



# Environmental Claim Validation

Manufacturers and suppliers can rely on one of the world's most trusted names in third-party product safety, sustainability and standards development—UL Solutions—to validate their sustainability claims. Proof that your products are as green as you say they are.

These days, the landscape of green product marketing is anything but black and white. A growing number of 'eco-labels' have made it difficult to differentiate between products or suppliers that are genuinely environmentally preferable and those that aren't.

That's where UL Solutions can help. Because we apply the rigorous scientific analysis and review as outlined in globally accepted standards, manufacturers that engage UL Solutions can prove to the marketplace that their products do live up to their environmental claims and do not perpetuate greenwashing.

This is important to all stakeholders involved in selecting better products. According to a number of recent articles\*, greenwashing is among the single biggest challenge specifiers and other purchasers face when trying to select greener, safer and healthier products. So, brands, suppliers and manufacturers that engage UL Solutions can gain instant credibility and a clear competitive edge in an otherwise murky green-product marketplace.

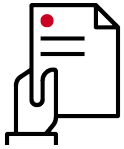
## Get noticed. Get recognized. Get specified.

Having an environmental claim validation from UL Solutions can help products achieve points or credits in various green purchasing policies, raise visibility among key specifiers and drive marketplace demand. What's more, the brands, suppliers and manufacturers of those products can display the UL Environmental Claim Validation Mark on their product packaging and marketing materials. With ease and convenience, this badge communicates to customers and prospects that products or facilities have been tested by a neutral third party and independently validated to have been produced and/or performed in accordance with their environmental claims.

Additionally, all validated products are featured on the [UL SPOT® sustainable product database](#), a free online tool that allows specifiers and other purchasers to identify preferred products by product category, company name, product name or type of claim.

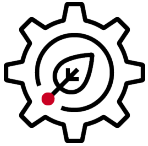


## The environmental claim validation process



### 1. Submitting a project:

- Client submits an application for validation services.
- UL Solutions reviews completed application and prepares quote.
- Client signs contract, and UL Solutions assigns environmental product manager.



### 2. Environmental claim audit:

- UL Solutions conducts project kick-off and determines evaluation plan.
- Client submits documents for review.
- UL Solutions conducts an on-site audit and/or customer submits samples for testing.
- UL Solutions reviews and shares on-site audit and/or test results.



### 3. Issue and publish claim:

- UL Solutions lists validated product(s) in its sustainable product database.
- Manufacturers begin using the environmental claim validation badge in marketing materials and on product packaging.

## We validate the following environmental claims, among others:

- UL 2809 Environmental Claim Validation Procedure (ECVP) for Recycled Content
- UL 9798 Environmental Claim Validation Procedure (ECVP) for Bio-Based Content
- UL 1497 Environmental Claim Validation Procedure (ECVP) for Biodegradability and Compostability
- UL 2485 Environmental Claim Validation Procedure for Recyclability of Paper-Based Products
- UL 2789 Environmental Claim Validation Procedure for Calculation of Estimated Recyclability Rate
- UL 2799A Environmental Claim Validation Procedure (ECVP) for Zero Waste Classifications

## Why choose UL Solutions?

Built on our century-long legacy of trust, UL Solutions empowers both manufacturers and purchasers to transform their environmental stewardship into true market leadership. We enable manufacturers to create better products in a more environmentally responsible way, and enable customers to make smarter, more environmentally preferable purchasing decisions.

**For more information contact us at [UL.com/ECV](https://ul.com/ECV).**

### Citations

- [ftc.gov/news-events/topics/truth-advertising/green-guides](https://ftc.gov/news-events/topics/truth-advertising/green-guides)
- [forbes.com/sites/beauriver/2021/04/29/the-increasing-dangers-of-corporate-greenwashing-in-the-era-of-sustainability/?sh=28fcdaba4a32](https://forbes.com/sites/beauriver/2021/04/29/the-increasing-dangers-of-corporate-greenwashing-in-the-era-of-sustainability/?sh=28fcdaba4a32)
- [euronews.com/green/2020/09/09/what-is-greenwashing-and-why-is-it-a-problem](https://euronews.com/green/2020/09/09/what-is-greenwashing-and-why-is-it-a-problem)
- [businessnewsdaily.com/10946-greenwashing.html](https://businessnewsdaily.com/10946-greenwashing.html)



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