



Campaign Review Report - Product Brochure 2025.

Signatory: Back to Earth Ltd

Date: Apr 2025

Introduction.

This report provides a transparent evaluation of Back to Earth Ltd's Product Brochure 2025 campaign for compliance with its Green Claims Policy (GCP) as part of its commitment to The Anti-Greenwash Charter.

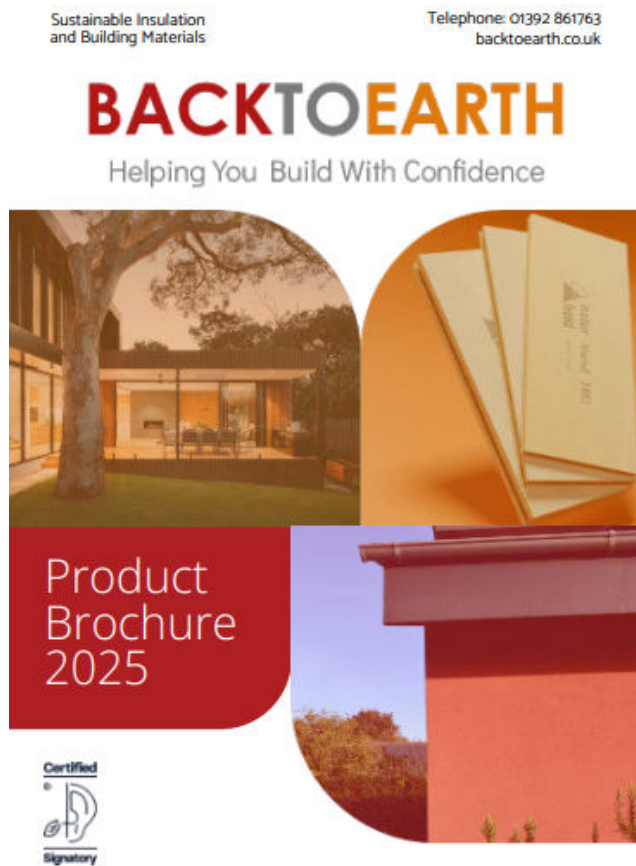
Campaign reviews play a critical role in ensuring that all environmental claims are substantiated, language is accurate, and best-practice communication procedures are followed. By upholding the Charter's standards, the review process reinforces transparency, helps prevent greenwashing, and builds stakeholder trust.

Each campaign review involves a thorough examination of submitted materials, where all claims and terms are cross-referenced against the GCP and supporting evidence of practice and procedure analysed. The review concludes with one of three outcomes:

- **Compliant:** The campaign fully aligns with the GCP, demonstrating responsible governance.
- **Compliant with Recommendations:** The campaign meets GCP standards, but minor improvements are suggested to enhance future compliance.
- **Non-Compliant:** The campaign fails to meet the GCP's requirements, necessitating corrective action.

This review is both an assessment and an opportunity for Back to Earth to continue demonstrating leadership in authentic sustainability communication.

Review Details.



Signatory: Back to Earth Ltd

Campaign Title: Product Brochure 2025

Description: A 28-page brochure promoting natural, sustainable insulation materials—particularly wood fibre—targeting architects, builders, and eco-conscious homeowners. The brochure emphasises moisture control, heat retention, air quality, and retrofit performance.

Publication Date: 26/02/2025

Campaign Links: [Product Brochure 2025](#)

Compliance Summary.

The *Product Brochure 2025* demonstrates strong alignment with the Green Claims Policy and uses clear language to describe material performance and sustainability benefits. The informal but diligent internal review process reflects commitment to accurate and responsible communication. However, the absence of formal documentation and limited stakeholder engagement present opportunities for improvement.

The overall rating is  **Compliant with Recommendations**

Language Analysis.

Campaign Materials Reviewed:

- Product Brochure 2025

Green Terms Identified.

- **Natural materials**
- **Low-impact**
- **Energy efficiency**
- **Moisture control**
- **Indoor air quality**
- **Heat loss**
- **Breathable**
- **Non-toxic**

Analysis.

Term	GCP Listed?	Usage Accuracy	Notes
Sustainable	✔ Yes	✔ Accurate	Aligned with material sourcing and lifecycle context
Natural materials	✔ Yes	✔ Accurate	Consistently used to describe bio-based products
Low-impact	✔ Yes	✔ Accurate	Properly contextualised (manufacturing/process impact)
Energy efficiency	✔ Yes	✔ Accurate	Tied to material thermal performance
Breathable	⚠ No	⚠ Requires Addition	Common term but not defined in GCP – recommend adding
Non-toxic	✔ Yes	✔ Accurate	Used in relation to VOCs and material content

Summary.

The brochure uses approved terms responsibly and in context. All terms are used to support product transparency without exaggeration. “Breathable” is a frequent descriptor but is not currently defined in the GCP – a recommendation is made to include it for clarity.

Claims Analysis.

Campaign Materials Reviewed:

- Product Brochure 2025

Green Claims Identified.

- *“Improves indoor air quality”*
- *“Helps regulate humidity and reduce moisture build-up”*
- *“Reduces heat loss through walls”*
- *“Made from renewable raw materials”*
- *“Contributes to energy efficiency in retrofitted buildings”*
- *“Minimally processed for low embodied energy”*

Analysis.

Claim	GCP Listed?	Evidence or Substantiation	Notes
Improves indoor air quality	✔ Yes	Supported by material properties	Accurate
Reduces heat loss	✔ Yes	Thermal performance data referenced	Accurate
Regulates humidity	⚠ No	Evidence implied, not directly cited	Add to GCP
Low embodied energy	✔ Yes	Statement consistent with material sourcing	Accurate
Made from renewable raw materials	✔ Yes	Confirmed through supplier documentation	Accurate

Summary.

The claims are generally well-aligned and substantiated either explicitly or by implication in the product descriptions. The claim regarding moisture regulation could benefit from clearer referencing or addition to the GCP claims list.

COMMUNICATION PRACTICES AND PROCEDURES:

Visual Materials.

Evaluates accuracy and transparency in visuals used in the campaign.



Evidence Provided:

- Internal process photo illustrating real-time review and approval by the founder

Analysis and Conclusion.

- Visuals in the brochure focus on actual products, insulation materials, and installation scenarios without artificial enhancements or misleading visuals.
- The imagery appears to be authentic and relevant to the product scope. There is no use of symbolic, ambiguous, or overly stylised visuals that could mislead the viewer about the environmental benefit.
- The physical photo offers insight into the team's process and gives confidence in the authenticity of the visual production workflow.

Rating: **Compliant**

Written Content.

Ensures editorial content meets GCP standards and is verified through review.

Evidence Provided:

- The written content was reviewed internally by the content designer (Ethan) and signed off by the founder (Chris Brookman).
- While the signatory did not provide a formal editorial log or style guide, the image and process description indicate a clear, repeatable two-step review system grounded in adherence to their GCP.

Analysis and Conclusion.

- The editorial process reflects conscious oversight. All terms and claims were reported to be checked against the GCP during content creation and prior to publication.
- The informal structure is suitable given the small team size but could benefit from lightweight documentation to formalise the process.

Rating: 🟡 **Compliant with Recommendations**

The review process ensures quality and alignment but would benefit from a formal sign-off record or checklist for improved traceability.

Employee Training.

Verifies awareness and training for GCP implementation.

Evidence Provided:

- The signatory confirms that all relevant employees have received training on the Green Claims Policy and anti-greenwashing practices.
- No formal training documentation or session records were provided, as training is likely delivered through informal team discussion.

Analysis and Conclusion.

- Given the size of the team (five people) and the clearly defined roles, it is reasonable to accept informal training as effective for operational purposes.
- However, for future scalability or audit preparedness, maintaining brief records of training or refresher sessions would be beneficial.

Rating: 🟡 **Compliant with Recommendations**

Training is confirmed and likely effective, but minimal documentation would support compliance validation and growth.

Stakeholder Engagement.

Ensures mechanisms are in place for stakeholder feedback.

Evidence Provided:

- The signatory states that there are currently no systems in place to engage stakeholders or collect feedback on this campaign.
- No feedback forms, contact CTAs, or community feedback mechanisms were presented.

Analysis and Conclusion.

- While not mandatory, stakeholder engagement is a core principle of the Anti-Greenwash Charter and valuable for transparency and two-way communication.
- Introducing a basic contact mechanism—e.g., a webpage form, a feedback link, or prompt in the brochure—would represent a low-effort, high-impact improvement.

Rating:  **Non-Compliant**

No current mechanism for stakeholder feedback. Improvement is required to meet Charter expectations.