



# How to Create Credible Claims and Prevent Potential Greenwashing

**Jasmin Brinkmann**

Senior System Manager, ISCC System GmbH  
Regional Stakeholder Meeting - North America  
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# The risk of greenwashing allegations is increasing



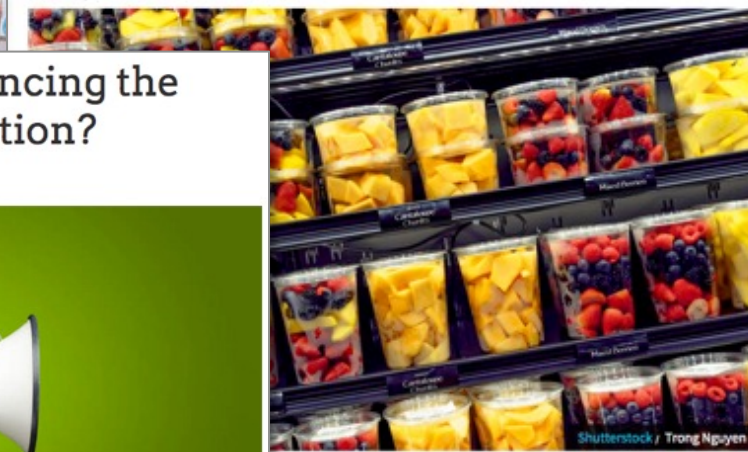
## The troubling evolution of corporate greenwashing

The term "greenwashing" was coined in the 1980s to describe outrageous corporate environmental claims. Three decades later, the practice has grown vastly more sophisticated.



## The whole package: Is 'sustainable packaging' another buzzword, or can it actually cut waste?

Karl Deily  
Thursday, November 15, 2018 - 12:11am



## Is greenwashing silencing the sustainability revolution?

Gareth Redmond-King  
Thursday, May 18, 2017 - 2:15am



# Therefore, regulations on the use of green claims are becoming more important



- Creating trust for consumers
- Helping the consumer to make more responsible purchasing decisions
- Fighting against greenwashing and speaking one language
- Improving legal certainty of green claims
- Helping to accelerate the transition to a bioeconomy and circular economy

# Two examples of regulations on green claims

## The Green Claims Directive from the European Commission



Brussels, 22.3.2023  
COM(2023) 166 final  
2023/0085 (COD)

Proposal for a

**DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**  
**on substantiation and communication of explicit environmental claims (Green Claims Directive)**

## The USA Federal Trade Commission Green Guides



## FEDERAL REGISTER

Vol. 77  
No. 197

Thursday,  
October 11, 2012



## ISCC 208 Logos and Claims

Version 1.3

# General requirements for the use of ISCC logos and claims

- Claims must be **clear and easy to understand**
- Reference to the **certified part** of the product
- **Correct wording** for when **mass balance** is applied (e.g. supporting, sourcing recycled material)
- The **raw material category** should be mentioned
- The **certified percentage** must be included

→ ISCC claims need to be **approved by ISCC**

→ Guidance document “**ISCC 208 – Logos and Claims**”

# On-product logos: one per raw material category

## Circular



## Bio-circular



## Bio





# Examples of off-product communication via CSR reports, press releases and websites

## Ferrero Sustainability Report 2022

[Ferrero Sustainability Report 2022](#)

In 2022, the Ferrero Cork plant achieved ISCC PLUS certification<sup>15</sup> to pilot the mass-balance approach for recycled plastic from chemical recycling.

Our first pilot in chemically recycled plastic from mass-balance adoption in plastic packaging is with the Tic Tac brand. Tic Tac is using 50% recycled plastic (based on mass balance) for the Tic Tac 200-pill box in our Cork plant.

**FERRERO**

## JAME technology earns ISCC plus certification

**EASTMAN**

JAME Technology is the first qualified manufacturer to obtain ISCC Plus certification to process Tritan™ Renew from Eastman, which will allow it to offer protective cases made with certified recycled content\* for the global electronics market.

International Sustainability and Carbon Certification (ISCC) is a globally applicable system that covers all feedstocks and assures that products and materials are sustainable in a measurable way. In addition to phone cases, Eastman is producing Tritan Renew with certified recycled content for a variety of other products.

[External EASTMAN Site](#)

## Berry Achieves ISCC PLUS Certification for Nonwovens in North America

This Berry certification is an important step toward delivering on growing consumer expectations in transparency of their purchases. With the ISCC PLUS certification, Berry can produce products substituting up to 100 percent of the virgin resin with certified circular polymers on a mass balance basis, delivering identical material performance as virgin feedstock.

[External Berry Global Site](#)

**Berry**

## ORAL-B IS NOW USING BIOBASED PLASTIC

This means we can reduce the use of fossil-based materials, as we take another step on our sustainability journey.

[External Oral-B Site](#)

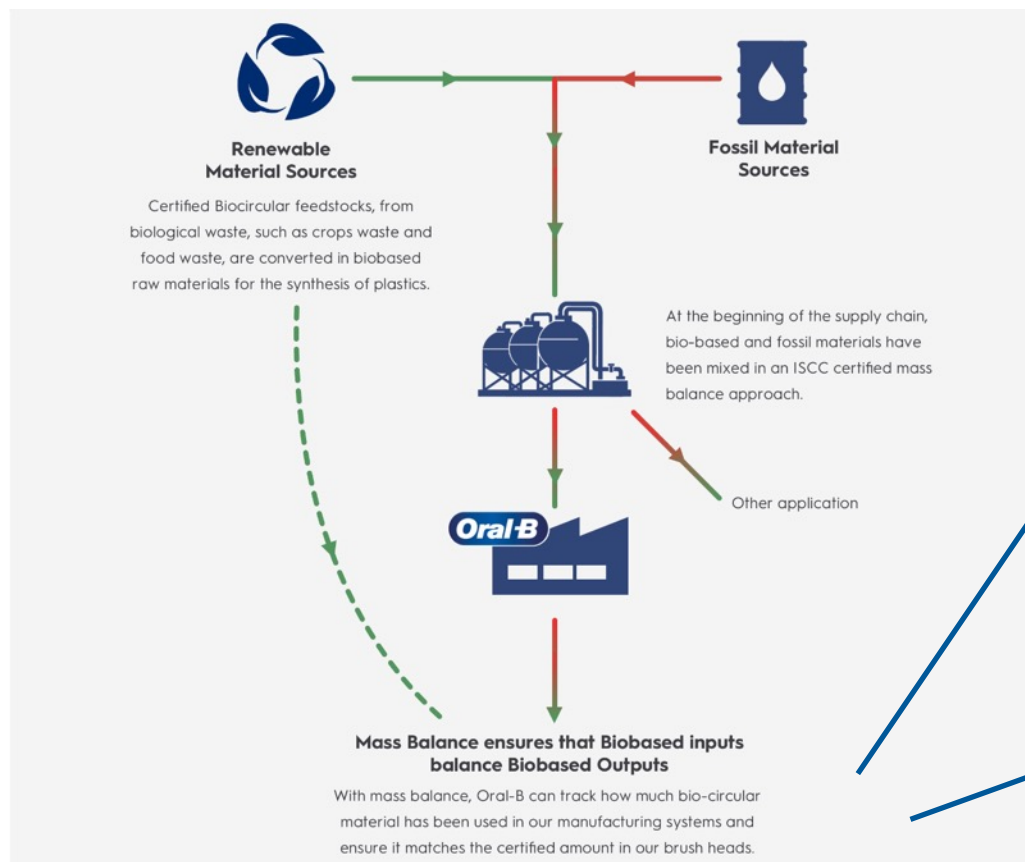
**Oral-B®**

## WHAT IS ISCC?

International Sustainability & Carbon Certification (ISCC) is a globally applicable sustainability certification system and covers all sustainable feedstocks.

From feedstock conversion into biobased plastic, to brush head manufacturing and finally packaging, to ensure that biobased mass balance certified material is properly utilized across Oral-B Brush Heads.

# Oral-B explains how the certified material is allocated to the toothbrush heads via ISCC mass balance



Mass Balance  
Ensures That Biobased Inputs  
Balance  
Biobased Outputs



# KitKat introduces ISCC certified wrappers linked to 90% recycled plastic (mass balance approach)

## ISCC Certified

Our KitKat wrappers with 90% recycled plastic are ISCC certified. The recycled material is allocated using the ISCC mass balance approach. ISCC is International Sustainability & Carbon Certification: it is a system that supports new recycling technologies that transform hard to recycle materials into new plastic, working towards a circular economy.

This means our KitKat wrappers are made using a mix of virgin and recycled plastics. Each wrapper may vary in the total amount of recycled plastic it contains – some may contain more some may contain less. The process is certified by ISCC to ensure that a minimum of 90% recycled material is allocated to the entire batch of KitKat wrappers (mass balance approach).



\* Mass balance approach



**KitKat wrapped with 90% recycled plastic, certified by ISCC\***

We're proud of this step in our sustainability journey after increasing our use of recycled plastic packaging from 30% last year across select products in our KitKat range, to 90% in 2023^.

<https://www.kitkat.com.au/givetheplanetabreak>



# Mattel uses the ISCC on-product logo for the Matchbox Action Drivers linked to 40% ISCC certified plastic (mass balance approach)



# BRITA's filter cartridge and filter jug are supporting the sourcing of bio-attributed plastic (60%, 50%, mass balance)





# Ferrero's TicTac packaging is linked to ISCC certified recycled plastic (50%, mass balance approach)

# FERRERO



\* Mass balance approach



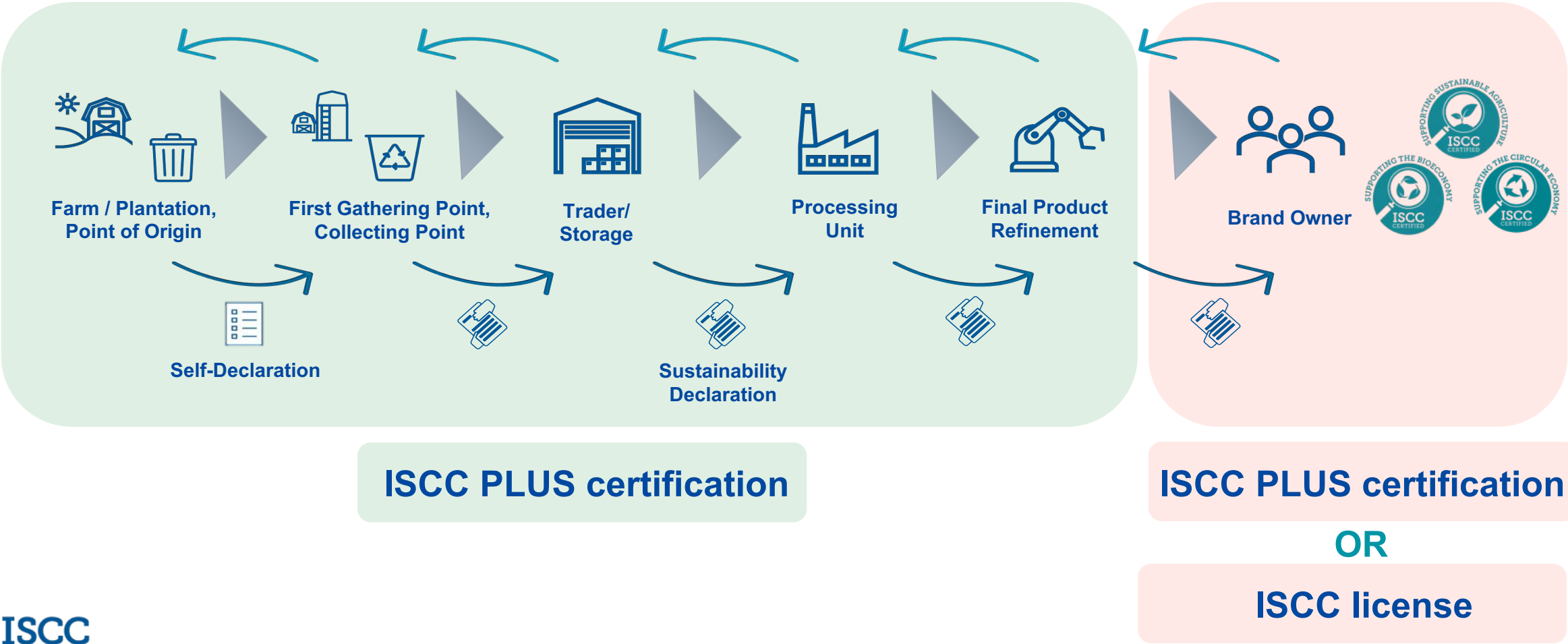
# Philips launches its eco conscious edition with ISCC certified bio-based plastics (82%, mass balance)



**PHILIPS**



# To facilitate the use of logos and claims, ISCC offers a tailor-made approach for brand owners





# The ISCC licensing scheme for brand owners



- The supplier
  - holds a valid ISCC certificate
  - issues ISCC Sustainability Declarations for the ISCC certified material



- The licensee
  - receives an ISCC certified final product
  - cannot fundamentally alter it



- The licensee
  - is a brand owner under whose brand name the finished good goes into the market
  - is allowed to communicate

# Applicable licensing setup - example



The **brand owner** would like to make claims about ISCC certified materials. They **receive a certified finished good/packaging** with the ISCC on-product logo and/or on-product claim.



# All licensed finished goods are published in the ISCC license database

## Examples



All licensees appear in the [license database](#):

### ISCC License Database

Please find a list of all ISCC licensees below.

- > Expired licenses are marked in red.
- > The license is crossed out if a license was withdrawn.
- > From the effective date onwards, licensed brand owners are allowed to use ISCC logos and claims.

Show  
10  
entries  
Search:


Status	Finished Goods	Product or Packaging	Licensed Brand	License number	Countries/Region	Valid from
✓	Aino Ice Cream Tubs, 900ml	Packaging	Froneri Finland Oy	ISCC-L-1	Finland	2021-08-31
✓	Gauloises	Packaging	Imperial Tobacco	ISCC-L-2	Germany	2021-11-05
✓	Global Protection Day Cream, 50ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	Evercalm Gentle Cleansing Milk Sample, 50ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	Glow Daily Vit C, 50ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	Bioretinoid Cream, 50ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	Radiance Dark Circle Eye Cream, 15ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	XRange (XR), Medium Can	Packaging	Swedish Match	ISCC-L-4	Worldwide	2021-09-23

523 licensed products as of November 2023

# ISCC PLUS is now part of the Climate Pledge Friendly program on Amazon in the US and several European countries

Amazon product page

[Back to results](#)



Up to 11 Minutes of Runtime Per Charge

Translucent Dust Bowl

Slim Ergonomic Design

Long Nozzle

Built-in Flip-up Brush

Tool housing made with Tritan® Renew certified recycled material 50%

\*\* Recycled material is certified through a third-party mass balance allocation process.

Roll over image to zoom in

### BLACK+DECKER 8V MAX reviva Cordless Hand Vacuum, Transparent Dustbowl (REVHV8J40)

Visit the BLACK+DECKER Store

4.1 ★★★★★ 78 ratings

Climate Pledge Friendly

300+ bought in past month

**-13% \$43<sup>64</sup>**

List Price: \$49.99 ⓘ

No Import Fees Deposit & \$14.01 Shipping to Germany [Details](#) ▾

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Brand	BLACK+DECKER
Special Feature	Portable, Lightweight
Filter Type	Foam
Included Components	Brush
Is Cordless?	Yes

Voltage

8 Volts

Wattage

90 watts

Item Weight

2.2 Pounds

Form Factor

Handheld

**Climate Pledge Friendly**

Products with trusted sustainability certification(s). [Learn more](#)

**ISCC**  
International Sustainability & Carbon Certification

**ISCC PLUS** certified products are created using raw materials like recycled plastics and bio-based materials, which can reduce fossil fuel consumption.

reviva™ 12V MAX\* Cordless Drill Driver

\*Maximum initial battery voltage (measured without a workload) is 12 volts. Nominal voltage is 10.8 volts.

<https://amzn.eu/d/epeGabe>





## ISCC Licensing Logos and Credible Claims Training

November 13, 2023 –  
Le Méridien New Orleans,  
Louisiana, US

11:30 am – 5:30 pm  
(Central Standard Time)

### WHAT TO EXPECT

Learn how to add further value by  
using ISCC certified materials and  
selling finished goods

Deepen knowledge to successfully  
apply the ISCC Licensing Scheme

Become an expert in making  
credible and transparent claims

Attain confident know-how to  
explain to peers and clients how  
ISCC works

# Training for licensing, logos and credible claims

- 1<sup>st</sup> training on 13 November 2023, onsite, New Orleans

→ Next online training: 09 April 2024, register [here](#)

- **Topics:**

- Overview of the ISCC PLUS Scheme
- Implementation of the ISCC Licensing Scheme
- How to use ISCC Logos and Claims for credible communication

- **Target Groups:**

- Brand Owners
- Sales representatives of certified companies
- Retailers and other interested parties





# Thank you!

ISCC System GmbH

Hohenzollernring 72, 50672 Cologne, Germany

[www.iscc-system.org](http://www.iscc-system.org)

