



# Green Claims Policy

## Introduction

As signatories of The Anti-Greenwash Charter, we are committed to upholding good standards of responsible marketing practice. The purpose of this policy is to define the standards we adopt throughout our organisation to ensure green claims made about our products/services are fair and substantiated.

This policy applies to all the forms of marketing and advertising we use, including print media, online marketing (including social media and influencer marketing), direct marketing, packaging, events, television, radio, trade/sales and other professional promotions and 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
- Clarify our approach to evidence and testing
- Detail the training we provide our employees
- Introduce our escalation procedure
- Commit to regular reviews and effective governance

## Definitions

We define all the key 'green' terms we use to describe our products and services to ensure our claims are clear and transparent:

**Sustainably sourced:** We only use FSC®100% certified timber across our product range.

**Naturally renewable:** Timber is a naturally renewable material, unlike other manmade window materials such as uPVC or Aluminium.

**Eco-friendly:** Our products are made using eco-friendly materials such as timber and water-based paints, and our offices and manufacturing facilities run on renewable energy.

**Energy-efficient:** Our products have high thermal efficiency which helps to reduce heating and energy usage. The U-Values for each product are displayed on our quotations and order paperwork.

**Reducing your carbon footprint:** Timber has the lowest embodied carbon of any window frame material.

If you come across a term that you don't understand and can't find it on this list, email Robert Butterworth at [Butterworthr@bereco.co.uk](mailto:Butterworthr@bereco.co.uk) for clarification.

## Editorial Processes

Every piece of content and its green claims are reviewed by our marketing manager and another editor prior to publication and distribution. When writing content, our team refers to our list of clearly defined terms and updates the list when using a new term. We recognise and reward staff members who challenge our green claims.

## Evidence & Testing

### U-values

We calculate the U-Value of our products using the conductivity figures of the materials we use. We have full third-party accreditation via Bluesky Certification to the relevant British Standards, including BS644:2012 General Performance & Timber High Performance Window Scheme, to certify the validity and accuracy of these calculations. We provide the U-value for each product on our order paperwork, based on its specification.

### Reducing your carbon footprint

A study conducted by Heriot Watt University in 2013 showed that a 1.23m W x 1.48m H timber window has global warming potential of -60kgCO<sub>2</sub>e per window. The timber removes CO<sub>2</sub> from our atmosphere and embodies and stores it in the wood. An equivalent uPVC window was found in the study to have a global warming potential of +100kgCO<sub>2</sub>.

## Training

All new employees receive an in-house training session on our Green Claims Policy 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 whenever needed. Each year, every employee attends a refresher training session to discuss changes to the policy.

## Customer Engagement

We know our customers 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 Robert Butterworth at [butterworth@bereco.co.uk](mailto:butterworth@bereco.co.uk) for clarification.

## Regular Reviews

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 Marketing Manager is responsible for ensuring that our compliance with this Green Claims Policy is reviewed quarterly. Any non-compliance with this policy will be brought to the attention of the Leadership Team, who will decide on further actions and whether the matter should be escalated further. The Marketing Team are responsible for establishing and following practices, instructions, and operating models in line with the Green Claims Policy and reviewing and updating all our marketing policy guidelines.

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.