

PRESS RELEASE
Tuesday, 13th July 2010

Key to making green claims is “improved performance” says leading environmental body

New research from Defra highlights a forthcoming shift in green claims, highlighting the strategic link between ‘brand’ and environmental responsibility.

Welcoming the report, Martin Baxter, IEMA’s Executive Director - Policy said “Consumers need access to accurate and relevant environmental information if they are to purchase goods and services with a lower impact on the environment. This report sets out the current state of play and will help Government shape the revision of its Green Claims Code”.

Baxter went on to say “The foundation for making ‘green claims’ is improved environmental performance, across a business overall and its products and services. Aligning environmental responsibility with brand value requires environment and marketing professionals to work together to deliver and demonstrate improved environmental outcomes”.

The research assessed use of green claims in marketing to assess the current state of play of environmental claims made by marketers in print, advertising and online campaigns to promote their products as ethical or sustainable and the validity of these claims.

Defra published the survey results during July 2010, ahead of a revision of the Green Claims Code which was first introduced in 2003. One key outcome from the survey stated that “Many felt that the next wave of green claims would be less about quick wins and more about strategic decisions around how the brand ‘fits’ with environmental responsibility”.

The full Defra survey report, including research methods, top line findings and Technical Annex, is available from <http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&ProjectID=16526&FromSearch=Y&Publisher=1&SearchText=green%20claims&SortString=ProjectCode&SortOrder=Asc&Paging=10#Description>

For more information on IEMA, its policy, position on green claims, green jobs and skills as well as IEMA events, services, products, membership, training and publications, visit www.iema.net or contact Communications Co-ordinator Katrina Pierce at k.pierce@iema.net or any contact details listed at the top of this release.

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For more information please contact;
Katrina Pierce, Communications Co-ordinator
E-mail: k.pierce@iema.net Tel: 01522 540069
Institute of Environmental Management and Assessment
St Nicholas House, 70 Newport, Lincoln, LN1 3DP, UK
Tel: 01522 540069 Fax: 01522 540090
Website: www.iema.net

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for environmental professionals

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Notes to Editors

1. The Institute of Environmental Management & Assessment (IEMA) is the most authoritative membership body for environmental practitioners, placing environmental professionals at the heart of change.
2. IEMA helps its members to make a strategic environmental difference by embedding environment in decision making at all levels. We do this by helping members develop the right combination of knowledge about key environmental issues; the ability to apply key tools in practice; and required skills through knowledge exchange, research, conferences, training and publications.
3. With over 15,000 members working across business, consultancy, public and local authorities IEMA is the most authoritative professional body in the UK.
4. The full Defra survey report, including research methods, top line findings and Technical Annex, is available from <http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&ProjectID=16526&FromSearch=Y&Publisher=I&SearchText=green%20claims&SortString=ProjectCode&SortOrder=Asc&Paging=10#Description>
5. For more information on the IEMA, its events, conferences, services, membership, training and publications, please visit www.iema.net.
6. For further comment, interview requests, photographs of Martin Baxter or IEMA logos, please contact Communications Co-ordinator Katrina Pierce at k.pierce@iema.net or 01522 540069.

For more information please contact;
Katrina Pierce, Communications Co-ordinator
E-mail: k.pierce@iema.net Tel: 01522 540069
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St Nicholas House, 70 Newport, Lincoln, LN1 3DP, UK
Tel: 01522 540069 Fax: 01522 540090
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