# CCPC warns fashion brands over misleading sustainability claims



Ireland’s consumer watchdog, the Competition and Consumer Protection Commission (CCPC), has issued a stern warning to the fashion industry regarding unsubstantiated claims of sustainability in their products. Joined by other regulators, the CCPC has expressed concerns that many fashion brands are misleading consumers by asserting that their clothing is “green” or “sustainable” without providing valid evidence to support these assertions.

The CCPC's recent communication highlighted that the textile industry is a significant contributor to environmental issues, accounting for approximately 8% of global greenhouse gas emissions and 20% of the world’s wastewater. In the letter, the commission emphasised the importance of enabling consumers to identify retailers genuinely committed to reducing their environmental impact. This, it stated, would spur innovation and investment in sustainable technologies within the sector.

Retailers are now urged to ensure that their environmental claims are truthful, clear, and substantiated. Vague phrases like “sustainable product range” or “filter by sustainability” are discouraged, as they do not provide consumers with an accurate portrayal of a product's environmental benefits. Instead, the commission advises brands to focus on specific, verifiable actions they are taking towards sustainability.

The CCPC explained that marketing practices should specifically detail measurable initiatives rather than make broad, aspirational claims. For instance, stating a commitment to a specific fabric's environmental impact is deemed less misleading than general statements such as “we are committed to a better world.”

The issue of “greenwashing” has been prominent in media discussions, with criticism directed at fast fashion brands for claiming sustainable practices. A 2023 report from Greenpeace revealed that nearly 39% of sustainability claims in the textile, garment, and footwear sectors could be misleading. This report identified instances where clothing was labelled as “recycled” without evidence supporting the existence of a circular economy for such garments, reinforcing the transparency and accountability that consumers expect.

As these concerns continue to gain traction, the CCPC’s directive serves as a clear call for the fashion industry to adhere to stricter regulations and provide truthful representations of their environmental efforts, as stakeholders seek to elevate standards in sustainability across the market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.greenpeace.org/international/story/59440/enough-circularity-greenwash-slow-fashion-is-the-way-forward/> - This Greenpeace article discusses the environmental impact of the fashion industry, highlighting its significant contribution to environmental issues, including greenhouse gas emissions and wastewater production, aligning with the CCPC's concerns about unsubstantiated sustainability claims in fashion products.
* <https://www.greenpeace.org/international/story/73504/4-reasons-why-fast-fashion-will-never-be-green/> - Greenpeace outlines how fast fashion's overproduction and waste contribute to environmental degradation, supporting the CCPC's emphasis on the need for truthful and substantiated environmental claims in the fashion industry.
* <https://www.greenpeace.org/international/press-release/7517/new-report-breaks-the-myth-of-fast-fashions-so-called-circular-economy-greenpeace/> - This Greenpeace press release critiques the fashion industry's claims of a 'circular economy,' highlighting the need for genuine sustainability efforts, which resonates with the CCPC's warning against vague sustainability claims without valid evidence.
* <https://www.greenpeace.org/international/press-release/50947/> - Greenpeace's report emphasizes that voluntary commitments by fashion brands are insufficient to address the industry's environmental impact, underscoring the importance of truthful and clear environmental claims, as advocated by the CCPC.
* <https://www.greenpeace.org/international/story/73504/4-reasons-why-fast-fashion-will-never-be-green/> - This Greenpeace article discusses the environmental and social harms caused by fast fashion's overproduction and waste, supporting the CCPC's concerns about misleading sustainability claims in the fashion industry.
* <https://www.greenpeace.org/international/story/59440/enough-circularity-greenwash-slow-fashion-is-the-way-forward/> - Greenpeace highlights the need for genuine sustainability efforts in the fashion industry, aligning with the CCPC's call for brands to provide specific, verifiable actions towards sustainability rather than vague claims.
* <https://news.google.com/rss/articles/CBMiY0FVX3lxTFBwMHZpRnJSZmx1WkxiaHBiVHBnSV9NV293NTN3NVp1VFFFenByLTVBNER4NVJGQlhRaEVNUGNtSEtvT3hqdTk1WXVPZEFJSXB6dFhQVzBYeUFCWUlJM0U4TzhIdw?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data