



WPP Green Claims Principles

- Be truthful and accurate
- Do not omit or hide important information
- Only make fair and meaningful comparisons
- Consider the full lifecycle of the product
- Substantiate the claims
- Be specific
- Be clear and unambiguous
- Use plain language
- Do not overstate the benefit
- Avoid sweeping or unqualified claims
- Carefully consider imagery
- Be social responsible

The *WPP Green Claims Guide – Client Version* is available to clients on request.