

Update on The Competition and Markets Authority (CMA) Guidance for Greenwashing in the UK



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Published 18th September 2024 this document provides guidance based on The Competition and Markets Authority (CMA) previous findings.

The Competition and Markets Authority (CMA) has published a guide to help explain how fashion retail businesses can follow the Green Claims Code published in September 2021 (link below) when making environmental claims.

<https://www.gov.uk/government/publications/green-claims-code-making-environmental-claims>

It draws on the conclusions from the CMA's recent investigations which led to three major fashion businesses giving formal commitments to make certain changes to the way they make environmental claims. These undertakings are relevant to businesses across the fashion retail sector.

This document aims to provide businesses with practical advice to help comply with the principles of the Code and with the consumer protection law which underpins it, to ensure that consumers are not misled and to help create a fair environment for businesses in this sector.

For more information refer to the link below:

<https://greenclaims.campaign.gov.uk/fashion-guide/>

How Does this Impact You? Contact Us to Discuss

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