

# CHSA Publishes Myth-busting Fact Sheet on Sustainability to Support Informed Decision-Making

5 months ago



[The Cleaning & Hygiene Suppliers Association](#) (CHSA) has published a fact sheet designed to help its members make informed, evidence-based decisions on sustainable products, packaging and operations.

The fact sheet forms part of the CHSA's Roadmap to Sustainability. This is the Association's long-term initiative designed to provide members and the wider industry with practical guidance on sustainability.

Environmental claims, used to differentiate one product or service from another, are common and often based on ill-informed assumptions or misconceptions. The Fact Sheet highlights key points when assessing such sustainability claims. They include the importance of evidence, that there are no universal 'good' or 'bad' materials, many green claims are legally or technically meaningless and considering the full life-cycle is essential.

Lorcan Mekitarian, Chair of the CHSA, explained: "People generally want to opt for the sustainable solution. The challenge is when decisions are based on assumptions. These include products made from recycled materials are always more sustainable than those made from virgin materials, that buying locally always has a lower carbon footprint. They may assume a product certified as 'eco-friendly' is sustainable in all aspects.

"The fact sheet encourages buyers and end-users to challenge their assumptions. By doing so they will be able to consider the full life-cycle impacts of products and services and consider multiple environmental indicators. Ultimately it means prioritising genuine environmentally sustainable solutions over headline-

driven marketing claims.”

All CHSA members have signed the Association’s Code of Practice, which includes the Competition and Markets Authority’s Green Claims Code.

The myth-busting Fact Sheet is available on the CHSA’s website: [www.chsa.co.uk](http://www.chsa.co.uk).