
Green Claims Policy

NEXT | SUSTAINABILITY

What's a Greenwashing or a Green Claim?

Claims that show how a product, service, brand or business has a less of an impact compared to the standard alternative.

Examples

- Biodegradable
- Eco Conscious
- Better for the planet
- Green collection
- Made in Green



TENCEL™ Lyocell and Modal fibers are derived from the natural raw material wood



LENZING™ ECOVERO™ fibers are certified as biodegradable and compostable*

*LENZING™ Viscose standard fibers are certified by TÜV AUSTRIA as biodegradable in soil, freshwater and marine environments, and compostable under home and industrial conditions.



NEXT Green Claims Policy

Date: 30th December 2024

Scope: NEXT Group Brands and Third Party Brands

Sharing Permissions: Internal and Supplier Use

This policy applies to

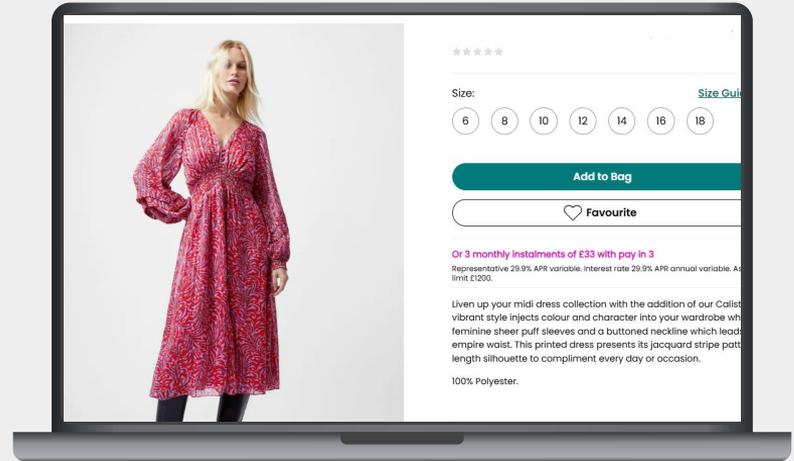
Marketing around:

- **Materials:** All types of raw materials and production processes
- **Products:** All types of products and packaging
- **Activities:** All activities and services carried out

The Green Claims Policy applies to product sold:

- On a NEXT platform
- In a NEXT Store

AND Promotional Activity of any kind (eg, banners on the website)



Therefore

If the product is **NEVER** sold in NEXT stores

...the labeling of physical product is out of scope



So....

If the product is sold In Next Stores

...the marketing, packaging and product information is IN SCOPE of the policy



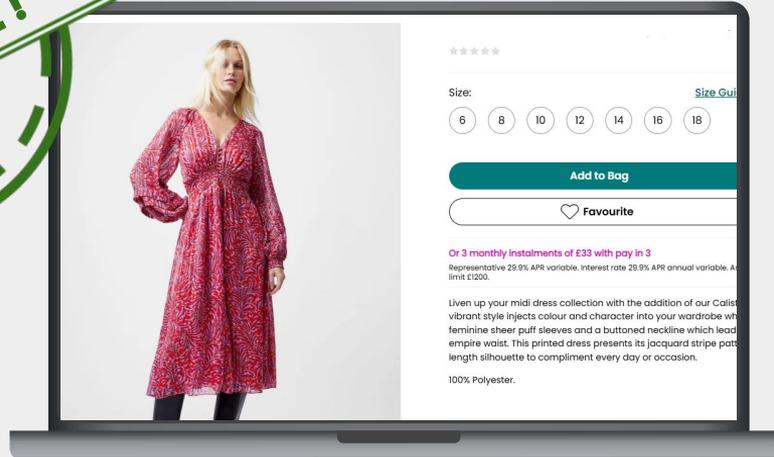
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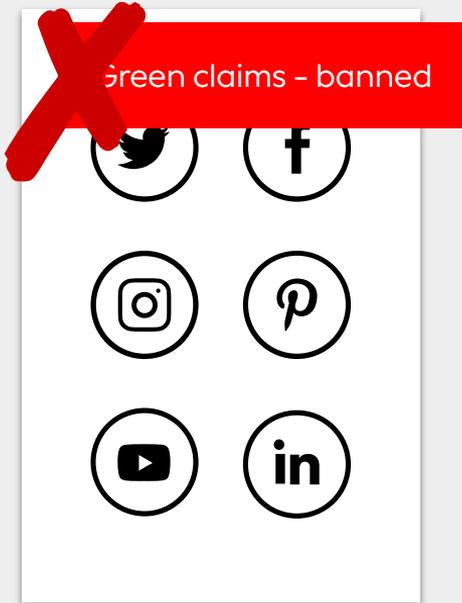
But....

If the product is sold through a NEXT online platform

...the marketing or online product information page (product titles, Tone of Voice, camera reel, banners) is IN SCOPE of the policy



How does this look in practice on NEXT website?



**SOCIAL
MEDIA**
(connected to NEXT)

BANNERS

Joe Bloggs

Joe Bloggs collections are made with 100% sustainable cotton

Women Men Boys

A red 'X' is superimposed over the bottom-right corner of the banner, with a red banner reading "Green claims - banned" overlaid on it.

Green claims - restricted

**Organic Cotton
Trousers**

Soft and breathable, these trousers are made with organic cotton.

**PRODUCT DESCRIPTIONS
&
PRODUCT TITLES**

To help manage how claims are used on
our platforms....

Banned

Vs

Restricted

Eco-friendly

Biodegradable

LENZING
ECOVERO™
Viscose

Ocean
Friendly

Plastic
bottles

Climate
Neutral

Biodiversity

Banned broad terms

Sustainable

Eco

GOTS
Global Organic
Textile
Standard

Livaeco™
Modal

Better
Cotton

Deforestation

Less
Water

This list is not exhaustive and if you are unsure, please check.

ACTION

- **Refer to Banned/Restricted word document**
- **Banned Words**



Remove
from all
online copy

Responsible Wool
Standard (RWS)

Responsible Down
Standard (RDS)

Tencel Lyocell

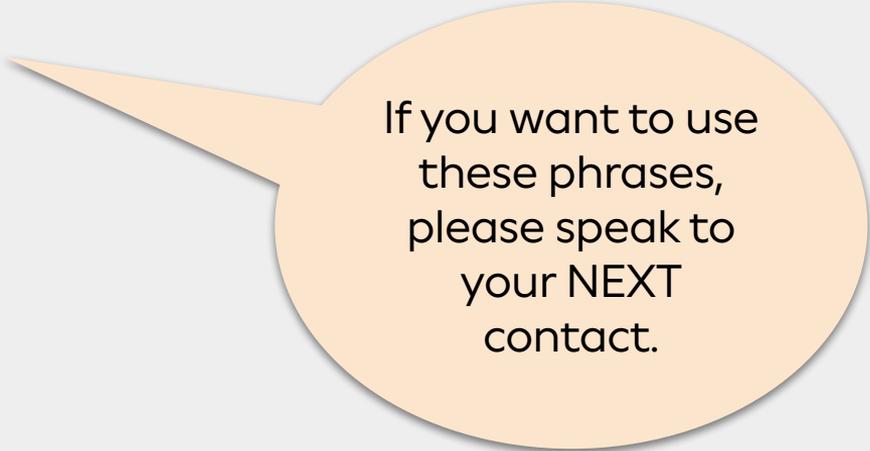
Restricted specific terms

Organic

Recycled

ACTION

- **Refer to Banned/Restricted word document**
- **Restricted Words**



If you want to use these phrases, please speak to your NEXT contact.

If your brand wish to use these restricted words, you must ensure you are following the guidance in the policy.

Composition: a factual statement that is located only on the care label or only in the online composition and describes the material it is made of.



Cotton T-shirt

This white t-shirt is made with cotton.

80% Cotton, 20% Polyester

All Compositions must be **verified/ evidenced!**

If composition is on the restricted words list this we will require verification. This can include branded fibres to organic to recycled.



Cotton T-shirt

This white t-shirt is super stylish

80% Organic Cotton, 20% Polyester



Cotton T-shirt

This white t-shirt is super stylish



80% Organic Cotton, 20% Polyester



80% Cotton, 20% Polyester

No evidence sent to NEXT = standard composition only

LABEL BRANDS ONLINE

What evidence is required?



[Banned/ Restricted Words & Phrases](#)

[NEXT Recognised Certifications/ Branded Materials and Production Processes](#)

Only certified to GOTS?

Organic can only be mentioned in the composition.
Organic **MUST** be **NEVER** be in the product title/ TOV/ imagery

Organic Requirements

Brand must be either;

- Brand Certified to Textile Exchange
- Brand Certified to GOTS

Recycled Requirements

Brand must be;

- Brand Certified to Textile Exchange

Responsible Animal Standard Requirements. Eg RWS, RAS

Brand must be;

- Brand Certified to Textile Exchange

Any with a TM or ®. Eg, Tencel TM Requirements

Brand must;

- Declare they hold the appropriate license agreement

USB Certification Denetim, Gözetim ve Belgelendirme Hizmetleri A.Ş.
İsmet Kapitan Mah. Hurriyet Bulv. No: 4/1 Kavala Plaza K:2 D: 23 Cankaya – Konak - İzmir / Turkey
www.usbcertification.com Tel: 0090 232 446 4416

Scope Certificate

Scope Certificate Number USB-00100382-MUL-2306
Scope Certificate Version Number USB-00100382-MUL-2306.3

USB Certification Denetim, Gözetim ve Belgelendirme Hizmetleri A.Ş.

certifies that

NEXT RETAIL LTD

Textile Exchange-ID (TE-ID): TE-00100382

USB Certification Client Number: USB 006814

Desford Road, Enderby

Leicester, LE19 4AT

England - United Kingdom

has been audited and found to be in conformity with the

Global Recycled Standard (GRS) (V4.0)

Organic Content Standard (OCS) (V3.0)

Recycled Claim Standard (RCS) (V2.0)

Responsible Animal Fiber (RAF) covering

Responsible Alpaca Standard (RAS) (V1.0)

Responsible Down Standard (RDS) (V3.0)

Responsible Mohair Standard (RMS) (V1.2)

Responsible Wool Standard (RWS) (V2.2)

Product categories mentioned below (and further specified in the product appendix) conform with the standard(s):

Babies' apparel (PC0003), Bedding (PC0015), Carried Accessories (PC0011), Children's apparel (PC0004), Children's denim apparel (PC0008), Footwear (PC0016), Hard goods (PC0022), Home textiles (PC0010), Men's apparel (PC0001), Men's denim apparel (PC0006), Outdoor (PC0018), Toys (PC0024), Unisex apparel (PC0005), Unisex denim apparel (PC0009), Women's apparel (PC0002), Women's denim apparel (PC0007), Worn Accessories (PC0012)

Process categories carried out under responsibility of the above mentioned organization for the certified products cover:

Brand (PR0035)

*The processes marked with an asterisk may be carried out by subcontractors.

This certificate is valid until: **2024-06-22**

Audit criteria: Global Recycled Standard V4.0; Organic Content Standard V3.0; Responsible Alpaca Standard V1.0; Recycled Claim Standard V2.0; Responsible Down Standard V3.0; Responsible Mohair Standard V1.2; Responsible Wool Standard V2.2; Content Claim Standard V3.1; Textile Exchange Standards Claims Policy V1.2

Place and Date of Issue (YYYY-MM-DD) Certification Body Standard

İzmir, 2024-03-23

Client Updated: 2024-03-28

Nesrin SERİN



Certification Body Licensed by: Textile Exchange - Licensing Code: CB-USB
Certification Body Accredited by: IOAS - Accreditation Number: 112
Inspection Body: USB Certification Denetim, Gözetim ve Belgelendirme Hizmetleri A.Ş.

This scope certificate provides no proof that any goods delivered by its holder are GRS, OCS, RAS, RCS, RDS, RMS, RWS certified. Proof of GRS, OCS, RAS, RCS, RDS, RMS, RWS certification of goods delivered is provided by a valid transaction certificate (TC) or equivalent covering them.

Brand Certified? Scope certificate example

The Brand Name

NOT the final manufacturer

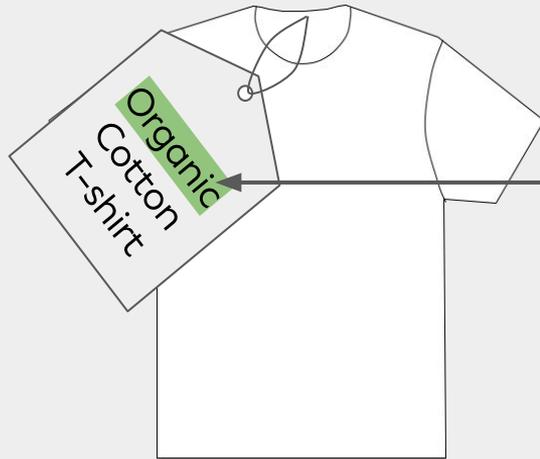
The standards the Brand are certified to

The date the Scope Certificate is valid until

Must be in date

To make a claim in the Product Title or TOV:

Green Claim: a claim made anywhere other than the composition, such as but not limited to; on the Product labelling and online descriptions, the Product title or Tone of Voice or anywhere which could influence the customer's decision to purchase.



Organic Cotton T-shirt

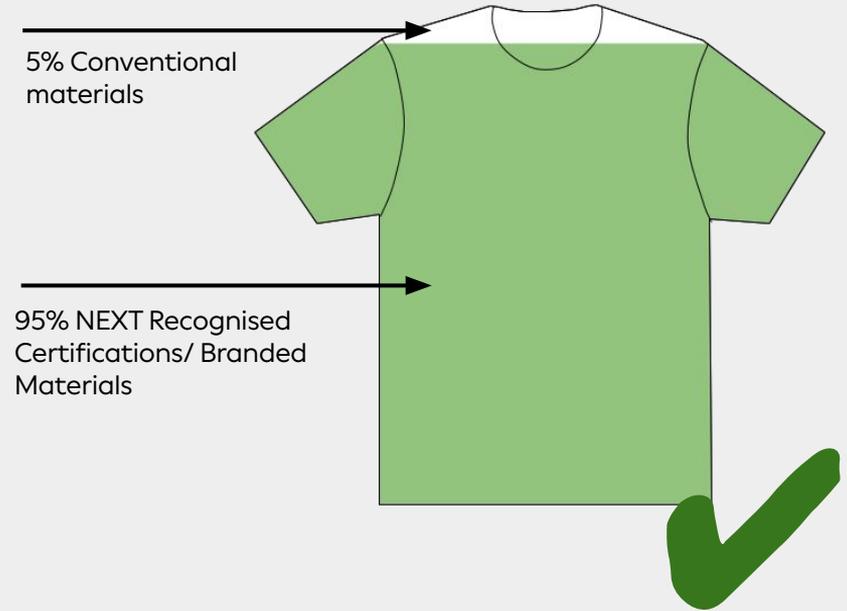
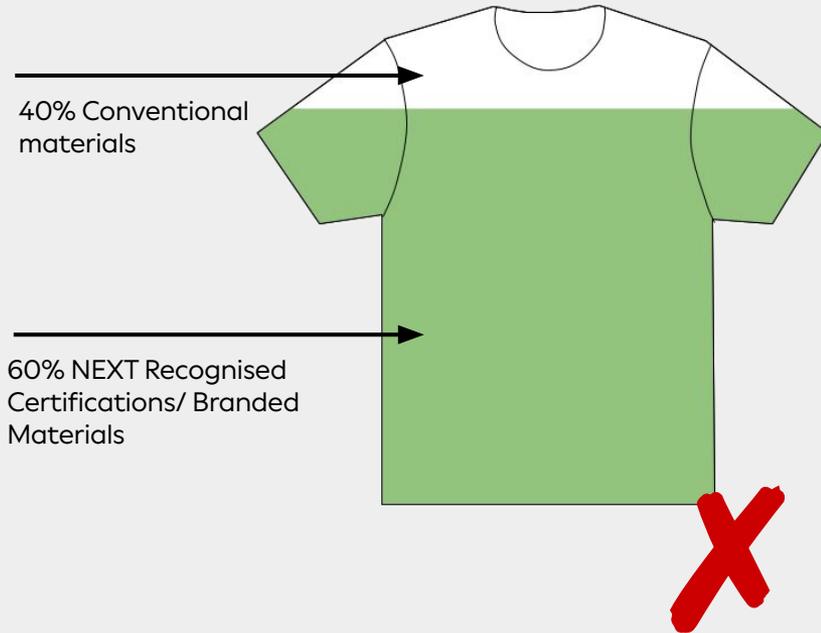
This white t-shirt is made with 95% **Organic cotton**.

95% **Organic Cotton, 5% Polyester**

Requirements to make a Claim

What is the Claim Threshold?

The content of all components are >95% [NEXT Recognised Certifications/ Branded Materials or Production Processes](#).



Green Claim: a claim made anywhere other than the composition, such as but not limited to; on the Product labelling and online descriptions, the Product title or Tone of Voice or anywhere which could influence the customer's decision to purchase.



Less than 95%?

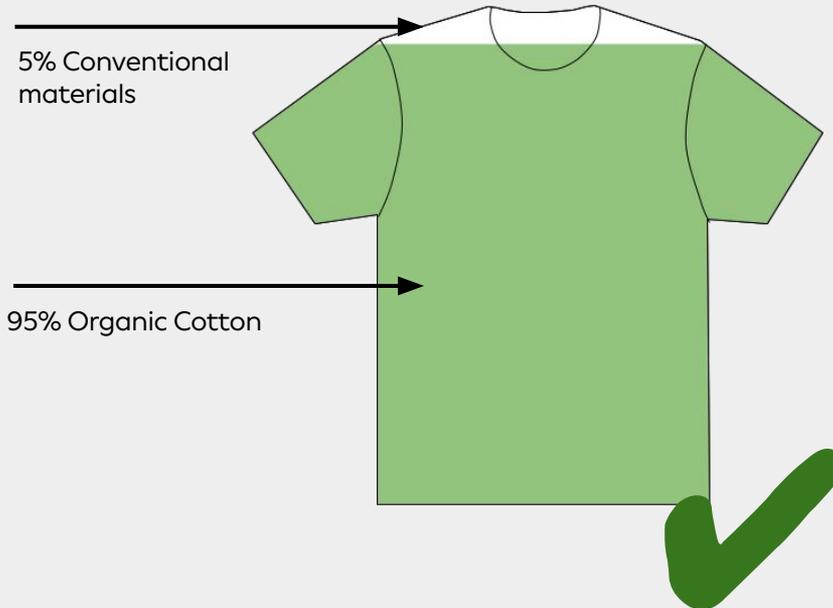


What is required when making the claim?

No free type Green Claims
(Exception: the material call out)

A NEXT Supporting Statement is
added to the TOV

Objective Characteristic is
verified



Organic Cotton T-shirt

This white t-shirt is made with **Organic** cotton.

Made with X% Organic Content Standard certified organic cotton.
The Organic Content Standard (OCS) is a voluntary global standard that certifies the percentage of organically grown material and tracks it from source to final product.
For more information on OCS please visit textileexchange.org/organic-content-standard/.
Cert body: [EXTRACTED FROM CERT], Cert no: [EXTRACTED FROM CERT].

95% Organic Cotton, 5% Elastane

**READY
SET
PLAY**

 Greenwashing?

 Fresh Fit?



Swimsuit

Size:

[Size Guide](#)

Choose Size



Add to Bag



Favourite

Stretch fabric made from post-consumer plastic waste.

Machine washable.

85% Recycled polyester, 15% Elastane.



Swimsuit

Size:

[Size Guide](#)

Choose Size



Add to Bag



Favourite

Stretch fabric made from **post-consumer plastic waste**.

Machine washable.

85% Recycled polyester, 15% Elastane.





Cotton Rich Cable Tights

Size:

[Size Guide](#)



Add to Bag

These cable knit charcoal grey tights are perfect for layering with skirts and dresses.

- Partially made from sustainable recycled materials
- Machine washable

76% Cotton, 21% Nylon, 3% Elastane.



Cotton Rich Cable Tights

Size:

[Size Guide](#)



Add to Bag

These cable knit charcoal grey tights are perfect for layering with skirts and dresses.

- Partially made from sustainable recycled materials
- Machine washable

76% Cotton, 21% Nylon, 3% Elastane.





Packaway Recycled Nylon Jacket

Add to Bag

♡ Favourite

Packable waterproof and breathable jacket with taped seams, made from recycled nylon.

Made with 100% RCS certified recycled nylon. The Recycled Claim Standard (RCS) verifies the percentage of recycled material and tracks it from the source to the final product. For more information on RCS please click [here](#).

Cert body: USB, Cert no: 012345678

100% Recycled Nylon.

Must be Brand certified to Recycled Content Standard (RCS)



Packaway Recycled Nylon Jacket

Add to Bag

♡ Favourite

Packable waterproof and breathable jacket with taped seams, made from recycled nylon.

Made with 100% Recycled Content Standard certified recycled nylon. The Recycled Claim Standard (RCS) verifies the percentage of recycled material and tracks it from the source to the final product.

For more information on RCS please click here.

Cert body: USB, Cert no: 012345678

100% Recycled Nylon.





Modal Long Pyjama Set

Size:

[Size Guide](#)



Add to Bag

This comfy set has a button-front top and easy drawstring trousers in our signature modal fabric.

- Soft modal fibres sourced from sustainably managed forests

90% Modal, 10% Elastane.



Modal Long Pyjama Set

Size:

[Size Guide](#)



Add to Bag

This comfy set has a button-front top and easy drawstring trousers in our signature modal fabric.

- Soft modal fibres sourced from sustainably managed forests

90% Modal, 10% Elastane.





Black Boots

Size:

[Size Guide](#)

Choose Size



Add to Bag

♥ Favourite

This season, we've updated our bestselling boot with a recycled upper and mesh lining. The leather comes from Leather Working Group-certified tanneries, making these boots a better option for the world around us.

Upper - Leather, Lining and Sock - Textile.



Black Boots

Size:

[Size Guide](#)

Choose Size



Add to Bag

♥ Favourite

This season, we've updated our bestselling boot with a recycled upper and mesh lining. The leather comes from Leather Working Group-certified tanneries, making these boots a better option for the world around us.

Upper - Leather, Lining and Sock - Textile.

Upper - Leather, Lining and Sock - Textile.





Duvet Cover

Add to Bag

♡ Favourite

Our duvet covers are kind to the environment. That's because each stitch is sewn in an eco-factory, powered by 100% renewable energy.

They are made from 100% BCI cotton.



Duvet Cover

Add to Bag

♡ Favourite

Our duvet covers are kind to the environment. That's because each stitch is sewn in an eco-factory, powered by 100% renewable energy.

They are made from 100% BCI cotton.





Standard Collar Cotton Linen Blend Short Sleeve Shirt

Size:

[Size Guide](#)

Choose Size



Add to Bag

Be destination ready with our men's linen blend short sleeve shirt. Lightweight and perfect for the summer months.

Linen-cotton blend

- Button-up fastening

Main 55% Linen, 45% Cotton. Facing 100% Cotton.



Standard Collar Cotton Linen Blend Short Sleeve Shirt

Size:

[Size Guide](#)

Choose Size



Add to Bag

Be destination ready with our men's linen blend short sleeve shirt. Lightweight and perfect for the summer months,

- Button-up fastening

Main 55% Linen, 45% Cotton. Facing 100% Cotton.

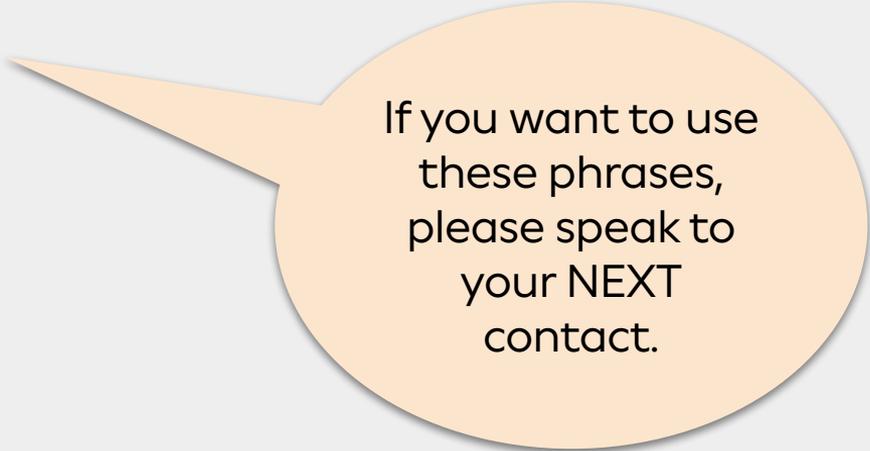


Thank You

And remember...

ACTION

- **Refer to Banned/Restricted word document**
- **Restricted Words**



If you want to use these phrases, please speak to your NEXT contact.

ACTION

- **Refer to Banned/Restricted word document**
- **Restricted Words**



Remove
from all
online copy

What's the impact?

If the Tone of Voice includes a “banned word” then we will remove it completely while it is being re-written. This could impact you sales by up to 5%.

Thank You