



Campaign Review | Full Report.

Prepared for: Select First

Date: Jul 2024

Review Overview.

Signatory: Select First

Campaign: Explore the World with Cities from Louis de Poortere

Description: Promotion of Ecorugs, a 100% recyclable rug range for the commercial market.

Publication Date: June 26, 2024

Auditor: Zacc Tullett

Campaign Materials.



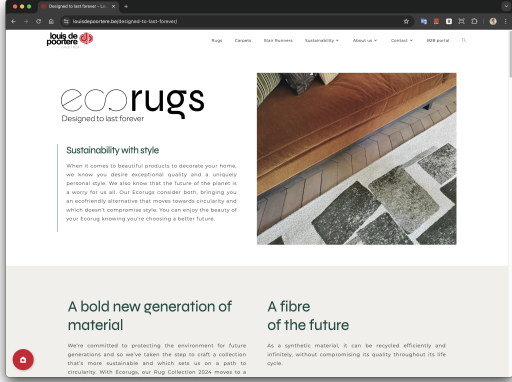
PRESS RELEASE

Explore the World with Cities from Louis De Poortere

Inspired by the world's most famous cities, the design team at Louis De Poortere have created a series of five rug designs inspired by the cartography of the urban landscape.

Interpreting the cartography and unique waterways of New York, Tokyo, London, Amsterdam and Paris in Jacquard woven rugs, Cities is the Ecorugs collection from Louis De Poortere that brings a unique reference to the offices and businesses of the world's most famous cities.

In Conductive Blue, Gatsby Gold, Green Meadows, Space Trip and Orange Cut, businesses can echo the vibrant cultures and unique sense of place that make the cities of Tokyo, New York, London, Paris and Amsterdam top global destinations. Each rug brings the atmosphere of an old map, faintly charting the flow of rivers and urbanisation in beautiful colour-rich patterns.



Auditors's Summary.

The signatory, Select First, has demonstrated a commitment to adhering to its Green Claims Policy (GCP) in the campaign titled "Explore the World with Cities from Louis de Poortere." The campaign promotes Ecorugs, a 100% recyclable rug range, and has followed several key aspects of the GCP. However, there are areas where procedural adherence could be improved.

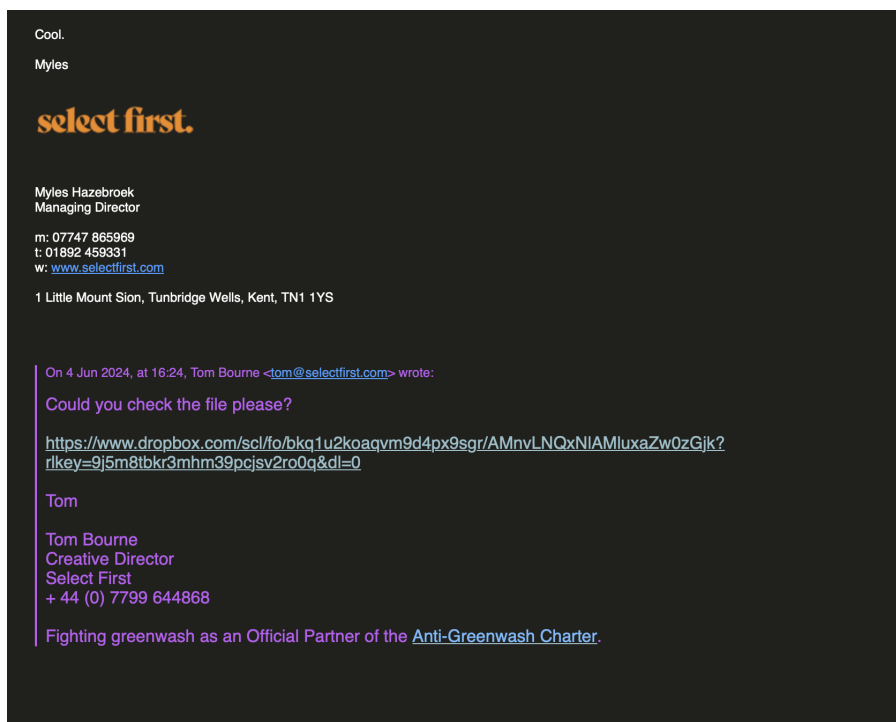
Editorial Process.

In light of compliance with anti-greenwashing measures, having a robust editorial process ensures that all communications content is reviewed for accuracy and transparency before publication. This helps in preventing unsubstantiated green claims and maintains the integrity of the communication.

Practice Followed: Yes

Evidence Provided:

- Screenshot of internal email correspondence verifying the editorial process.



Auditor's Conclusion.

The evidence provided for the editorial process is valid. The internal email correspondence shows that the review process for green claims content was followed, ensuring that the campaign aligns with the standards set out in the Green Claims Policy.

Evidence & Testing.

Conducting tests and providing evidence for green claims is crucial to substantiate the claims made about a product's environmental benefits. This builds credibility and ensures compliance with transparency and accountability standards.

Practice Followed: Yes (with recommendation)

Evidence Provided:

- Email from Tom Bourne to the client at Ecorugs discussing FAQs and the testing approach.
- FAQ Document detailing the rationale behind using polyester for Ecorugs and addressing common environmental concerns.

From: Tom Bourne <tom@selectfirst.com>
 Date: Thursday, 27 July 2023 at 14:10
 Subject: Ecorugs FAQs
 Hi Ben,
 Firstly, let me introduce myself. I'm one of the partners here at Select First and we've been working with Ecorugs on PPE support in the UK for many years. Louis has asked us to help with some content for the forthcoming Ecorugs launch, namely FAQs and sales presentation. The aim is to do a deep dive on what stakeholders say about the Ecorugs collection across geographical regions and to support the sales team in making sure they have the right knowledge and tools.
 The FAQs will also be helpful in response to any difficult questions that we may receive – it is an invaluable part of being a strong environmental stance that it opens us to more critique and clear expansion of our operations to become more sustainable.
 To that end, we've drafted a series of 25 questions relating to our use of polyester, polyester recycling, emissions and general areas. Of course, this is by no means exhaustive and should have not covered anything it should have. We've asked you to check against the answers. Some of the questions and the answer to answer the clients and some we hope will be useful to answer as well. We'd be happy to discuss any of the questions that you may have with us by looking into it, or write to that effect.
 I'm happy to work with you to answer these in a way that's most convenient – a teams session we can record or bullet point responses, attached documents etc. – and it will take some work to get there I would imagine, but at least we have a start.
 I'm on holiday from Wednesday 2 August to Friday 11 August, so perhaps we could schedule a kick off meeting my return? It would be a good opportunity to run through the questions and see if there is anything any that should be included?
 Sorry for the long email.
 Tom
 Tom Bourne
 Creative Director

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Client: Louis de Poortere
 Project: Ecorugs
 Owner: Tom Bourne

FAQs

Polyester FAQs

1. **Why aren't you using natural fibres like wool as they are better for the planet?**

A fibre's impact on the planet is not just about where it comes from, but also how it's produced and what happens to it at the end of life. In fact, the way a fibre is made and what happens to it at end of life has more impact than whether it is natural or not. For instance, while it's considered a natural fibre, regular cotton has a big environmental impact because of soil degradation and water usage. You can learn more about this thanks to the [Forest Trends paper](#), and it should be noted that [organic cotton is considered to have a lower impact on the environment than regular cotton production](#).

The main advantage of choosing polyester for Ecorugs is its recyclability. Firstly, you cannot create a mono-material product with natural fibres – it's important to think about the whole of the product, even down to the label. With polyester, we can make everything from a single material so that it is much easier to recycle. Secondly, polyester doesn't degrade during the recycling process, so it can be used again and again to make new Ecorugs, rather than having to downcycle it into another product.

It's also worth noting that polyester has better resistance to wear than wool and cotton – our own tests show cotton wears three times as fast – so it provides a longer life for every new rug. Making sure Ecorugs are around for as long as possible in the first place is a great way to minimise the impacts that come with recycling.

Auditor's Conclusion.

The evidence provided addresses the need for substantiation. The FAQs and correspondence about the environmental impacts of polyester and recyclability support the green claims made in the campaign.

Although compliant with this practise, there is an opportunity for Select First to improve the quality of the evidence it requests of its clients. Referencing the following statement in the GCP: "Supporting documentation may include the client's own testing and results, as well as certification and proof of independent verification if it exists."

Review of Claims.

The environmental claims made in the press release include:

100% Recyclable Rugs: Supported by FAQs discussing the recyclability of polyester and the Take Care program:

- **FAQ 1 & 6:** The FAQs discuss the recyclability of polyester, highlighting that it can be continuously recycled without affecting its strength and quality. They emphasise the benefits of using polyester for recyclability over natural fibres and bio-based alternatives.
- **FAQ 10:** Suggests that all parts of the Ecorug are made from recyclable polyester, supporting the claim of 100% recyclability.
- **FAQ 11:** Explains that local recycling points may not handle polyester correctly, reinforcing the need for the Take Care program for proper recycling.

Circular Product Lifecycle: Supported by FAQs detailing the development of recycling processes and partnerships for efficient recycling.

- **FAQ 3:** Describes the development of the rug and recycling processes needed to achieve circularity.
- **FAQ 9:** Explains the partnership with Europe's best polyester recyclers for efficient recycling through the Take Care program.
- **FAQ 13:** Details the gradual increase in recycled content, aiming for 100% recycled polyester by 2025, supporting the circular product lifecycle claim.

Recycled Content: Supported by FAQs explaining the use of 20% recycled polyester and the goal to reach 100% recycled content by 2025.

- **FAQ 4 & 13:** Discusses the use of 20% recycled polyester and the goal to reach 100% recycled content by 2025. This aligns with the claims in the press release about increasing recycled material use.
- **FAQ 14:** Suggests that the recycled polyester is sourced with GRS and Oeko-Tex® 100 certification, adding credibility to the recycled content claim.

Environmental Impact: Supported by FAQs highlighting the benefits of polyester's durability, recyclability, and reduced environmental impact compared to other materials.

- **FAQ 1, 6, 7, & 8:** Discusses the environmental benefits of polyester, such as its recyclability, durability, and resistance to wear, which supports the claim of minimising environmental impact.
- **FAQ 22:** Describes ongoing efforts to reduce emissions and energy consumption in the production and recycling processes, reinforcing the positive environmental impact claims.

Auditor's Conclusion.

The environmental claims made in the press release are supported by the information provided in the FAQ section. The FAQs provide explanations for the recyclability, circular lifecycle, recycled content, and overall environmental impact of the Ecorugs. As per the Evidence & Testing section, the request of further detailed evidence would be recommended.

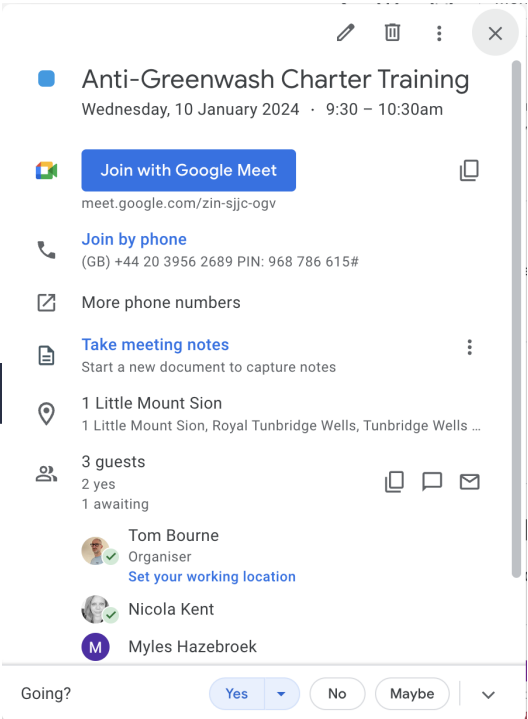
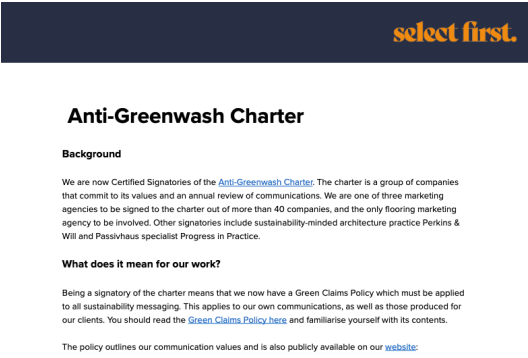
Employee Training.

Training employees on the Green Claims Policy and anti-greenwashing measures ensures that all staff members understand the importance of making accurate and substantiated green claims. This helps in maintaining the consistency and reliability of the claims across the organisation.

Practice Followed: Yes

Evidence Provided:

- Anti-Greenwash Charter Training Document
- Screenshot of the calendar event for the training session



Auditor’s Conclusion.

The evidence provided for employee training is valid. The calendar event and training document show that employees were adequately trained on the Green Claims Policy, ensuring they understand and can apply the principles of responsible marketing.

Escalation Procedure.

Having an escalation procedure for concerns or queries related to green claims ensures that any issues can be addressed promptly and effectively. This supports the principles of transparency and accountability.

Practice Followed: Yes (with recommendation)

Evidence Provided:

- Indicated that the escalation procedure was not followed as there were no concerns or queries.

Auditor's Conclusion.

The response is acceptable given that there were no escalations to address. However, it is important to include a call to action in the campaign, such as: "If you have any queries or concerns related to the green claims made within this campaign, please contact [contact information]." This ensures that the escalation procedure is clearly communicated to the audience.

Colour and Imagery.

Guidelines for the use of colours and branding help prevent greenwashing by ensuring that visual elements accurately reflect the environmental benefits of the products. This avoids misleading consumers and maintains trust.

Practice Followed: Yes

Evidence Provided:

- Image of the rug used in the campaign showing compliance with branding guidelines.



Auditor's Conclusion.

The evidence provided shows that the use of colour and branding in the campaign was consistent with the guidelines. This helps in avoiding greenwashing and ensures that the visual representation aligns with substantiated green credentials.

Compliance Summary.

The evidence provided for each section has been reviewed and found to be valid. The client has demonstrated compliance with the Green Claims Policy.

Editorial Process: Compliant

Evidence and Testing: Compliant (with recommendation)

Employee Training: Compliant

Escalation Procedure: Compliant (with recommendation)

Colour and Branding: Compliant

Overall Compliance Rating: Compliant

Compliance Certificate.

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Overall Compliance Rating: Compliant