

Environmental Claims Policy:

All George Suppliers

Date Created: 29 February 2024

Version: 1.0

1. George is committed to complying with all relevant Environmental Claims legislation and Codes including: The Consumer Protection from Unfair Trading Regulations 2008; The CMA Guidance on Environmental Claims on Goods and Services (20 September 2021); The UK Code of Broadcast Advertising (BCAP Code); The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), Edition 12; and the ASA's Advertising Guidance, including:
(a) The Environment: Misleading Claims and Social Responsibility in Advertising (updated 23 June 2023); (b) Misleading Advertising: Use of Qualifications (6 November 2020); (c) Environmental Claims: Carbon Offsetting and Carbon Neutral (27 April 2021); and (d) Environmental Claims: General "Green" Claims (22 December 2022).
2. George is committed to providing clear information to its customers about its Environmental Claims. With this in mind, George is developing its approach to making Environmental Claims going forwards.
3. As we continue to evolve our communications and procedures in this space, our interim position is that we are pausing the introduction of Environmental Claims across the George business. During this period, you'll continue to see legacy products with historic George for Good information on garment labelling in our stores. These historic Environmental Claims will be phased out over time.
4. To help you support George during this period, it is a condition of supply that, until further notice, no claims or messaging relating to the environment or sustainability generally are made on any Goods (or related packaging, labels, etc.) supplied to George or Asda.
5. This policy may be updated in the future in which you will be notified and the updated Policy will be published on the George Supplier Website in the usual way.