

STUDIO ANNELOES

ANTI GREENWASHING POLICY

Document No.	Effective Date	January 1, 2026		
SA-G8	Next Review Date	January 1, 2027	Version No.	02

Amendment history

Revision Date	Description of changes
21 January 2026	Reviewed, no changes

I. Introduction

I.1 Purpose

The purpose of this policy is to ensure that all sustainability-related communication by Studio Anneloes is accurate, substantiated, transparent, and compliant with applicable regulations.

This policy aims to:

- Prevent greenwashing and misleading environmental or social claims
- Ensure consistency across all internal and external communications
- Maintain consumer trust and credibility
- Align with guidance from the 'Autoriteit Consument & Markt' (ACM), the proposed Green Claims Directive by the European Commission, and the requirements of B Corp Standard PSG4.2 on responsible marketing and claims

Scope

This policy applies to:

- Marketing & Communications
- E-commerce & Product Pages
- PR & Media
- Sustainability & ESG teams
- Product Development
- Sales & Retail
- External agencies and partners acting on behalf of Studio Anneloes

It covers all forms of communication, including:

- Website content
- Product descriptions
- Packaging
- Social media
- Campaigns
- Press releases
- Presentations
- Labels and visual claims

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1.2 Definitions

Greenwashing

The practice of making misleading, unsubstantiated, vague, or exaggerated environmental or sustainability claims about a company, product, or service.

Sustainability Claim

Any statement, symbol, label, or visual implying environmental or social benefits (e.g. “sustainable”, “eco-friendly”, “conscious”).

Substantiated Claim

A claim that is supported by up-to-date, verifiable, and documented evidence.

1.3 Contact Officer

The Contact Officer is the primary point of contact regarding any information found in this document. Their information is listed below:

Name:	Laura Koedijk
Job function:	Sustainability manager
Contact information:	laura@studioanneloes.nl

2. Roles and Responsibilities

2.1 Sustainability department

- Reviews high-risk environmental messaging
- Reviews high-risk claims and regulatory alignment
- Monitors developments in EU Green Claims legislation
- Provides substantiation and data for all sustainability claims

2.2 Production Team

- Provides substantiation and data for all sustainability claims
- Maintains documentation and evidence archive

2.3 Marketing, E-commerce & Communications Team

- Ensures all messaging complies with this policy
- Avoids vague or misleading language
- Submits sustainability claims for review when required

2.4 Management

- Ensures resources and governance are in place to prevent greenwashing
- Embeds responsible communication into company strategy
- Ensures this policy is shared with relevant external agencies and partners acting on behalf of Studio Anneloes to ensure their compliance

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3. Policy principles

3.1 Accuracy and Clarity

All sustainability claims must be:

- Factually correct
- Clear and specific
- Understandable to consumers
- Not exaggerated or ambiguous

Vague claims such as “green”, “eco-friendly”, or “sustainable product” must not be used without clear explanation and supporting evidence.

3.2 Evidence-Based Communication

All environmental and social claims must:

- Be supported by verifiable data, certifications, or documentation
- Be reviewed regularly to ensure accuracy and relevance
- Have evidence available internally upon request
- Not rely on outdated or incomplete information

Claims without sufficient proof must not be published.

3.3 Honest and Fair Comparisons

Comparative sustainability claims must:

- Compare like-for-like products or processes
- Clearly state what is being compared
- Use consistent and objective methodologies
- Be based on measurable and current data

Misleading comparisons with competitors or industry benchmarks are prohibited.

3.4 Transparency on Ambitions and Targets

Future sustainability goals and ambitions must:

- Be clearly distinguished from current performance
- Be measurable, time-bound, and realistic
- Be supported by a concrete implementation plan
- Not be used to imply current product sustainability benefits

Corporate sustainability goals may not be used as product-level claims unless directly applicable.

3.5 Responsible Use of Labels, Icons, and Certifications

Studio Anneloes will:

- Only use officially recognized and verifiable certifications
- Clearly explain the meaning of labels and certifications
- Avoid creating misleading self-declared eco-labels
- Ensure visual symbols do not imply broader impact than substantiated

Self-created sustainability programs must be transparently explained if referenced externally.

3.6 Prohibited and High-Risk Terminology

The following claims must not be used without rigorous legal and scientific substantiation and approval:

- “Climate neutral”
- “Net zero” (product-level)
- “CO₂ positive”
- “Biodegradable”
- “Compostable”
- “Environmentally friendly”

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- “Eco-friendly”
- “Sustainable product”
- “Green product”

Where used, these terms must always be contextualized, qualified, and evidence based.

4. Approval Process for Sustainability Claims

Before publication, sustainability-related claims must:

1. Be checked for clarity and specificity
2. Be supported by documented evidence
3. Be reviewed by the Sustainability team (mandatory for high-impact claims)
4. Be aligned with certifications and verified data

High-risk claims (e.g. climate, circularity, impact claims) require formal approval.

5. Documentation and Record keeping

Studio Anneloes will maintain:

- A register of approved sustainability claims
- Supporting evidence and data sources
- Certification documentation
- Review history of key public claims

Documentation must be accessible for audits, B Corp verification, and regulatory review.

6. Training and Awareness

Relevant employees (Marketing, E-commerce, Product, Sustainability, Sales) will receive:

- Periodic training on anti-greenwashing principles
- Updates on regulatory developments (e.g. Green Claims Directive)
- Guidance on responsible sustainability communication

7. Monitoring, Review & Continuous Improvement

This policy will be reviewed annually or when regulations change and updated in line with B Corp Standard updates and EU legislation. We will continuously monitor internally as part of our ESG and B Corp compliance processes. Non-compliance will result in corrective action, including revision or removal of misleading claims.

8. Policy Approval

This policy is approved by the management team and board of directors of Studio Anneloes.

Name	Laura Koedijk	Date	10 January 2025
Position	Sustainability manager	Location	Amsterdam
Signature			