


**morton
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Green Claims Policy.





Anti Greenwashing

Intro.

As signatories of The Anti-Greenwash Charter, we are committed to upholding good standards of responsible marketing practice for ourselves, and our clients.

The purpose of this policy is to define the standards we adopt throughout our organisation to ensure green claims made about our services, and the products and services of our clients, are fair and substantiated. This policy applies to all the forms of marketing and advertising we use, including content marketing, digital marketing (including social media and email newsletters), direct marketing, events, media relations, broadcast media (including television and radio), and other forms of communications.

In addition to this policy, all marketing and communications must at all times comply with the relevant local laws and regulations.

Our standards.

We commit to the standards of communication set out in The Anti-Greenwash Charter, which are as follows:

Transparency. We commit to clear communication of what sustainability benefit our product or service offers and don't conceal or omit information.

Accountability. We substantiate our sustainability claims with accurate, and regularly evaluated empirical evidence. We commit to sharing facts, figures and statements that can be checked.

Fairness. We commit to using fair, clear and unambiguous language when providing comparisons with other products or organisations.

Honesty. We ensure we make specific statements about our organisation's sustainability efforts and that our actions match those promises.

Our practices.

We implement the following practices and procedures to ensure we uphold the aforementioned standards:

- Clearly define the green terms we use
- Outline a clear editorial process, for Morton Waters and our clients
- Detail the training we provide our employees
- Introduce our escalation procedure
- Commit to regular reviews and effective governance

Definitions.

We may at times use various ‘green’ terms to describe attributes of our services or business operations. Here are some common terms and their definitions, explaining what they mean to us:

Digital communication tools: platforms and programmes that allow for virtual meetings, instant messaging and emails, to facilitate communication with clients, partners and other stakeholders, reducing the need for printing, shipping materials and travel to face-to-face meetings. Digital tools can include email, video conferencing, cloud storage, and project management software.

Eco-friendly: products or practices that are environmentally friendly, such as those that use less energy or fewer resources, or have minimal impact on the environment.

Energy reduction: using energy-efficient appliances and equipment, lighting controls to automatically switch off lights when not in use, and making use of natural light whenever possible.

Environmental impact: the effect that our activities (as individuals and a business) have on the natural environment, including the air, water, land, and biodiversity.

Greenwashing: misleading, inaccurate, unsubstantiated or untrue environmental claims.

Paperless office: a workplace that aims to reduce or eliminate the use of paper by digitising and storing information electronically. Documents, records and communications are created, stored, and managed digitally, using computer programs, electronic devices and cloud storage, rather than printing hard copies.

Sustainable: products or practices that have minimal negative impact on the environment, social and economic systems. This might include:

Sustainable materials: for example recycled paper, and biodegradable or compostable materials.

Sustainable supply chain: working with suppliers and partners that have sustainable practices and policies.

Sustainable transportation: encouraging employees to use public transportation whenever possible, carpool, bike or walk to work.

Waste reduction: making use of our office recycling facilities, and encouraging employees to reduce waste by using reusable containers, coffee cups and utensils.

If you come across a term you don't understand and can't find it on this list, email Michelle Morton at michelle@mortonwaters.com for clarification.

Editorial process.

For Morton Waters.

We have a thorough approval process for every piece of content created for Morton Waters prior to its publication and distribution, which includes a review of any green claims, asking ‘is it greenwashing secure – are any claims backed-up?’

At least two members of our team are involved in the creation of each piece of content, to minimise the chances of any unsubstantiated claims being made. When quoting other sources, we include links and references to the original reports, data or articles published.

When writing content for the agency, our team refers to our list of clearly defined terms (above) and updates the list when using a new term. We also have a checklist in place for copywriters to work through for each piece of content created, to ensure copywriting best-practice is adhered to.

Any internal queries regarding green claims are raised with the company directors for clarification.

Editorial process.

For Clients.

As a marketing agency representing multiple clients, we also recognise the role we play in preventing greenwashing by ensuring that our clients are making accurate and verifiable claims. Here are some of the steps we take:

Educate clients. When we start working with a new client, we provide an overview of our ways of working and a process for how we will handle any green claims made by them. We highlight the risks and consequences of greenwashing, providing them with guidance on how to make accurate and meaningful environmental claims.

Avoid using vague or misleading claims. These can be difficult to substantiate and are often used in greenwashing. When interviewees use green terms, we ask for their definition of those terms.

Use credible sources. We use credible sources to support environmental claims, such as scientific studies and third-party certifications. When interviewing a topic expert, whether a client or other third party, we ask how any environmental claims made can be substantiated.

Encourage transparency. Encourage clients to be transparent about their environmental practices and provide their customers with detailed information about their environmental impact and sustainability initiatives.

Approvals. We have a thorough review and approval process, involving at least two Morton Waters team members, as well as the topic expert contributor and the client's inhouse marketing team/senior director.

Training.

All employees are provided with a copy of this Green Claims Policy and an in-house refresher training session is conducted annually covering the Green Claims Policy, our editorial processes and The Anti-Greenwash Charter, so they fully understand the issues and benefits.

We include clear documentation in our employee handbook so all our employees can refer back to it.

We share examples of greenwashing and how we can avoid falling foul of the same errors, and staff are made aware of how greenwashing could impact both us as an agency, and also our clients.

We have a process outlined for how to handle client sustainability messaging (see above).

Client engagement.

Regular reviews.

We know our clients are invaluable in our fight against greenwashing, which is why we commit to answering any emails about our green claims within three working days.

If you have any questions or feedback on this policy or our green claims, please email Michelle Morton at michelle@mortonwaters.com for clarification.

We carry out quarterly internal audits of our content and check all our references are up to date. During this audit, we also check for new developments in the industry that we can benchmark against.

Being a signatory of The Anti-Greenwash Charter is a continuous process; as such, we review our marketing practices annually to ensure we are still compliant with any changes to the Charter.

Governance of this policy.

Our Head of Operations, Michelle Morton, is responsible for ensuring that our compliance with this Green Claims Policy is reviewed annually. Any non-compliance with this policy will be brought to the attention of the Directors, who will decide on further actions and whether the matter should be escalated further.

Before entering into new partnerships with third parties, such as suppliers, we share our Green Claims Policy with them to encourage adoption of similar standards.

By following this Green Claims Policy, we hope to contribute to a more sustainable future while helping our clients build trust and credibility with customers who care about the environment.

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Thanks.

