Consumer investment products (Pensions, securities and credit cards excluded)

#### **Q9. IF (Q1 = 2) In which country/countries was the advertisement published?**

(DP: Multiple responses possible)

1. Austria

2. Belgium

3. Bulgaria

4. Cyprus

5. Czech Republic

6. Denmark

7. Estonia

8. Finland

9. France

10. Germany

11. Greece

12. Hungary

13. Iceland

14. Ireland

15. Italy

16. Latvia

17. Lithuania

18. Luxembourg

19. Malta

20. Netherlands

- 21. Norway
- 22. Poland
- 23. Portugal
- 24. Romania
- 25. Slovenia
- 26. Slovakia
- 27. Spain
- 28. Sweden
- 29. United Kingdom
- 30. Other specify (DP: open end)

**Q10. How many environmental claims did you count?**

(DP: min = 1 max = 20)

<b>Q11.</b>		<b>How many are</b> <i>DP: include a check Sum Q11A to D should equal Q10</i>
<b>A</b>	<b>logo/label</b>	<i>DP: min 0, max 5</i>
<b>B</b>	<b>text</b>	<i>DP: min 0, max 5</i>
<b>C</b>	<b>environmental friendly image</b>	<i>DP: min 0, max 5</i>
<b>D</b>	<b>background or text colour</b> (green or blue)	<i>DP: min 0, max 5</i>

*DP: Combine the questions Q12A1 to Q17A1 on 1 screen*

		<i>If (Q11A = 1)</i> <b>Q12A1. To which theme(s) does the <u>first logo/label</u> relate? Tick all that apply</b> <i>DP: multiple response</i>	<b>Q13A1. Can this be seen as an instruction/advisory?</b>	
			1. Yes	2. No
<b>A</b>	<b>Air</b> General air quality or volatile organic compounds (VOCs)			
<b>B</b>	<b>Biodegradable</b> Degradable, biodegradable, compostable			
<b>C</b>	<b>Carbon / Climate</b> Climate-related claims, greenhouse gases, carbon, CO2, carbon footprinting			
<b>D</b>	<b>Cause</b> Environmental cause-related, donate or support an environmental organization			
<b>E</b>	<b>Efficiency</b> Energy efficiency or fuel efficiency			
<b>F</b>	<b>Forest</b> Forest-related,			



	timber			
<b>G</b>	<b>Life Cycle</b> Life cycle, cradle-to-grave, cradle-to-cradle, or description of impacts across a products whole cycle (manufacturing, use, etc.)			
<b>H</b>	<b>Lifespan</b> durability, lifetime			
<b>I</b>	<b>Materials</b> Material or resource efficiency, renewable resources			
<b>J</b>	<b>Organic</b> Organic Recycle - Recyclable, recycled content, recycling symbols. Per claim, multiple themes can be ticked off.			
<b>K</b>	<b>Water</b> Reduced water consumption, water reuse, wastewater treatment, anything water related			
<b>L</b>	<b>General</b> General environmental claims, including natural, ecological, minimal impact, safe for the environment, steps toward green, cleaner means greener, our home, our planet, go green, eco-friendly, etc.			
<b>M</b>	<b>General</b> Implicit environmental friendly images (tree, leaves, water, forest, animal, landscape) and green or blue colours (background or text) should be seen as general.	Only applicable for images & colours		

If (Q11A = 1) **Q14A1. Please upload the first logo/label and answer the below questions**

DP: foresee upload button & foresee in a clear labelling: response id + question number

If (Q11A = 1) **Q15A1. Write down the text that the logo/label contains.**

DP: open ended box

If (Q11A = 1) **Q16A1. Please indicate if this logo/labels contains**

DP: multiple responses possible

**An image**

19. The image of a tree
20. The image of leaves
21. The image of water
22. The image of a forest
23. The image of an animal
24. The image of the sky
25. The image of clouds
26. The image of a mountain
27. The image of a landscape with nature not covered by the earlier categories  
(DP: single response)
28. Another type of image: please specify (DP: open ends)
29. No image (DP: single response)

If (Q11A = 1) **Q17A1. Please indicate if this logo/labels contains**

DP: multiple responses possible

**Colour**

5. Green text colour
6. Blue text colour
7. Green background colour
8. Blue background colour
9. No colour aspect (DP: single response)

DP: repeat the questions Q12A1 to Q17A1 on 4 additional screens, only change the underlined word and variable names

DP: screen 2

If (Q11A = 2) **Q12A2. To which theme(s) does the second logo/label relate?**

**Q13A2. Can this be seen as an instruction/advisory?**

If (Q11A = 2) **Q14A2. Please upload the second logo/label and answer the below questions**

If (Q11A = 2) **Q15A2. Write down the text that the logo/label contains.**

If (Q11A = 2) **Q16A2. Please indicate if this logo/labels contains**

If (Q11A = 2) **Q17A2. Please indicate if this logo/labels contains**

DP: screen 3

If (Q11A = 3) **Q12A3. To which theme(s) does the third logo/label relate?**

**Q13A3. Can this be seen as an instruction/advisory?**

If (Q11A = 3) **Q14A3. Please upload the third logo/label and answer the below questions**

If (Q11A = 3) **Q15A3. Write down the text that the logo/label contains.**

If (Q11A = 3) **Q16A3. Please indicate if this logo/labels contains**

If (Q11A = 3) **Q17A3. Please indicate if this logo/labels contains**

DP: screen 4

If (Q11A = 4) **Q12A4. To which theme(s) does the fourth logo/label relate?**

**Q13A4. Can this be seen as an instruction/advisory?**

If (Q11A = 4) **Q14A4. Please upload the fourth logo/label and answer the below questions**

If (Q11A = 4) **Q15A4. Write down the text that the logo/label contains.**

If (Q11A = 4) **Q16A4. Please indicate if this logo/labels contains**

If (Q11A = 4) **Q17A4. Please indicate if this logo/labels contains**

DP: screen 5

If (Q11A = 5) **Q12A5. To which theme(s) does the fifth logo/label relate?**

**Q13A5. Can this be seen as an instruction/advisory?**

If (Q11A = 5) **Q14A5. Please upload the fifth logo/label and answer the below questions**

If (Q11A = 5) **Q15A5. Write down the text that the logo/label contains.**

If (Q11A = 5) **Q16A5. Please indicate if this logo/labels contains**

If (Q11A = 5) **Q17A5. Please indicate if this logo/labels contains**

*DP: Combine the questions Q12B1 to Q17B1 on 1 screen*

		If (Q11B = 1) <b>Q12B1. To which theme(s) does the <u>first text</u> relate? Tick all that apply</b> <i>DP: multiple response</i>	<b>Q13B1. Can this be seen as an instruction/advisory?</b>	
			1. Yes	2. No
<b>A</b>	<b>Air</b> General air quality or volatile organic compounds (VOCs)			
<b>B</b>	<b>Biodegradable</b> Degradable, biodegradable, compostable			
<b>C</b>	<b>Carbon / Climate</b> Climate-related claims, greenhouse gases, carbon, CO2, carbon footprinting			
<b>D</b>	<b>Cause</b> Environmental cause-related, donate or support an environmental organization			
<b>E</b>	<b>Efficiency</b> Energy efficiency or fuel efficiency			
<b>F</b>	<b>Forest</b> Forest-related, timber			
<b>G</b>	<b>Life Cycle</b> Life cycle, cradle-to-grave, cradle-to-cradle, or description of impacts across a products whole cycle (manufacturing, use, etc.)			
<b>H</b>	<b>Lifespan</b> durability, lifetime			
<b>I</b>	<b>Materials</b> Material or resource efficiency, renewable resources			
<b>J</b>	<b>Organic</b> Organic Recycle - Recyclable, recycled content, recycling symbols. Per claim,			

	multiple themes can be ticked off.			
<b>K</b>	<b>Water</b> Reduced water consumption, water reuse, wastewater treatment, anything water related			
<b>L</b>	<b>General</b> General environmental claims, including natural, ecological, minimal impact, safe for the environment, steps toward green, cleaner means greener, our home, our planet, go green, eco-friendly, etc.			
<b>M</b>	<b>General</b> Implicit environmental friendly images (tree, leaves, water, forest, animal, landscape) and green or blue colours (background or text) should be seen as general.	Only applicable for images & colours		

If (Q11B = 1) **Q15B1. Write down the text of the claim.**

DP: foresee an open ends box

DP: question Q16 is not applicable for this batch of questions

If (Q11B = 1) **Q17B1. Please indicate if this text is written in**

DP: single response

1. Green text colour
2. Blue text colour
3. Green background colour (DP: don't show this category)
4. Blue background colour (DP: don't show this category)
5. No colour aspect (DP: single response)

DP: repeat the questions Q12B1 to Q17B1 on 4 additional screens, only change the underlined word and variable names

Screen 2

If (Q11B = 2) **Q12B2. To which theme(s) does the second text relate?**

**Q13B2. Can this be seen as an instruction/advisory?**

If (Q11B = 2) **Q15B2. Write down the text of the claim.**

If (Q11B = 2) **Q17B2. Please indicate if this text is written in**

Screen 3

If (Q11B = 3) **Q12B3. To which theme(s) does the third text relate?**

**Q13B3. Can this be seen as an instruction/advisory?**

If (Q11B = 3) **Q15B3. Write down the text of the claim.**

If (Q11B = 3) **Q17B3. Please indicate if this text is written in**

Screen 4

If (Q11B = 4) **Q12B4. To which theme(s) does the fourth text relate?**

**Q13B4. Can this be seen as an instruction/advisory?**

If (Q11B = 4) **Q15B4. Write down the text of the claim.**

If (Q11B = 4) **Q17B4. Please indicate if this text is written in**

Screen 5

If (Q11B = 5) **Q12B5. To which theme(s) does the fifth text relate?**

**Q13B5. Can this be seen as an instruction/advisory?**

If (Q11B = 5) **Q15B5. Write down the text of the claim.**

If (Q11B = 5) **Q17B5. Please indicate if this text is written in**

*DP: Combine the questions Q12C1 to Q17C1 on 1 screen*

If (Q11C = 1) **Q12C1. To which theme(s) does the first image relate?**

*DP: multiple response*

		If (Q11C = 1) <b>Q12C1. To which theme(s) does the <u>first image</u> relate? Tick all that apply</b> <i>DP: multiple response</i>	<b>Q13C1. Can this be seen as an instruction/advisory?</b>	
			1. Yes	2. No
<b>A</b>	<b>Air</b> General air quality or volatile organic compounds (VOCs)	N/A	<i>DP: this can be ticked by default; mandatory code</i>	
<b>B</b>	<b>Biodegradable</b> Degradable, biodegradable, compostable	N/A		
<b>C</b>	<b>Carbon / Climate</b> Climate-related claims, greenhouse gases, carbon, CO2, carbon footprinting	N/A		
<b>D</b>	<b>Cause</b> Environmental cause-related, donate or support an environmental organization	N/A		
<b>E</b>	<b>Efficiency</b> Energy efficiency or fuel efficiency	N/A		
<b>F</b>	<b>Forest</b> Forest-related, timber	N/A		
<b>G</b>	<b>Life Cycle</b> Life cycle, cradle-to-grave, cradle-to-cradle, or description of impacts across a products whole cycle (manufacturing, use, etc.)	N/A		
<b>H</b>	<b>Lifespan</b> durability, lifetime	N/A		
<b>I</b>	<b>Materials</b> Material or resource efficiency,	N/A		

	renewable resources			
<b>J</b>	<b>Organic</b> Organic Recycle - Recyclable, recycled content, recycling symbols. Per claim, multiple themes can be ticked off.	N/A		
<b>K</b>	<b>Water</b> Reduced water consumption, water reuse, wastewater treatment, anything water related	N/A		
<b>L</b>	<b>General</b> General environmental claims, including natural, ecological, minimal impact, safe for the environment, steps toward green, cleaner means greener, our home, our planet, go green, eco-friendly, etc.	N/A		
<b>M</b>	<b>General</b> Implicit environmental friendly images (tree, leaves, water, forest, animal, landscape) and green or blue colours (background or text) should be seen as general.	<i>DP: this can be ticked by default; mandatory code</i>		

*DP: question Q14, Q15 & Q17 are not applicable for this batch of questions*

*If (Q11C = 1) **Q16C1. Please indicate if this image contains***

*DP: multiple response*

1. The image of a tree
2. The image of leaves
3. The image of water
4. The image of a forest
5. The image of an animal: please specify
6. The image of the sky
7. The image of clouds
8. The image of a mountain
9. The image of a landscape with nature not covered by the earlier categories  
(*DP: single response*)

*DP: repeat the questions Q12C1 to Q17C1 on 4 additional screens, only change the underlined word and variable names*

Screen 2

*If (Q11C = 2) **Q12C2. To which theme(s) does the second image relate?***

**Q13C2. Can this be seen as an instruction/advisory?**

*If (Q11C = 2) **Q16C2. Please indicate if this image contains***

*If (Q11C = 3) **Q12C3. To which theme(s) does the third image relate?***

**Q13C3. Can this be seen as an instruction/advisory?**

*If (Q11C = 3) **Q16C3. Please indicate if this image contains***

If (Q11C = 4) **Q12 <PRODUCT>. To which theme(s) does the fourth image relate?**

**Q13 <PRODUCT>. Can this be seen as an instruction/advisory?**

If (Q11C = 4) **Q16 <PRODUCT>. Please indicate if this image contains**

If (Q11C = 5) **Q12C5. To which theme(s) does the fifth image relate?**

**Q13C5. Can this be seen as an instruction/advisory?**

If (Q11C = 5) **Q16C5. Please indicate if this image contains**

*DP: Combine the questions Q12D1 to Q17D1 on 1 screen*

		<i>If (Q11C = 1)</i> <b>Q12D1. To which theme(s) does the <u>first background or text colour</u> relate? Tick all that apply</b> <i>DP: multiple response</i>	<b>Q13D1. Can this be seen as an instruction/advisory?</b>	
			1. Yes	2. No
<b>A</b>	<b>Air</b> General air quality or volatile organic compounds (VOCs)	N/A	<i>DP: this can be ticked by default; mandatory code</i>	
<b>B</b>	<b>Biodegradable</b> Degradable, biodegradable, compostable	N/A		
<b>C</b>	<b>Carbon / Climate</b> Climate-related claims, greenhouse gases, carbon, CO2, carbon footprinting	N/A		
<b>D</b>	<b>Cause</b> Environmental cause-related, donate or support an environmental organization	N/A		
<b>E</b>	<b>Efficiency</b> Energy efficiency or fuel efficiency	N/A		
<b>F</b>	<b>Forest</b> Forest-related, timber	N/A		
<b>G</b>	<b>Life Cycle</b> Life cycle, cradle-to-grave, cradle-to-cradle, or description of impacts across a products whole cycle (manufacturing, use, etc.)	N/A		
<b>H</b>	<b>Lifespan</b> durability, lifetime	N/A		
<b>I</b>	<b>Materials</b> Material or resource efficiency, renewable resources	N/A		
<b>J</b>	<b>Organic</b> Organic Recycle	N/A		

	- Recyclable, recycled content, recycling symbols. Per claim, multiple themes can be ticked off.			
<b>K</b>	<b>Water</b> Reduced water consumption, water reuse, wastewater treatment, anything water related	N/A		
<b>L</b>	<b>General</b> General environmental claims, including natural, ecological, minimal impact, safe for the environment, steps toward green, cleaner means greener, our home, our planet, go green, eco-friendly, etc.	N/A		
<b>M</b>	<b>General</b> Implicit environmental friendly images (tree, leaves, water, forest, animal, landscape) and green or blue colours (background or text) should be seen as general.	<i>DP: this can be ticked by default; mandatory code</i>		

*DP: question Q14 to Q16 are not applicable for this batch of questions*

*If (Q11D = 1) **Q17D1. Please indicate what is applicable***

*DP: multiple responses possible*

**Colour**

1. Green text colour
2. Blue text colour
3. Green background colour
4. Blue background colour

*DP: repeat the questions Q12D1 to Q17D1 on 4 additional screens, only change the underlined word and variable names*

Screen 2

*If (Q11D = 2) **Q12D2. To which theme(s) does the second background or text colour relate?***

**Q13D2. Can this be seen as an instruction/advisory?**

*If (Q11D = 2) **Q17D2. Please indicate what is applicable***

*If (Q11D = 3) **Q12D3. To which theme(s) does the third background or text colour relate?***

**Q13D3. Can this be seen as an instruction/advisory?**

*If (Q11D = 3) **Q17D3. Please indicate what is applicable***

*If (Q11D = 4) **Q12D4. To which theme(s) does the fourth background or text colour relate?***

**Q13D4. Can this be seen as an instruction/advisory?**

*If (Q11D = 4) **Q17D4. Please indicate what is applicable***



If (Q11D = 5) **Q12D5. To which theme(s) does the fifth background or text colour relate?**

**Q13D5. Can this be seen as an instruction/advisory?**

If (Q11D = 5) **Q17D5. Please indicate what is applicable**

### 3.1.7 Briefing

In order to ensure a consistent coding scheme, as implied in the introduction of the above stipulated "questionnaire", the number of coders involved was kept as low as possible. These coders received an identical briefing, either by phone or by e-mail. In addition to explaining the general aim of the exercise, the following examples were also shared. More examples were exchanged during the exercise as questions arose.

- To avoid "double counting", of the 4 categories "logo/label, text, environmentally friendly image, or background or text colour", "text colour" was only indicated as a code on its own when the ad itself contained a non-environmental text in green or blue colour. When it related to an environmental textual claim for example, it was entered as a textual claim and specified that its colour was green. An environmental textual claim in green or blue colour therefore resulted in a total count of 2 environmental claims (1 text, 1 colour).
- Environmental colours and images are by default coded as "general environmental implicit".
- In terms of the number of claims found, count an element as one claim based on the environmental theme being communicated. For example, if an ad contained four lines of text explaining the water consumption of a washing machine, count it as 1 textual environmental claim. If however if the ad also contains text claiming an additional environmental claim such as "buying this washing machine will lower your environmental impact", this would be counted as a second textual claim.
- Also in this case, "buying this washing machine will lower your environmental impact", indicate that this claim in particular is instruction or advisory, because it explicitly says to the consumer that by doing this, this will happen.
- Furthermore an advisory claim is one where there is guidance or instruction on the packaging to do something. Some examples:
  - Advisory: "please recycle", symbols indicating that the product or packaging are recyclable, e.g. Mobius loop, "contact us to find out more about environmental compatibility of our products"
    - Not advisory: "100% recycled content" and "95% of our car can be recycled at end of life"
    - This distinction is introduced as it could be argued that claims such as "please recycle" are not actually environmental claims, as they do not relate to an environmental attribute of the product, rather they signify that the claim actually provides advice or instructions to the consumer.
- For the logos appearing in advertisements only the environmental themes that the logos represented based on the information provided in the advertisement were coded. Therefore, in the Goodyear tire ad, the presence of the Nordic swan label supports the fuel/energy efficiency of the tyre itself and therefore it shouldn't be coded to other aspects that the label covers (e.g. water consumption, etc.).

These instructions were double checked with the study's team experts who also worked on the DEFRA study in order to ensure a similar approach.




### **3.1.8 Data validation measures**




Several measures were taken to increase data validity, some at the very beginning and others after the data collection process:




- Important to note is that the Defra methodology was followed to a large extent in terms of applicable themes, coding, sampling source, etc. to ensure a similar approach.
- A questionnaire template was developed to allow for coherent and harmonised analysis of the advertisements. Moreover this questionnaire was made available as an online script in which additional routing and data validity checks were built-in. A pilot exercise was conducted to validate the questionnaire.
- The coding team received instructions on how to use this script. In addition, a limited number of coders were involved.
- In terms of field-follow up, at regular moments the data was extracted, amongst others to check progress. Questions raised were also answered with the slightest delay.
- Finally, all data entered was subject to a double review ensuring consistency among the different advertisements analysed.




These data validation measures were taken to ensure that there was a common understanding among the different people involved, as well as the comparability and validity of the data collected.




### 3.2 Country results

<b>PRESENCE OF ENVIRONMENTAL CLAIMS (explicit and/or implicit)</b>	Average selected countries 	Italy 	UK 
<i>Consumer electronics</i>			
Mobile phones	45%	50%	40%
Laptops	35%	50%	20%
Light bulbs/lamps	65%	80%	50%
Televisions	30%	40%	20%
<i>Household appliances</i>			
Washing machines	85%	80%	90%
Refrigerators	75%	80%	70%
Microwave ovens	67%		67%
Coffee machines	35%	20%	50%
Irons	100%	100%	100%
<i>Textiles</i>			
Clothing	15%	10%	20%
Footwear	55%	70%	40%
Carpet			
<i>Household cleaning and storing products</i>			
All purpose cleaners	95%	100%	90%
Washing machine detergents	80%	80%	80%
Rubbish bags	100%	100%	100%
<i>Personal hygiene, beauty and baby products</i>			
Shampoos	75%	80%	70%
Skin creams	80%	70%	90%
Baby bottles	80%	100%	60%
Baby diapers	95%	90%	100%
Toilet paper	85%	100%	81%
<i>Miscellaneous household goods</i>			
Paints	80%	100%	78%
Windows	88%		88%
Hardwood floors			
Showerheads			
<i>Transport</i>			
Passenger vehicles*	70%	70%	70%
Tyres	75%	80%	70%
Airlines*	65%	50%	80%
<i>Tourism accommodation services</i>			
Hotels*	70%	80%	60%
<i>Utilities</i>			
Household electricity services*	85%	100%	70%
<i>Financial services</i>			
Consumer investment products	80%	78%	82%
<b>All market average</b>	<b>71%</b>	<b>74%</b>	<b>67%</b>

<b>PRESENCE OF ENVIRONMENTAL LOGO</b>	Average selected countries	Italy	UK
			
<i>Consumer electronics</i>			
Mobile phones	0%	0%	0%
Laptops	0%	0%	0%
Light bulbs/lamps	0%	0%	0%
Televisions	0%	0%	0%
<i>Household appliances</i>			
Washing machines	15%	20%	10%
Refrigerators	35%	50%	20%
Microwave ovens	0%		0%
Coffee machines	0%	0%	0%
Irons	45%	56%	0%
<i>Textiles</i>			
Clothing	0%	0%	0%
Footwear	0%	0%	0%
Carpet			
<i>Household cleaning and storing products</i>			
All purpose cleaners	20%	30%	10%
Washing machine detergents	10%	20%	0%
Rubbish bags	0%	0%	100%
<i>Personal hygiene, beauty and baby products</i>			
Shampoos	10%	10%	10%
Skin creams	0%	0%	0%
Baby bottles	35%	50%	20%
Baby diapers	0%	0%	0%
Toilet paper	25%	0%	31%
<i>Miscellaneous household goods</i>			
Paints	5%	0%	6%
Windows	31%		31%
Hardwood floors			
Showerheads			
<i>Transport</i>			
Passenger vehicles*	0%	0%	0%
Tyres	10%	0%	20%
Airlines*	0%	0%	0%
<i>Tourism accommodation services</i>			
Hotels*	0%	0%	0%
<i>Utilities</i>			
Household electricity services*	0%	0%	0%
<i>Financial services</i>			
Consumer investment products	0%	0%	0%
<b>All market average</b>	<b>9%</b>	<b>9%</b>	<b>6%</b>

PRESENCE OF ENVIRONMENTAL TEXT	Average selected countries	Italy	UK
			
<i>Consumer electronics</i>			
Mobile phones	0%	0%	0%
Laptops	0%	0%	0%
Light bulbs/lamps	35%	50%	20%
Televisions	5%	10%	0%
<i>Household appliances</i>			
Washing machines	75%	70%	80%
Refrigerators	45%	30%	60%
Microwave ovens	0%		0%
Coffee machines	0%	0%	0%
Irons	55%	56%	50%
<i>Textiles</i>			
Clothing	5%	0%	10%
Footwear	5%	10%	0%
Carpet			
<i>Household cleaning and storing products</i>			
All purpose cleaners	30%	30%	30%
Washing machine detergents	35%	50%	20%
Rubbish bags	100%	100%	100%
<i>Personal hygiene, beauty and baby products</i>			
Shampoos	20%	30%	10%
Skin creams	25%	30%	20%
Baby bottles	35%	20%	50%
Baby diapers	15%	20%	10%
Toilet paper	45%	0%	56%
<i>Miscellaneous household goods</i>			
Paints	25%	0%	28%
Windows	44%		44%
Hardwood floors			
Showerheads			
<i>Transport</i>			
Passenger vehicles*	35%	20%	50%
Tyres	20%	10%	30%
Airlines*	0%	0%	0%
<i>Tourism accommodation services</i>			
Hotels*	10%	20%	0%
<i>Utilities</i>			
Household electricity services*	80%	90%	70%
<i>Financial services</i>			
Consumer investment products	10%	0%	18%
<b>All market average</b>	<b>28%</b>	<b>26%</b>	<b>25%</b>

<b>PRESENCE OF ENVIRONMENTAL IMAGE</b>	Average selected countries 	Italy 	UK 
<i>Consumer electronics</i>			
Mobile phones	5%	0%	10%
Laptops	0%	0%	0%
Light bulbs/lamps	15%	30%	0%
Televisions	15%	20%	10%
<i>Household appliances</i>			
Washing machines	25%	20%	30%
Refrigerators	25%	30%	20%
Microwave ovens	67%		67%
Coffee machines	5%	0%	10%
Irons	18%	22%	0%
<i>Textiles</i>			
Clothing	0%	0%	0%
Footwear	40%	60%	20%
Carpet			
<i>Household cleaning and storing products</i>			
All purpose cleaners	30%	10%	50%
Washing machine detergents	45%	40%	50%
Rubbish bags	0%	0%	100%
<i>Personal hygiene, beauty and baby products</i>			
Shampoos	45%	50%	40%
Skin creams	25%	20%	30%
Baby bottles	15%	30%	0%
Baby diapers	25%	20%	30%
Toilet paper	40%	25%	44%
<i>Miscellaneous household goods</i>			
Paints	40%	50%	39%
Windows	25%		25%
Hardwood floors			
Showerheads			
<i>Transport</i>			
Passenger vehicles*	30%	40%	20%
Tyres	63%	70%	56%
Airlines*	20%	20%	20%
<i>Tourism accommodation services</i>			
Hotels*	55%	70%	40%
<i>Utilities</i>			
Household electricity services*	45%	60%	30%
<i>Financial services</i>			
Consumer investment products	20%	11%	27%
<b>All market average</b>	<b>27%</b>	<b>28%</b>	<b>26%</b>

<b>PRESENCE OF ENVIRONMENTAL COLOUR</b>	Average selected countries	Italy	UK
			
<i>Consumer electronics</i>			
Mobile phones	40%	50%	30%
Laptops	35%	50%	20%
Light bulbs/lamps	55%	60%	50%
Televisions	25%	40%	10%
<i>Household appliances</i>			
Washing machines	45%	60%	30%
Refrigerators	40%	60%	20%
Microwave ovens	0%		0%
Coffee machines	30%	20%	40%
Irons	82%	78%	100%
<i>Textiles</i>			
Clothing	10%	10%	10%
Footwear	30%	40%	20%
Carpet			
<i>Household cleaning and storing products</i>			
All purpose cleaners	85%	90%	80%
Washing machine detergents	60%	60%	60%
Rubbish bags	100%	100%	100%
<i>Personal hygiene, beauty and baby products</i>			
Shampoos	60%	60%	60%
Skin creams	65%	50%	80%
Baby bottles	65%	90%	40%
Baby diapers	75%	70%	80%
Toilet paper	85%	100%	81%
<i>Miscellaneous household goods</i>			
Paints	55%	100%	50%
Windows	63%		63%
Hardwood floors			
Showerheads			
<i>Transport</i>			
Passenger vehicles*	30%	20%	40%
Tyres	50%	50%	50%
Airlines*	50%	40%	60%
<i>Tourism accommodation services</i>			
Hotels*	45%	60%	30%
<i>Utilities</i>			
Household electricity services*	50%	70%	30%
<i>Financial services</i>			
Consumer investment products	70%	67%	73%
<b>All market average</b>	<b>52%</b>	<b>60%</b>	<b>46%</b>

## 4 Textual claims

This section provides an overview of all textual claims<sup>14</sup> identified through the study, both by means of mystery shopping and the Ebiqity database findings. No translation is provided for these claims<sup>15</sup>.

On the website, <http://www.onlinereporting.be/InventoryEnvironmentalClaims><sup>16</sup>, the same claims are available including additional information on the corresponding product category and country.

- Your personal contribution to climate protection CO2 emissions are unavoidable in air travel.
- Compact. Full hybrid. Winner.
- Hybrid Synergy Drive, winner of the medium category. 5 years warranty <Brand/Manufacturer>. 3.8 to 4.1 / 1 km, CO2 emissions: 89 - 93g/km
- You pay less while refuelling because you use less.
- Green Drivers. Wanted.
- Now with eco-funding, 5.263,38
- So the <Brand/Manufacturer> models protect not only your wallet but also the environment!
- Full hybrid for everyone.
- Natural materials have always been the heart and soul of <Brand/Manufacturer>. The connectedness with natural materials is still an important basis for each collection.
- Nature occupies an important place in the world of <Brand/Manufacturer> brand and the products of the "Modern Organic Product" segment contribute sustainably to improving this. In addition to materials such as organic cotton and organic wool, organic linen or organic denim is also used.
- This commitment for nature and the environment mirrors the core values of <Brand/Manufacturer> and is a sign of ethical behaviour and environmental awareness. <Brand/Manufacturer> about taking responsibility for people and nature and processed customers the ability to contribute their own part and to live with foresight
- If you believe in the future, invest in it. With the Environmental <Brand/Manufacturer> Selection fund
- <Brand/Manufacturer>Green TV
- The <Brand/Manufacturer> LED TV: Design for the future! Won the <BRAND/MANUFACTURER> Award for European Green TV 21-211. The <Brand/Manufacturer> <Brand/Manufacturer>LED TV with Solar Remote Control is the most environmentally friendly TV Europe.
- With a screen size of 42 inches, it offers compelling cinema experience at home and at the lowest power consumption values in use and in standby mode
- 'Green' properties helps the user improve his personal environmental impact.
- The new 2 in 1 system can be used as a table stand and a wall mount bracket and thanks to the solar remote control provides optimum brightness, incredible contrast and vivid colours with only a low electricity consumption.
- <Brand/Manufacturer> in cooperation with <Brand/Manufacturer> and <Brand/Manufacturer> is testing an ideal descent approach in Brussels (CDA),
- In the <Brand/Manufacturer> technical areas, where the maintenance of our aircraft is being performed, we apply all regulatory environmental rules
- The company's car policy proposes a selection of only "green cars", with low fuel consumption rates to its staff, whereby a CO2 ...

<sup>14</sup> Website addresses excluded

<sup>15</sup> Some French and German textual claims were noted down in English.

<sup>16</sup> Accessible upon entering 'gfk' in the upper box and 'PmfmbCas' in the lower box.



- Through the use of virtual servers, we have reduced the number of devices with 90%, which brings the energy cost substantially ...
- We limit waste wherever possible, for example we have replaced the meal cardboard boxes that we offered to our <product> passenger
- This is not a new car. Yes, it is made of lightweight materials.
- It uses fuel intelligently and it manipulates the wind.
- At times it moves like a real hybrid and sometimes it creates its own energy
- Every <Brand/Manufacturer> is created with EfficientDynamics technology.
- Make a green choice
- Book Belgium's first Green Globe certified hotel!
- Win a CO2 - Friendly dinner at your home. Together for less CO2.
- <PRODUCT>, order now and receive for free the solar-powered phone charger, worth 49,99 Euros.
- <BRAND/MANUFACTURER> promotes this washing machine which washes with warm and with cold water just as powerful. It saves you 7% on your energy bill. You now get up to E 2 discount on a Eco Bubble washing machine.
- Replacing old windows with new <Brand/Manufacturer> windows for energy savings, better insulation and even more comfort.
- Thanks to their current discounts and my great reductions in energy costs I spoil my family for the holidays.
- Cleaning with the power of nature
- Eco energy saving
- Ecodry
- Energy care
- Energy saver superstar
- energy saving
- greener living
- integrally sustainable
- The new <Brand/Manufacturer> <PRODUCT> with micro-hybrid technology e-HDI, charged with positive energy.
- This car emits zero CO2 when it stops.
- <Brand/Manufacturer> Naturcosmetic Certified by the Natural Bio kosmetiky in the Czech Republic
- To reduce 1 tonne of toilet paper, 170 trees are needed. This is why our toilet paper uses recycled materials only.
- 0% colorants
- 0% parabens
- 0% perfume
- 100% återvinningsbar vid återlämning till returstation.
- 100% naturlig oprindelse
- 25% mindre energiforbrug=DKK 380 besparelse.
- 30% de matériaux recyclés.
- 50-60% mindre vandforbrug.
- 60-80% mindre vandforbrug
- 70% mindre vandforbrug
- A++
- Airy, light and thin with naturally soft materials.
- Aktiva ingredienser av naturligt ursprung.
- Alle dieselmotorer opfylder naturligvis EU5-udstødningsnormen.
- Alle motorer opfylder naturligvis EU5-emissionsstandarden.
- Alle motorerne i <Product> overholder fuldt ud den nye strenge Euro-5 emissionsnorm, som fører til lavere udledning og mindre CO2-
- Amalgam Technology - No Mercury
- Avanceret dieselt teknologi såsom common-rail med direkte indsprøjtning og variabel turbinegeometri sørger for en hurtig og komfortabel

- Avanceret kølefryseskab. Energiklasse A+.
- Avanceret vaskemaskine med 9 kg kapacitet, smart dampfunktion og lavt energiforbrug.
- Because you care.
- Begge er klassens bedste, når det gælder brændstoføkonomi og CO2 udledning, så uanset hvilken motor, du vælger, har du truffet
- Bosch integreret kølefryseskab i energiklasse A+.
- Bottle 100% recyclable.
- BPA 0%
- BPA free
- Brugervenligt og stilfuldt kombiskab fra Bosch med attraktiv LED-belysning og energiklasse A+.
- D3 har andre fordelagtige detaljer som brændstofbesparende og CO2-reducerende genvinding af motorbremseenergi og <Brand/Manufacturer>s Start/S
- D4 har andre fordelagtige detaljer som brændstofbesparende og CO2-reducerende genvinding af motorbremseenergi og <Brand/Manufacturer>s Start/S
- Den har en CO2-udledning ned til 119 g/km med 6-trins manuelt gear, og kombineret med <Brand/Manufacturer> PowerShift-automatgear er CO2-udledn
- Dens respons og gode kraftfordeling ved lave omdrejninger kombineret med den mindre størrelse, vægt og lavere brændstofforbrug
- Desuden er vores lakeringsanlæg blandt de reneste i verden.
- Det naturlige valg for dig, der vil have et eksklusivt udseende med stor volumen og lavt energiforbrug.
- Dette reducerer den gennemsnitlige belastning af generatoren og giver et brændstofforbrug, der er 2-3 procent lavere – et værdi
- Du er med til at fremme udviklingen af vedvarende energi
- Du hjælper miljøet
- Eco
- ecocert greenlife according to ecocert standard
- Eco-drive Opfordrer dig til at køre med omtanke for at øge rækkevidden..
- En innovativ letvægtskonstruktion, som hidtil primært har været anvendt til sportsvogne, medfører lavere brændstofforbrug, over
- Energibesparende
- Energibesparende dampsystem, 24% mindre energiforbrug, automatisk slukning, slukker automatisk hvis efterladt eller hvis det væ
- Energieffektivt kølefryseskab med 2 BioFresh skuffer.
- Energieffektivt køleskab med god plads med hele 348 literkøleplads.
- Energiklasse A+.
- Energiklasse A++
- Energiklasse A++ og højde 186 cm.
- Energiklasse A+++
- Energisparepære
- Energisparepære.
- Energy saving lamp
- EnergySaver
- Flexifuel-motoren, der drives af E85 bioethanol, er en turboladet motor med direkte indsprøjtning og 180 hk, som udleder væsent
- For at minimere vore bilers miljøbelastning totalt set er alle <Brand/Manufacturer>-biler konstrueret, så materialerne kan genvindes og genanv
- For yderligere at gøre motoren så effektiv som muligt under alle køreforhold er denne motor desuden udstyret med <Brand/Manufacturer> CO2-red
- <Brand/Manufacturer> EcoBoost benzinmotorerne er en del af <Brand/Manufacturer> EConetic Technologies serien, og de præsterer højere moment og større kraft sam

- Fremragende effektivitet resulterer i bedre brændstoføkonomi med lavere brændstofforbrug og færre emissioner til følge
- Fritstående køle/fryseskab i energiklasse A+.
- Green Technology Inside.
- Herudover optimerer det flydende gearskifte brændstofforbruget og er med til at sænke CO<sub>2</sub>-udledningen sammenlignet med et almin
- Hos <Brand/Manufacturer> arbejder vi konstant på udviklingen af teknologier, der kan reducere CO<sub>2</sub>-udledning og begrænse ejeromkostningerne uden
- I henhold til EU-normen kører den hele 19,6 km/l, hvilket svarer til kun 119 g CO<sub>2</sub> pr
- Inga tillsatta konserveringsmedel.
- ingen farvestof
- ingen parabener
- ingen parfume
- Kort tid efter en koldstart eliminerer <Brand/Manufacturer>s avancerede udstødningskontrol mellem 95 og 99 procent af kullite, kulbrinter og k
- Kviksølv Hg [2mg
- <Brand/Manufacturer> has introduced the nordic eco label on the smallest diapers in our range. Find out more at [www.<Brand/Manufacturer>.com](http://www.<Brand/Manufacturer>.com)
- Lotion Free
- Lyskilden opfylder EU's Ecodesignkrav til lyskilden.
- Made with organic cotton
- Med blegemiddel uden parfume og optisk hvidt. Effektiv fra 30 C
- mild
- Miljøbevidst.
- Miljøvenligt kombiskab i energi klasse A+ og LED-lys.
- Mindre synlige på overfladen - men så meget desto vigtigere - er de hurtigere og brændstoffeffektive motorvarianter med lav CO<sub>2</sub>-
- Motoren har Start/Stop-teknologi samt genvinding af motorbremseenergi, hvilket bidrager til fornem brændstoføkonomi og lave CO<sub>2</sub>
- når du op på 100 km/t. <Brand/Manufacturer> Q5 2.0 TDI quattro S tronic har ud over den standardmonterede katalysator og dieselpartikelfiltret
- Når du tænker på fremragende brændstoføkonomi og ultralave CO<sub>2</sub>-udledninger, er det naturligt at antage, at du må acceptere mind
- Nature
- naturlig oprindelse
- no coloer
- no color
- no colorants
- no parabenes
- no perfume
- no silicone
- Note: Alle de oplyste tal for CO<sub>2</sub>-udledning ig/km og brændstofforbrug stammer fra officielt godkendte test i overensstemmelse m
- Og da vindmøllestrømmen er certificeret, er det samtidig din garanti for miljørigtig strøm. Jo flere der vælger vindstrøm, jo s
- Og <Brand/Manufacturer>s turbodieselmotorer har et partikelfilter, der fjerner omkring 95 procent af partiklerne fra dieseludstødningssgas.
- Økologisk
- økologisk certificerede
- På den måde kan du ikke blot opnå en markant reducere af forbruget og emissionerne, men også forbedrede præstationer.
- På den måde kan du med ro i maven, investere i et anlæg som vil bidrage til dit elforbrug - nu og mange år frem.
- Planet First - Made out of 85% recycled material.

- Renault ZOE er den første serieproducerede el-bil, der er godkendt til 210 km rækkevidde (NEDC-cyklus).
- Så D5 leverer en fabelagtig kørselsoplevelse, men ikke på bekostning af brændstoføkonomi eller CO2-udledninger – med <Brand/Manufacturer>s Sta
- Så køreoplevelsen er fantastisk, men ikke på bekostning af CO2-udledninger og brændstofforbrug - en række tekniske ændringer gø
- Så køreoplevelsen er fantastisk, men ikke på bekostning af CO2-udledninger og brændstofforbrug – en række tekniske ændringer gø
- Scandinavian Care % Quality - a flower points to environmental care.
- Som fuld hybrid er <Brand/Manufacturer> Q5 hybrid quattro i stand til i faser at køre 100 % elektrisk – og næsten helt uden emissioner.
- Sparebruser
- Sportslighed og effektivitet behøver ikke at være modsætninger: Den store effektivitet minimerer brændstofforbruget og dermed e
- Start-stop-systemet reducerer brændstofforbruget og CO2-emissionerne ved at standse motoren, når bilen holder stille.
- Takket være vores to helt nye motorer; en benzinmotor og en dieselmotor, har den også den bedste brændstoføkonomi og laveste CO
- TREFOR Vindstrøm er til dig, der ønsker at følge elmarkedet uden de store udsving og samtidig tage det miljørigtige valg.
- uden unødvendig kemi
- Udnyt fordelene ved den fremragende brændstoføkonomi og meget lav CO2-udledning, uden at der gås på kompromis med komfort, sikk
- Utan färgämnen.
- Vær med til at øge efterspørgslen efter vedvarende energi.
- Vandsparer
- Vores arbejde med fortsat at udvikle mere permanent effektivitet i systemet som helhed og samtidig fremhæve den sportslige kara
- Vores dieselmotorer anvender den nyeste avancerede teknologi, så ydelse kombineres med fremragende brændstoføkonomi og mindre C
- Vores motorer er lettere, mere avancerede og optimeret i forhold til energieffektivitet og reduktion af CO2-udledning.
- Vores serie af turbodieselmotorer, som er førende i klassen, introduceres nu i <Brand/Manufacturer> <Product> med den første af en ny generation a
- We strive towards a better environment.
- New year, new car, lower CO2
- Make taste, not waste. Get green.
- The greenest way to brew coffee according to <Brand/Manufacturer> magazine, <Brand/Manufacturer> magazine, and <Brand/Manufacturer> .com
- Join the market leader in offshore wind farms.
- Activists protest against climate changes off the coast of Britain. A climate research jumped off in a parachute to raise awareness. An environmentalist launched their take a stand campaign in South London. Today people all over the world will demonstrate for a greener future.
- Choose <Brand/Manufacturer> with no extra costs and decide where our energy should come from.
- Wind Power? Yes please.
- <Brand/Manufacturer> with no extra costs.
- Do you also think green? Right now you can get 25% off the <Brand/Manufacturer> series that are environmentally certified.
- <Brand/Manufacturer> is purely organic and ecologic. Natural care. <Brand/Manufacturer> Pure/clean ingredients/raw materials Nothing else. Organically certified.
- <Brand/Manufacturer> pure and natural
- <Brand/Manufacturer> EfficientGrip 13% lower rolling resistance, 1% Swan

- The Nordic Swan labelled tires reduce environmental impact and save money.
- With the new <Brand/Manufacturer> EfficientGrip, receive our revolutionary Fuel Saving Technology, which reduces the rolling resistance to 13%.
- With EfficientGrip the car uses less fuel and less CO2 emissions, saving you money and contributing to a better environment.
- <Brand/Manufacturer> EfficientGrip deck is the segment leader in safety and has achieved Swan.
- Blouse in recycled material.
- Conscious collection
- Please stop global warming.
- As a client of <Brand/Manufacturer>, you keep your electricity bill under control even during the coldest months of the year. We will help you to keep your electricity consumption under control and give you tips for an electricity efficient life. Whether you are a new or an old client, just click yourself to the address vattenfall.fi, and we will arrange for your electricity matters
- Electricity now at heart, <Brand/Manufacturer> .fi
- Viva <Brand/Manufacturer> ! Viva <Brand/Manufacturer> ! etc. Even a worm knows what the ground needs <Brand/Manufacturer> ! Bio-degradable
- Now you can do your laundry in an environmentally friendly manner <Brand/Manufacturer> is an efficient detergent that washes your clothes in a gentle and environmentally friendly manner <Brand/Manufacturer> , clean laundry, clean environment
- 100% recyclable
- 53% renewable plant materials
- 82% renewable plant materials
- A base de matières actives d'origine végétale
- <Brand/Manufacturer> and <Brand/Manufacturer> are presenting a collection of travel cases made from recycled life jackets.
- <Brand/Manufacturer> is organizing a collection of old ground staff and crew uniforms at Paris-Orly and Paris-Charles de Gaulle airports.
- <Brand/Manufacturer> -<Brand/Manufacturer> -<Brand/Manufacturer> is committed to constantly seeking ways to reduce the weight on board its aircraft, in an aim to
- <Brand/Manufacturer> contributes to the collection and sorting of packaging
- <Brand/Manufacturer> contributes to the collection and the sorting of packaging
- Avoid waste
- Avoid wasting
- Better for environment
- Biodegradable plastic
- dit zijn onze 21 verplichtingen gericht op duurzame ontwikkeling.
- Follow tips to save environment
- For a cleaner planet
- Gezondheid, natuur, CO2-uitstoot, innovatie, dichtbij huis, werkgelegenheid en dialoog: 21 doelstellingen die bijdragen die bij
- grown without fertilizers
- Have an action for the environment
- Initiative for Sustainable Development
- <Brand/Manufacturer> encourage une gestion durable de la forêt. En effet 100% de notre pâte à papier provient de fournisseurs certifiés par des
- Made from 100% recycled plastic
- Make a step for the environment
- Naturellement efficace
- No pesticides
- Planet 21 dat zijn: 7 pijlers, 21 verplichtingen in 90 landen
- Recude environmental impact of packaging

- Recycle
- Reduce environmental impact of packaging
- Reduce the environmental impact of packaging
- Reduced carbon footprint
- Respects Environment
- Since mid-June, <Brand/Manufacturer> has been partnering <Brand/Manufacturer> and <Brand/Manufacturer> in the development the Electric Green Taxiing System. This
- The Dow Jones Sustainability Index Index Index (DJSI), the main international index evaluating companies on their performance
- Thing of sorting
- Throw in recyclable bins
- throw with household products
- To protect human and environment
- To sort or not ?
- Tube jetable, il se dissout comme papier toilette: Biodegradable, recyclable et compostable
- Waste valorisation
- <Brand/Manufacturer>. Bottles without bisphenol A, bisphenol S free, phthalate-free. We also preserve our jobs and reduce our carbon impact on the environment. The future generation is our concern.
- <Brand/Manufacturer> supports the Climate Project.
- The n°1 brand of ecology finally on TV! Leader of Ecology
- Holiday villages, Ethic Steps
- Ecology! Savings! Book your ECO meeting starting from 29?
- <Brand/Manufacturer> iron helps optimize your ironing by saving water and energy consumption.
- Elegant by nature
- 1 % Natural and recyclable, this material is a miracle, performance by nature, reflecting the way it was designed.
- It embodies natural luxury. Eco-chic!
- ... the new <Brand/Manufacturer> Serie Bamboo shows off its talents and opens itself to the environment
- <Brand/Manufacturer> Lighting Innovation for a sustainable future
- <Brand/Manufacturer> Innovative Technology Think of the Future Respect nature
- Natural paint
- For your well-being and that of the environment.
- Paint composed of 95% natural and renewable ingredients
- 0% solvent added
- 5% additional components secured without solvent
- The <Brand/Manufacturer> A+++ refrigerator is one of the most energy-efficient in the market
- <Brand/Manufacturer> the ecological choice. Vegetal origin
- Innovation, household packaging. Provide a way for your clients to reduce CO2 emissions.
- The new bioplastic, all vegetal. The ecological choice through <Brand/Manufacturer> Launch in January 211 of a new revolutionary bioplastic. All product segments are going to vegetal.
- Provide a way for your clients to reduce CO2 emissions.
- The ecological choice is through <Brand/Manufacturer> Vegetal Origin. The 1st bag produced from cane sugar.
- <Brand/Manufacturer> ULTRA SOFT & almond lotus flower Silicone-free paraben 97% biodegradable
- Take care of yourself <Brand/Manufacturer> ULTRA SOFT Eco-charging family size
- All the greatness of organic ingredients in <Brand/Manufacturer> natural shampoo

- Formula with 90% natural ingredients. 94 % Biodegradable formula
- BIO beauty by <Brand/Manufacturer>. Beauty Bio fruit.
- World record for water savings.
- <Brand/Manufacturer> - technologies for life
- Me? I hate waste. So I chose the washing machine with the system "water saver" Brandt. The first washing machine that recycles water. 2% of water saved in each wash.
- More summer. Less CO2. The new E-Class BlueEFFICIENCY Cabriolet.
- This convertible exceeds also in terms of sustainability: the motors are optimized in terms of performance, improved fuel economy.
- Make taste, not waste.
- Get green
- The greenest way to brew coffee
- Invest just like other institutional investors: In the strongest wind farms on land and in the sea ... .. and other renewable energies. With up to 18 return per annum tax-optimized and Market Independently
- 100 % recycled lining
- Nature needs heroes
- Absolutely strong. And bio. Powerful cleaner based on renewable raw materials.
- We halve our CO2 emissions.
- In Berlin, in 2020 there will be 50 percent less CO2 than in 1990.
- Energy for a good climate
- Make money with Oko: 1 Sort out old lamps 2 Sort the new energy-saving lamps from <Brand/Manufacturer> value 3 Cash in with this uncompromising replacement for old light bulbs.
- Why? Because the bulbs are better: Excellent quality of light and colour Peak in thrift and environmental protection All types of light: fluorescent, halogen, LED All forms and versions
- Eco-friendly is Lovely.
- With eco-friendly materials and precise production processes, we strive to increase fuel efficiency and reduce carbon footprint, in turn making the world a better place.
- Sustainability and road safety have always been our priorities here at <Brand/Manufacturer> Rubber Tire Corporation.
- <Brand/Manufacturer> ecologic. Dosed accurately.
- Earth Hour 2013 Olympic Air participated in the "Earth Hour"
- Environmental Policy <Brand/Manufacturer> considers environmental performance of its activities as one of the top priorities.
- Recycling <Brand/Manufacturer> is the only airline in Greece that recycles materials used on board during the flight.
- Tree Planting <Brand/Manufacturer> in cooperation with plant-a-tree.gr planted 1,814 trees in the area of Kalyvia
- A new bottle that is 100% recyclable
- green energy
- When looking for the most green TV, <Brand/Manufacturer> has the first word, due to the model <Product>.
- The consumption of this TV is only 56W and therefore it takes the first place in the competition.
- Chemical analyses that were carried out by the company SIMS Mirec Recycling Solutions which specialises on the recycling of EEE, showed that <Brand/Manufacturer> <product> has a smaller environmental impact compared to other TVs.
- Outstanding fuel savings
- Our children dream of an environment with clean seas. Are they going to have this? With Planet (the product) I am sure for the cleanness that it offers and that [the product] respects the environment where our children will grow

- Planet (also the name of the product) is on our hands
- Introducing <Brand/Manufacturer> ecobubble technology, a system that generates bubbles using unheated water, penetrating fabrics faster to provide washing results even at a lower temperature. Wash at lower temperatures, and save energy.
- <Brand/Manufacturer> <Brand/Manufacturer> EcoBoost engine. ECONetic technology
- Zero CO2 Emissions
- Pure and natural. Effective wrinkle removal. Of course.
- <Brand/Manufacturer> is committed to providing a safe, reliable and quality service to our customers that is underpinned by a policy
- The <Brand/Manufacturer>. Efficiency as Standard.
- At <Brand/Manufacturer>, emissions are certainly not a dirty word. It's a measure of our drive for efficiency that the new <Brand/Manufacturer> delivers emissions from only 119 g/km of CO2 output on 4.6 litres of diesel.
- Naturally, a flawless combination of improved aerodynamics, energy recuperation, our intelligent on-board computer with efficiency programme and start stop system all help to generate such low emissions.
- Dublin 2031, Cork 652 kg/carbon saved.
- Our goal is to keep Cork Park carbon neutral.
- Pledge your carbon savings at [culgreen.ie](http://culgreen.ie)
- Little Greene
- Environmentally Friendly Paints and Wallpapers.
- <Brand/Manufacturer>: A better grip on ecology and your costs.
- More than just fuel efficient, long lasting truck tyres and retreads.
- In combination with a range of services designed to reduce your fleet's operating costs, as well as its impact on the environment.
- Measure your ecological tyre print on [www.<Brand/Manufacturer>.eu](http://www.<Brand/Manufacturer>.eu) and find out how you can get better grip on ecology and your costs.
- Wouldn't it be nice if you could save money when you do the washing and still clean off tough stains like this? Good news you can with <Brand/Manufacturer> with ACTILIFT. Because when you turn down to 15°, you save up to 1,5 per pack. Brilliant cleaning and brilliant savings with <Brand/Manufacturer>with ACTILIFT.
- If you prefer products like <Brand/Manufacturer>that use less energy, water or less packaging and yet give great results, look for this visual and find out more at [futurefriendly.com](http://futurefriendly.com)
- <Brand/Manufacturer>helps you wash at low temperature and save energy.
- ...nous réduisons la taille de nos emballages pour diminuer la quantité de déchets
- 100% biodegradabile e compostabile
- 100% Carta riciclata
- 100% NATURA
- 100% naturale
- -20% energy consumption
- Aiuterai anche l'ambiente, grazie ad un semplice gesto: lo spegnimento di un minuscolo led
- <Brand/Manufacturer> commitment in regards to the environment translates into continuous research and creation of initiatives aimed at ...
- Amica della natura
- Attività 2012 A quota 13 gli impianti registrati EMAS, con la previsione di arrivare a 15 nel 2013 Sviluppato un sistema di rep
- better than Energy class A
- Camomilla e aloe
- Classe A+ Massimo risparmio energetico
- Confezione riciclabile.
- Consumi energetici ridotti fino al 60%



- contribuire in prima persona alla tutela dell'ambiente: l'energia elettrica che consumi è interamente prodotta da fonti rinnova
- COV: Valore limite UE per questo prodotto (cat.A/a):30 g/l (2010) Questo prodotto contiene massimo 15g/l COV
- Da anni <Brand/Manufacturer> ha intrapreso un percorso virtuoso orientato alla sostenibilità, impegnandosi a garantire un equilibrio tra ...
- Ecarf quality tested
- <Brand/Manufacturer> ti offre l'opportunità di scegliere, assieme alla tua fornitura elettrica, tra un'ampia scelta di elettrodomestici
- Enel ha adottato una politica ambientale basata su principi e obiettivi strategici chiaramente definiti e consapevolmente assunti
- Energia 100% green ed efficienza energetica high-tech per ridurre gli sprechi dei tuoi elettrodomestici e aver cura dell'ambiente
- Energia A ++
- Energy saver
- responsabilità Ambientale A2A si pone quotidianamente l'obiettivo di minimizzare al massimo l'impatto ambientale delle sue ...
- Formula 94% biodegradabile
- Formula concentrata, grandi risultati con meno prodotto
- Forte e Naturale
- Grande risparmio Energetico
- Il Gesto responsabile: contribuite a rispettare l'ambiente e la salute di chi vi circonda, non gettando eventuali residui ...
- Il materiale della confezione è riciclabile
- Il mio pianeta la mia casa
- Il V6 Twin Turbo di 3 litri che equipaggia la Ghibli è un propulsore progettato per ottenere consumi ed emissioni ancora più ...
- In the long term, <Brand/Manufacturer> signed an agreement with <Brand/Manufacturer> aimed to investigate the possibility of producing biofuel to use on
- In tutto il perimetro del Gruppo (al 31 dicembre 2012), il 93% della potenza efficiente netta è certificata ISO 14001 e il 42% ...
- La raccolta differenziata degli imballaggi contribuisce
- L'acqua è una fonte storica per la produzione di energia elettrica nel nostro Paese e ancora oggi la prima fonte per quanto ...
- Le tre motorizzazioni sono dotate di filtro anti-particolato (DPF) Euro 5 che li rende tra i più ecologici della categoria.
- <Brand/Manufacturer> is actively reducing the environmental impact
- MICRO-PAK Lope Recyclable
- Motore ecosilence drive
- Nature glass
- Non disperdere il contenitore nell'ambiente dopo l'uso
- Non disperdere nell'ambiente dopo l'uso
- Nous chercheurs sont sensibilisés pour mettre au point des produits respectueux de l'environnement et écolabellissables
- On the <Brand/Manufacturer> sustainability path, the environmental commitment is reflected into continuous research and implementation of ...
- Per un'azienda come Enel, impegnata giorno dopo giorno a fornire l'energia necessaria al benessere economico e sociale, è fonda ...
- Planet first. Box 85% recycled material
- Politica Qualità, Ambiente e Sicurezza Qualità, ambiente e sicurezza sono valori cui viene data la massima importanza.
- Portate il barattolo vuoto all'isola ecologia più vicina a casa vostra.
- Prodotto Atossico. Solo materie prime naturali
- Prodotto biodegradabile

- 
- Rinnovabili in Italia <Brand/Manufacturer> investe in ricerca e sviluppo delle fonti rinnovabili, perseguendo l'eccellenza ...
  - Risparmio energetico Classe AA++
  - Rispetta l'ambiente perché prodotto con plastica riciclata
  - Starting from 2011, <Brand/Manufacturer> has established a Fuel Management Department committed to start a full program of actions in the o
  - THE SPECTACLE OF BIODIVERSITY As an environment-conscious air carrier, a value that goes hand in hand with its increasingly ...
  - <Brand/Manufacturer> e l'ambiente. La grande scoperta dei Greci fu quella di considerare l'ambiente non come qualcosa di estraneo all'
  - Tutti i prodotti <Brand/Manufacturer> sono realizzati con materie prime vegetali e minerali e sono privi di biocidi, resine acriliche, ...
  - Tutti i prodotti <Brand/Manufacturer> sono realizzati con materie prime vegetali e minerali...Sono prodotti a basso impatto ambientale e ...
  - up to 25% energy saving
  - up to 35% water saving
  - Valore limite UE di COV per questo prodotto(a/BA) 30g/lit (2010) Questo prodotto contiene max 12 g/lit di COV
  - Vernici Naturali
  - With organic cotton
  - Zero Pensieri ti consiglia EnergiaPulitaSorgenia: se ami l'ambiente e ritieni che il primo requisito dell'energia verde sia ...
  - It is a movement that inspires us. The New <BRAND/MANUFACTURER> 5 Series Touring. Beauty From Exploring. <BRAND/MANUFACTURER> EfficientDynamics.
  - The first ecological footwear for kids! Growing up with nature!
  - The first ecological footwear for kids!
  - Growing up with nature! Ecological footwear from <Brand/Manufacturer>
  - Go green
  - Nobody is too little to be environmental responsible
  - <Brand/Manufacturer> hotels group uses a sustainability label created for hotels.
  - The label indicates a number of green leaves that show the environmental performance of the most ecofriendly hotels.
  - The new planet of energy-saving green <Brand/Manufacturer> Retrofit Solutions <Brand/Manufacturer> Lightbulb Duration of life - 25, hours 27k and 3k - Warm White light as that of halogen lamps 3 years warranty <Brand/Manufacturer> imagination at work
  - Garbage bags that are resistant and environmentally friendly.
  - They were created by using over 25% recycled plastic.
  - Funding the development of an aircraft which flies without CO2 emissions is a necessary development supported by <Brand/Manufacturer>. In the ...
  - Man-made contributors to greenhouse gases such as CO2 come from farming, manufacturing, power generation and transportation.
  - On top of our own CO2 investments, we know that passengers want to play their own active role in lowering the effect of CO2 emission
  - Verification of the emission data and the methodology for calculating carbon emissions is done by <Brand/Manufacturer> Sustainability.
  - When greenhouse gases like carbon dioxide (CO2) enter the atmosphere they act like a blanket around the earth, trapping in ...
  - We fly on sustainable biofuel. Do you?
  - <Brand/Manufacturer>-<Brand/Manufacturer>has been seven years in a row the most sustainable airline group in the world according to the Dow Jones Sustainability Index.
  - Now with <Brand/Manufacturer>, <Brand/Manufacturer>introduces a new initiative in the field of sustainable aviation: the <Brand/Manufacturer> Biofuel program. By using sustainable biofuel in air travel, a step is taken to take the development of

biofuel a step further. By pioneering together we are taking a big step towards aviation.

- Bio Cotton T-Shirt
- Money stinks. Money builds. Save money. <Brand/Manufacturer> Idealsparen. 2.6% interest rate with no restrictions And National Geographic gift calender
- Responsible cleaning with <Brand/Manufacturer>. Karchtiger, fresher and 1% recyclable! Perhaps you have already seen them standing in the store. As of January, all purpose cleaners <Brand/Manufacturer> put in a new, modern and recyclable jacket. Also, the formula become stronger and smell the delicious smells fresh even longer!
- <Brand/Manufacturer> Technology, Ecology, Flexibility, Design Equipped with a flat revolutionary LED disc, the <Brand/Manufacturer> Modular design provides a worthy alternative to the traditional and unfriendly halogen energy light bulb.
- Starting today, aesthetics and ecology go hand in hand.
- Ecological TV watching
- It is no surprise that the <product> <Brand/Manufacturer>6000 series won the European title "green" TV of the year. With this TV you have one-click access to Smart TV and numerous smart apps. You enjoy the best picture quality and Easy 3D.
- And, to top it all off, the TV comes with the lowest energy consumption
- News! Swan label diapers for all children.
- The <Brand/Manufacturer> has lower CO2 emissions and lower fuel consumption. Also, it is a car that you can afford. Try it. It contributes to savings and the economy!
- The <Brand/Manufacturer>, with lower emissions and fuel consumption, as well as lower costs for the whole family.
- Experience <Brand/Manufacturer> ecoFLEX models with high performance, low fuel consumption and emissions.
- Discover new <Brand/Manufacturer> ecoFLEX at the open house, and receive a free green check from <Brand/Manufacturer>.
- By 2050 the world's population will grow with 3-4 billion people. If we continue to consume as we do now, we will need 2.3 Earths. This challenge will require big changes in our everyday life. Profitable companies with good solutions to local and global problems are better prepared to address these challenges now and in the future.
- But what has this to do with your savings? In <Brand/Manufacturer> we invest savings and pensions for over 1 million people. And for us, there is no contradiction when you combine social responsibility and making money. Or between sustainability and profits.
- For us sustainability is just about being smarter and good for the winners of the future. We have gathered the 100 most sustainable companies in one fund.
- Sustainable investments: Smart now, smart later.
- Norwegian nature is important for physical activities and for energy production. Even though renewable energy is environmentally friendly, all power generation affects its surroundings. We therefore use many resources on fish management and organisation of outdoor activities in our water ways. It is possible to have a positive view (see brightly) on the future. <Brand/Manufacturer> Clean energy.
- Pure & Natural Now comes the intensive Moisture naturally New <Brand/Manufacturer> Pure & Natural Body Lotion With precious organic argan oil Even dry skin feel soft and supple all day Free of parabens, silicones, dyes and mineral oils
- <Brand/Manufacturer> was the first detergent brand in Norway with Nordic ecolabel and together we are constantly developing care products.
- <Brand/Manufacturer> Color is so effective that you can wash it clean all the way down. And save up to 4% energy.

- Good for the environment - good for you
- <Brand/Manufacturer> drive select with efficiency mode Mode, <Brand/Manufacturer> drive select efficiency actively helps the driver to choose the most effect
- 0% silicone
- 100% piękna. 0% parabenów.
- -20%Energy Consumption than A class
- Aktywne składniki naturalne - pokrzywa i zielona herbata
- Aktywne środki proszku ulegają rozkładowi biologicznemu zgodnie z normami OECD.
- All <Brand/Manufacturer> models - including the new 911 - are designed to run on fuel with 10% ethanol blended, like 'E10'. Ethanol has a po
- aqua
- Bio olejek arganowy & Bio aloes
- Bio Olejek arganowy & bio rumianek
- Both <Brand/Manufacturer> models are designed so that they can run on fuel containing ethanol, reaching 10%. Ethanol has a positive impact on the environment
- chroń tkaniny oszczędzaj energię
- Ekologia 100% zielonej energii w niskiej cenie.
- Ekologia i ekonomia - 100% zielonej energii w niskiej cenie.
- Engine 0.9 TwinAir 16V 85 hp is the most eco-friendly two-cylinder petrol engine in the world. environmentally friendly power.
- For more than 130 years, our brands have combined top quality with respect for people and the enviroment. Our branded products
- High performance and relatively low fuel consumption. The new <Brand/Manufacturer> models have a choice of three drive concepts.
- Intelligent lightweight construction since 1948, is the basis of the identity of <Brand/Manufacturer> as technical reasons and for environmental reasons
- Lekko zabrudzone tkaniny pierz w niższej temperaturze. Pralka zużyje wtedy mniej energii.
- mieszany papier z odpowiedzialnych źródeł
- Models produced by Porsche proved that even cars with powerful performance can achieve in their respective categories moderate
- Naturalne ekstrakty
- New models <Brand/Manufacturer> designed in such a way that they can run on fuel with a 10% addition of ethanol. Ethanol has a positive impact on the environment
- Nie otwieraj lodówki bez potrzeby. Każde otwarcie powoduje zużycie dodatkowej energii na zasilanie żarówki i ponowne obniżenie
- Nowa przyjazna środowisku butelka! To opakowanie może być w pełni recyklingowane i jest z 7% mniej plastiku!
- Our resources and the way we work are natural parts of the global life-cycle.
- pure cellulose
- Słoneczna promocja Zyskaj do 60% oszczędności na ogrzewanie CWU i skorzystaj z rabatu nawet do 49% zakupu.
- Start-Stop system reduces fuel consumption and CO2 emissions by temporarily switching off the motor, eg when stopping at a red
- szacunek dla natury to nasz surowiec
- The basic premise of every Porsche is power. This is from 1948 years. But I force a different principle - efficiency. Also, sin
- The new <Brand/Manufacturer> models are equipped with advanced exhaust gas treatment technologies. They meet the strict EU5 exhaust emission
- The use of durable and wear-resistant materials to a minimum reduces maintenance operations: for example, when changing the oil
- Ulepszona receptura wzbożona o naturalne ekstrakty roślinne zapewnia włosom i skórze głowy zdrowy i piękny wygląd.

- water balance
- With Alpine Herbs. 100% natural extracts.
- [www.cleanright.eu](http://www.cleanright.eu)
- Wydłużona żywotność i energooszczędność
- Zawsze dokładnie zakręcaj kran. Jeśli mimo to z kranu kapie woda, zmień w nim uszczelkę.
- Conservation Award Nominees
- We have taken enormous lands to preserve and rehabilitate the environment.
- The power of wind, the force of water; we benefit from nature to give you clean energy.
- <Brand/Manufacturer>: clean energy, clean business
- Now I know that what we do every day affects what will happen tomorrow, and will affect my child's life. I want to learn how to live in contact with nature, there are people that think alike.
- <Brand/Manufacturer>? in contact with nature
- Just what you need, Life is Green! Feeling Green &#61514;.
- <Brand/Manufacturer> is a phone that cares for environment
- You can chose a model with a solar panel that charges the phone battery with solar energy.
- With Eco-tree and Eco-calculator function you know how much you lower the CO2 emission.
- The package of the phone is made from recycled paper and the phone itself does not contain PCV, it has simple intuitive menu and a big 3" screen, <Brand/Manufacturer> - just what you need
- Pure & Natural body lotion, the power of nature, a sensual touch of nature, no parabens, dyes, silicon, or mineral oils. True care straight from nature.
- Thanks to <Brand/Manufacturer> low fuel consumption tyres, the gas pump is no longer a monster.
- <Brand/Manufacturer> energy saver tyres save up to 80 liters of fuel.
- Generates bubbles before they enter the wash, penetrating fabrics faster to help you wash at lower temperatures and save energy
- Exchange your old car for a more environmentally friendly <Brand/Manufacturer> and receive up to 5. Simple and without complications Eco-incentive <Brand/Manufacturer>.
- <Brand/Manufacturer> recycles! Did you know you can recycle your Nespresso capsules?
- Recycling bin, accessory for recycling
- Favour environmentally friendly products!
- Biodegradable products, without allergens or phosphates
- Fragrances and colours of natural origin, when used at all
- Ingredients that are non-toxic to users and to the environment
- As effective or more effective than competing products 1% recyclable packaging
- Change your world and the world changes
- With small gestures, everyone can contribute to big changes. Energy, climate and environmental changes. It's very simple: it's enough to change incandescent lightbulbs to economic ones, turn off the stand-by button of appliances, or simply turn off the lights when you don't need them.
- Ideal place to stow your current PC.
- More economic and ecologic
- Give rein to its ecologist side. <Brand/Manufacturer> Save up to 50% water
- ART d'ECO<sup>2</sup> Enter the contest
- The new products from <Brand/Manufacturer> pure & natural are made of 95% natural ingredients, from organic cultures. They don't contain any parabens, any silicon, any synthetic colours, nor any mineral oils.

- The various natural ingredients come from different organic cultures: the argan from Morocco, the aloe vera from South America and the camomile from different organic cultures around the world.
- The new <Brand/Manufacturer> Expert: a perfect cleaning, less weight to carry and a positive effect on the environment.
- Pure and natural. Intensive skin nourishment inspired by nature.
- Harmony products come from recycled paper. With our advanced technology, friendly to nature, the products are made from recycled paper just fine and solid, as products of plain paper made from virgin pulp.
- Buy products marked Harmony logo, smile for the tree "and participate in competitions for great prizes. More on www. <Brand/Manufacturer>.sk
- More than 70 people will lose their oxygen by one adult tree felled. Each of us can change it. By purchasing products "Harmony" from recycled paper we are protecting our trees. "Harmony" - in harmony with the nature
- A great driving pleasure. Low consumption. 5.3 l/1 km combined fuel consumption
- ecoflex
- <Brand/Manufacturer> Insignia ecoFLEX
- If you believe in the future, invest in it. Introducing our Environmental <Brand/Manufacturer> Selection fund.
- Inspired by Nature
- Ecology is an ideal, a way of living, but on the top of it all, it's a choice. <Brand/Manufacturer> series bamboo collection laptop is the ideal choice for those users who care about the environment.
- Thin and light, <Brand/Manufacturer> series laptop includes an external case made in bamboo, a fast-growing vegetal species that provides an original and unique look, and substitutes the use of plastic.
- <Brand/Manufacturer>? The original long life light With <Brand/Manufacturer>, reduces environmental impact.
- <Brand/Manufacturer> Light offers Long Life lighting solutions that enables a drastic reduction in CO2 and energy consumption.
- <Brand/Manufacturer> Corporation is committed to social corporate responsibility. A pioneer in this area, <Brand/Manufacturer> set up 3 years ago a department which assesses environmental impact and later on it signed the Kyoto protocol. Since then, <Brand/Manufacturer> worked hard to rise to its clients, employees and partners' expectations, diminishing the impact on the environment at all stages of production, consumption and disposal.
- Thanks to a custom study and to know-how of <Brand/Manufacturer> Light, the production plants of fridges has diminished with 37% its annual energy consumption and its annual CO2 emissions was reduced to 13 tonnes.
- This sustainable project has already shown its benefits and has optimised energy efficiency.
- Eco friendly <Brand/Manufacturer> 2012
- The new models "no frost" made by "hisense" are technologically more efficient thanks to their design. They incorporate the technology IMCR TM, which is a system of independent refrigeration, a new system of multiple air fluxes and lighting by <Brand/Manufacturer> technology.
- New shampooing "pure nature" .With extract of organic horsetail.
- A daily dose of care for healthy and natural hair. "Nature series"
- Blouse in recycled material
- Modern Organic Products
- Do you miss having control over your electricity expenses? Another part of our fixed price contract on electricity from hydropower.
- Pure & Natural Now comes the intensive Moisture naturally New <Brand/Manufacturer> Pure & Natural Body Lotion With precious organic argan oil

Even dry skin feel soft and supple all day Free of parabens, silicones, dyes and mineral oils Also available as a nourishing body lotion for normal to dry skin

- I trust <Brand/Manufacturer> products 100% as they are approved by the Asthma and Allergy Association, they are sensitive/delicate and they have the [Nordic]Swan ecolabel. I am really really happy that such an effective stain remover exists and that it is even so clean.
- All of New <Brand/Manufacturer> high-tech ecoFLEX diesel engines share cutting-edge, common rail fuel-injection, 16 valves
- All our 2008 <Brand/Manufacturer> models come with a Euro 5 rating on emissions.
- Believe it or not, a 2008 <Brand/Manufacturer> can do as much as 78.5 mpg. The range of six engines are incredibly efficient and our e-HDi
- Certified by the Green Energy Supply Certification Scheme Panel.
- Design consideration for weight-saving Many components in both the front and rear suspension are made of aluminium to save weight
- Driver's Information System with efficiency program Individual driving styles play a significant part in determining fuel efficiency
- Electricity backed by low-carbon generation. We make sure we buy enough electricity generated from a low-carbon nuclear sources
- Environment The aim of our business is to be as efficient as we can be – this applies to our environmental impact as well.
- For every unit of energy you use we'll put the same amount of electricity back into the grid, from renewable sources like wind
- For many drivers, the environment comes first. Boasting a CO2 emission of only 109g/km with the 1.0 engine and 118g/km with the
- Helping you stay focused on the road With its intuitive layout, the Driver's Information System (DIS) makes it easy for you to
- Low-Carbon: we will ensure that by the end of a Fuel Mix Reporting Year we will have obtained an amount of low-carbon nuclear e
- On local air quality Local air quality impacts arise from NOx emissions during aircraft take-offs and landings.
- Our new green tariff matches each unit of electricity you buy with a unit of 100% British renewable energy.
- Progress over time and environmental data Over the last ten years <Brand/Manufacturer> has successfully improved our CO2 efficiency every year
- Recuperation When a vehicle brakes, the discs convert the kinetic energy into thermal energy, which is wasted as it cannot be used.
- Recuperation When you're coasting or braking, the car's alternator generates electricity. Recuperation allows it to be stored
- Sleek design for greater efficiency Aerodynamic performance is critical for reducing fuel consumption and raising efficiency.
- Start-Stop technology All engines available on the <Brand/Manufacturer> feature start-stop.
- TDIe. The 'e' is for efficient The most efficient engine in the <Brand/Manufacturer> A4 range, in fact, with a combined 65.7mpg.
- The 107's CO2 emissions were already low, but we've brought them down even further. The 1.0 litre petrol manual version now has
- We match each unit of electricity you buy with a unit of 100% British renewable electricity.
- Why run the engine when you're standing still? If you're stuck in traffic, what's the point of wasting fuel by letting the engine run when you're standing still?
- Why the environment matters? Addressing our environmental impact is clearly part of our responsibility as an airline.
- Lily loves to chat. What she is saying is she loves her <Brand/Manufacturer> newborn nappies with organic cotton. That's so soft and gentle. Like a sense of newborn? That's why we voted them best nappies in the in the

<Brand/Manufacturer> Magazine Awards. She likes it so much she wants another one already. We are sure you'll love <Brand/Manufacturer> as much as the moms from <Brand/Manufacturer>. <Brand/Manufacturer>, for the best nappies by moms and babies

- See The Garden Collection made with recycled and organic materials at <Brand/Manufacturer>.com
- Over a third of all UK ethical investments are made with us.
- <Brand/Manufacturer> Creating the right environment for UK ethical investing since 1984
- Your Green Room Journey
- Get £100 minimum trade in for your old laptop and peace of mind for recycling responsibly
- Good for your budget, better for the environment.
- PREMIUM DURABILITY AND RELIABILITY
- <Brand/Manufacturer> greener living paint, A premier paint with reduced environmental impact.
- Manufactured in the UK, this paint contains 22% lower embodied carbon content and is 99% solvent free.
- 99% solvent free virtually no odour
- 22% lower embodied carbon
- To order a <Brand/Manufacturer>pure paint colour sample, visit [www.<Brand/Manufacturer>.co.ok](http://www.<Brand/Manufacturer>.co.ok)
- Down to earth
- One brush you can afford to go to waste.
- The new eco-friendly range from <Brand/Manufacturer> brushes
- Decorating your child's bedroom is a responsible task in terms of the impact you make on their immediate space and the wider environment.
- <Brand/Manufacturer> Ecosense range was formulated with help from Forum for the Future, an independent sustainability charity.
- Making children aware that the paint you've chosen has a lower environmental impact is also a great way to educate them about the wider environment.
- <Brand/Manufacturer> contains zero added solvents so it has less impact on the environment.
- The range also has a 50% lower carbon footprint (compared to <Brand/Manufacturer> Standard 28 formulation) and boasts 2 % recycled packaging, so it's better for your world and the world.
- <Brand/Manufacturer> - Eco friendly refrigeration
- <Brand/Manufacturer> has upgraded all of its under-the-counter larders, fridges and freezers to A+ rating in a move that will make green refrigeration more affordable to the consumer. <Brand/Manufacturer> has also joined forces with leading environmental organisation, the Energy Saving Trust, which has given its seal of approval to all of the range of products.
- Switching to a more energy efficient fridge, A+ for example, could save consumers up to 36 pounds per year and over 36 over the lifetime of the appliance-paying for itself in effect!
- <Brand/Manufacturer> energy efficient appliances don't cost any more than their lower rated counterparts to buy, but will pay back with significant savings on bills. The A+ Rated <Brand/Manufacturer> freezer saves enough energy compared to an old freeze that consumers will be able to treat themselves to a bacon roll every Saturday morning for a year.
- Complementing the impressive A+ energy rating to consider cut energy bills without compromising on style.
- Our A + energy rating is so impressive that the Energy Saving Trust is actively recommending the entire range.



- <Brand/Manufacturer> New <product> Series TVs offer the thinnest sets, the clearest picture and are incredibly energy-efficient.
- It's also efficient enough to save up to 40 per cent off of your energy bill.
- <Brand/Manufacturer> Technology saves you up to 40 per cent on your energy bill and the <product> is also certified by the Energy Saving Trust.
- Guess which bottle uses less packaging? Surprised? <Brand/Manufacturer> wash, the new bigger small & mighty uses up to 4% less packaging.
- The lasting intelligence to take responsibility. The <Brand/Manufacturer> self-cleaning condenser tumble dryer is the world's most efficient, uniquely ensuring 5% better than A rating for energy efficiency over its entire life
- Using 50% less energy than a standard A rated dryer and with a condenser that recycles the water extracted from drying clothes to clean itself automatically, it is the first machine in the world to maintain that efficiency and save you money for its entire working life
- <Brand/Manufacturer> EcoBubble. Wash at lower temperature. Save Energy
- There is a new energy efficient window that aims to lower your fuel bill, the <Brand/Manufacturer> eco-gain.
- Thanks to its A-rating technology, this amazing window actively captures more of the sun's free-heat and holding more of it in inside a room helping to create a money-saving efficient home.
- Protect your home with energy efficient windows from <Brand/Manufacturer>.
- Make your <Brand/Manufacturer> Roof window even more energy efficient.
- Making more of your environment.
- Number 1 for energy saving windows.
- <Brand/Manufacturer> energy efficient windows.
- We are getting free energy! It captures warmth and heating so your energy bills are much lower.
- Clearly the most energy efficient window glass.
- Source energy saving trust, for further info, visit <Brand/Manufacturer>.com
- <Brand/Manufacturer> windows (designed manufacture) are some of the most efficient windows indoors available. They are also qualified to advise all their customers on the energy saving products.  
<Brand/Manufacturer> windows will completely recycle any aluminium, plastic from your old windows indoors.



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