



Service Guide



Choose transparency with GECA's Claims Authentication

Conscious consumers want to confidently differentiate your product, service or organisation from others that may have false or misleading claims. With a GECA Authenticated Claim, you and your customers will have an independent third-party assurance that your claim has been substantiated through an in-depth exploration.

Demonstrate leadership and grow your market

Individuals are increasingly more conscious about how they consume. **Trust and transparency** are integral factors in creating lasting behaviour change. The best marketing an organisation can do is **prove** its commitment to positive social and environmental impacts.

To assist organisations in moving beyond a self-declared environmental claim about their product or service, we have developed **GECA's Claims Authentication service** following internationally recognised [ISO 14021 principles](#).

GECA's **Claim Authenticated mark** gives consumers confidence in the validity of sustainability claims relating to products, services and organisations, [avoiding greenwash](#).

Build trust through third-party verification

ISO 14021 identifies and clarifies common terminology for claims and details the evaluation methods for each term to help ensure they are **valid and scientifically sound**. In addition, ISO 14021 has a comprehensive list of general requirements for using other terms that are not already defined.

GECA develops clear criteria relevant for each claim, and one of our technical specialists, who remains separate from the criteria development, checks all documentation to **ensure credibility**.

Applicants must sign a declaration against our minimum firewall threshold to ensure our service offerings don't contribute to greenwashing in the marketplace. They must also meet specific laws and requirements such as fair pay, equal opportunity and environmental legislation.



Core claim categories

Recyclability

Water Filtration

Compostability

Recycled Content
(including VinylCycle
claims for PCV)

Energy (e.g. emissions
reductions or renewables
- LCA not included)



Claim categories outside this scope may be catered for but are subject to additional costs.

We're here to help you achieve continuous improvement

GECA provides all applicants with a guidance document on **what makes a good claim** to ensure the claim; demonstrates an impact, is material to the product or service, specific, verifiable and measurable, and presented clearly and accurately.

This type of environmental label is beneficial for companies who are not ready to achieve lifecycle ecolabel certification but want to **show commitment and transition** toward specific sustainability elements. Third-party verified claims can help add legitimacy, specificity and transparency to sustainability targets.

"For consumers to drive change, they need to be able to trust that the products and services they are buying genuinely are sustainable, and businesses making real efforts to deliver benefits should not be disadvantaged by rivals making disingenuous claims"

- ACCC Acting Chair Catriona Lowe

Let's talk!

We would love to hear from you! Contact us via info@geca.org.au or +61 2 9699 2850 for further information on how we can help.



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