

Position Statement



Making Claims About GECA Certification

GECA certification is a powerful way to demonstrate your commitment to sustainability. To protect the credibility of your claim—and ensure compliance with Australian Consumer Law—you must use your certification responsibly and transparently.

Overarching Guidance for Promoting Your GECA Certification

- ✓ **Consider the overall impression.**
Ensure your claim—including imagery, logos, and wording—does not suggest broader environmental, health or social benefits than those verified by GECA certification. This includes how and where the ecolabel is used.
- ✓ **Be specific and truthful.**
Only claim GECA certification for the products or services that are actually certified. Unless explicitly covered, do not extend the claim to uncertified ranges, optional components, or broader company activities.
- ✓ **Use plain, clear language.**
Never use vague, broad terms like "green", "eco-friendly", or "sustainable" in isolation. If you must use them in your marketing, only do so when they are explicitly linked and backed up in your communications with evidence of GECA certification or another verified claim.

Look to the standard your product or service is certified under for wording on the *specific criteria* it complies with, e.g. avoiding the illegal harvest of wood and fibre for raw materials or supporting sustainably sourced palm oil and palm kernel oil.
- ✓ **Provide accessible evidence.**
Link to your GECA licensee profile page or display your certificate to allow customers to verify the scope of your certification. Consider using a QR code or short URL if space is limited (e.g., product packaging).
- ✓ **Follow the ACCC's Eight Principles.**
GECA strongly recommends all licensees familiarise themselves with the ACCC's [Making Environmental Claims: A Guide for Business \(Dec 2023\)](#), especially regarding truthful claims, appropriate evidence, and not omitting important qualifications.
- ✓ **Visuals matter.**
Ensure visual elements—such as icons, colour palettes, and backgrounds—do not mislead by implying certification of a product, service or attribute that hasn't been independently verified.
- ✓ **When in doubt, ask.**
[Contact GECA](#) before launching marketing materials or campaigns featuring the ecolabel. We're here to support you in promoting your certification with confidence and integrity.