

**The Competition and Markets
Authority**

Misleading Environmental Claims

guidance and consultation

Response

July 2021

CTSI welcomes the opportunity to comment on the draft consumer protection law guidance in relation to misleading environmental claims. CTSI has sought feedback from relevant Lead Officers and invited Heads of Service to comment via the Association of Chief Trading Standards Officers.

The guidance in this area has been welcomed with sustainability becoming more important to area of consumer detriment and that CMA was best placed to lead on guidance in this area.

Examples¹ were provided by CTSI Lead Officer for food and nutrition on the level of profit that can be made from false organic claims and that as such

3.3 The draft guidance, and UK consumer protection law itself, applies across all sectors of the economy and to all businesses selling goods and services. Are there any sectors which require special treatment either

3.7 Which, if any, aspects of the draft guidance do you consider need further clarification or explanation, and why? In responding, please specify which Chapter and section of the draft guidance (and, where appropriate, the issue) each of your comments relate to.

In paragraph 2.32 (page 8) it s

businesses can ask their local Trading Standards Department irrespective of whether they have a primary authority relationship or not?

Page 14 - -specific rules are limited to food products, this does not mean other products can be labelled as organic where they have a limited number of organic com