

How to make a fair sustainability claim

Principles for financial institutions and pension providers



Accurate, representative, and up to date



Ensure sustainability claims are **factually accurate** and not contradictory to other information.



Ensure the sustainability claim paints an accurate picture and is **representative** of the market participant or product.



Keep sustainability claims **up to date**. Dated information gives insufficient insight or creates a false perception.



Specific and substantiated



Specify what a sustainability claim means for the market participant or the product.



Ensure that sustainability claims are **substantiated**, backed up by relevant facts and a cogent explanation. If a claim cannot be substantiated, do not make the claim.



Understandable, appropriate, and easy to find



Describe sustainability claims in **understandable language**. Avoid using difficult terms and explain complex concepts, including sustainability terminology.



Use **appropriate** sustainability terms. Keep in mind the readers' expectations.



Ensure that all relevant features related to the sustainability claim are **easy to find**. Make sure that different information carriers are **mutually cohesive**.