

Green Claims Evidence Review

Every environmental claim tested against its evidence.

Who it is for. Businesses making environmental claims on products, packaging, websites or advertising, in the UK and, where agreed, the EU.

WHY IT MATTERS

Since 6 April 2025 the Competition and Markets Authority can decide for itself whether consumer law has been broken, and fine businesses up to 10% of worldwide turnover. Its January 2026 guidance sets out what retailers, brands and suppliers each need to hold as evidence: a retailer repeating a supplier’s claim can be liable for it. For EU sales, the Empowering Consumers for the Green Transition directive has applied since 27 September 2026.

WHAT YOU GET

- A claims register across products, packaging, website, advertising and social channels
- An evidence file for each claim: what supports it, where it came from, when it was last checked
- A rating for each claim against the six Green Claims Code principles: supported, needs change, or remove
- Recommended actions and wording to discuss with your legal team
- A claims approval control, so new claims are checked before they go live

HOW IT WORKS

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| Week 1 | Scoping. Agree the channels, products and markets in scope. Collect the claims and their owners. |
| Weeks 1 to 3 | Evidence collection. Gather the evidence behind each claim from your teams and suppliers. |
| Weeks 2 to 5 | Testing. Test each claim against its evidence and the six principles. Rate and record the findings. |
| Weeks 5 to 6 | Report and control. Present findings and actions. Hand over the register, evidence files and approval control. |

TIMELINE
3 to 6 weeks, depending on the number of claims

FEE
Fixed fee, quoted after a short scoping call

ONGOING SUPPORT
Optional periodic review of new claims

WHO DELIVERS IT

Katherine Byam, accountant by training and Fractional ESG Director, former Senior Internal Audit Manager at BAT, who led sustainability strategy at CooperVision, connecting site data to group disclosures.

- Senior Internal Audit Manager at BAT: designed control frameworks and the tests of controls used by audit teams.
- Supported CooperVision’s responses to customer sustainability data requests, supplying emissions, policy and performance data.

Not included. Legal advice: whether a claim breaches consumer law is for your legal adviser. Laboratory testing and life cycle assessment. Markets outside the UK unless agreed at scoping.

Start with a 30-minute call. [Book online](#) or email katherine.byam@dieple.com