

# Guides for communicating and marketing sustainability

These guidelines are created based off the best practice from Denmark, where extensive legislation exists on the subject of green/sustainable/ethical marketing. The original guidelines (in English) can be found on the [Danish consumer ombudsman website](#), under 'Guidelines and Regulations' – "Environmental and Ethical claims" and "Environmental claims – Quick Guide".

The below is a one-page summary highlighting some of the most pressing issues for tourism marketing and communication. The summary is non-exhaustive, and more measures and rules exist.

## Don't give unsubstantiated or undocumented claims

**Don't** use general positive claims/statements about a company or products, such as 'green', 'climate friendly', 'environmentally friendly', 'sustainable' etc. without giving a factual, neutral explanation. The explanation must be read alongside the claim/statement.

The only exception (which only applies in the EU) being if a product is labelled under the EU Ecolabel, the product may normally be described as 'less environmentally damaging', 'more environmentally correct', 'more gentle on the environment', 'better for the environment'. However, best practise is still to include an explanation as it tells more of a story.

## Specifically on certification

1. **EU Ecolabel**  
Use label and/or mention the label.
2. **Third party certification, reviewed by an expert with recognised qualifications** (incl. GSTC)  
Use label and/or mention the label
3. **Self-reviewed / Uncertified**  
Don't use the certification logo or mention it – it is not recognised as a valid scheme, and it will be considered greenwashing.

## Other claims:

### Climate compensation schemes

Must be verifiable by means of an independent body. If they aren't verified, then don't mention them.

### Claims regarding seeking to reduce CO2 emissions

You must have a plan for reducing greenhouse gas emissions by reduction measures in production or in the company, which must be verified by an independent body, and have greenhouse gas accounts showing current emissions and the expected future emissions.

### Claims about striving for sustainability

A company can market that it strives for sustainability, or similar claims. This requires that they have a specific plan for how they will achieve sustainability, which must be verified by an independent body.

### Claims about sustainable initiatives

A company may market itself with sustainable initiatives. This requires the specific initiatives they have taken to be mentioned.

The safest way to market sustainability is by showing what you do.