

Green Claims Policy 2026

Version History

Published 15.07.2026

DRAFT v3 for Final Review 25.06.2026

DRAFT for Directors review 07.05.2026

Reviewed by AT 10.05.2026

Reviewed by Pippa Hurst / LJC / 12.05.2026

DRAFT v2 for The Anti-Greenwash Charter review 15.05.2026

Reviewed by The Anti-Greenwash Charter 03.06.2026

Latest Update

Published v2 27.08.2026

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Introduction

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Introduction

Our Green Claims Policy

As signatories of The Anti-Greenwash Charter, Tzannes is committed to upholding the highest standards of responsible marketing and communications.

The purpose of our Green Claims Policy (GCP) is to define the standards and practices we adopt throughout our organisation to ensure the green claims we make in our marketing and communications are accurate and substantiated.

'Green Claims' refers to any statements, representations, or communications relating to environmental or sustainability performance, benefits, or initiatives. This includes, but is not limited to, claims regarding resource, energy and water consumption minimisation; retention or optimisation of embodied energy; reduction of greenhouse gas emissions; regenerative design strategies; and whole-of-life or life-cycle environmental impacts.

This policy applies to all forms of marketing and communications we create. This includes, but is not limited to, our website, social media, digital and physical brochures, capability statements, tender bids and proposals, media releases, signage, as well as events and speaking opportunities.

In addition to this policy, all marketing and communications must comply with the relevant local laws and regulations.

Our Standards

We commit to the standards of practice set out in **The Anti-Greenwash Charter**, as follows:

Transparency. We commit to clearly communicate the environmental impact and benefits of our designs, products and services. We will not conceal or omit information.

Accountability. We substantiate our green claims with accurate and regularly evaluated empirical evidence. We commit to sharing facts, figures and statements that can be checked and proven.

Fairness. We commit to using fair, clear and unambiguous language when providing comparisons with other designs, products or organisations.

Honesty. We will be specific when making statements about our organisation's environmental efforts and these statements will accurately reflect our work and actions.

Where We Could Improve

Tzannes is committed to continuous improvement in our sustainability practices and route to net zero. Each year, we conduct a thorough assessment of our designs and operations to identify areas where we can further reduce our environmental impact. We regularly review our progress towards these goals and adjust our strategies accordingly to ensure we remain at the forefront of sustainable practices.

Our Practices

We implement the following practices and procedures to ensure we uphold the aforementioned standards.

- Clearly define the green terms we use
- Provide third-party verified evidence for the claims we make
- Set standards for authentic and accurate visual representation
- Maintain a rigorous editorial process
- Produce materials that truthfully reflect our designs, products or services
- Provide continuous training to our employees
- Ensure responsible use of AI in content creation
- Follow a defined escalation procedure when necessary
- Communicate our standards to stakeholders, partners and collaborators
- Support stakeholders, partners and collaborators to adopt a Green Claim Policy
- Undertake regular reviews and enact effective governance
- Maintain strict legal compliance

Definitions

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Definitions

The following list provides definitions of the key 'green' terms we use to ensure our claims are clear, consistent, transparent, and compliant with the latest standards.

Biodiversity net gain

An approach to development that achieves measurable improvement in biodiversity values compared to the pre-development condition, typically through on-site or offset planting, habitat creation, or ecological restoration.

Reference: NSW Biodiversity Offsets Scheme; UKGBC

Carbon footprint

The total greenhouse gas (GHG) emissions associated with a building, product, or organisation across defined life cycle stages, expressed as carbon dioxide equivalent (CO₂e).

Reference: GHG Protocol; ISO 14064

Carbon negative

A condition where a project or organisation removes more greenhouse gases from the atmosphere than it emits over a defined period.

Reference: Industry usage aligned with IPCC and SBTi guidance

Carbon neutral

A condition where net greenhouse gas emissions are equal to zero, achieved through emissions reduction and offsetting.

Reference: Climate Active Carbon Neutral Standard (Australian Government)

Circular economy

An approach to design and construction that prioritises resource efficiency, durability, reuse, and recycling to minimise waste and reduce reliance on virgin materials.

Reference: NSW EPA Waste and Sustainable Materials Strategy; Ellen MacArthur Foundation

Closed loop

A system in which materials are recovered and reused continuously, minimising waste and maintaining material value.

Reference: Circular economy principles (NSW EPA)

CO₂e

A standardised unit that expresses the global warming potential of different greenhouse gases relative to CO₂.
Source: IPCC / GHG Protocol

Embodied carbon

Greenhouse gas emissions associated with materials and construction processes over a building's life cycle, including extraction, manufacturing, transport, installation, maintenance, and end-of-life. Carbon figures are typically expressed in carbon dioxide equivalent (CO₂e).

Reference: Infrastructure NSW; Australian Sustainable Built Environment Council (ASBEC)

Energy performance

A measure of a building's energy efficiency, typically assessed through thermal performance and operational energy use.

Reference: National Construction Code (NCC); BASIX; NABERS

EPD

Environmental Product Declarations. A third-party verified document providing standardised information about the environmental impacts of a product over its life cycle

Reference: ISO 14025; Australasian EPD Programme

Greenhouse gases (GHGs)

Gases that trap heat in the atmosphere, including carbon dioxide (CO₂), methane (CH₄), and nitrous oxide (N₂O), contributing to climate change.

Reference: IPCC

Global GreenTag™

An independent certification system used in Australia to verify environmental and health performance of products for the built environment.

Reference: Global GreenTag International

Green roof

A vegetated roof system designed to improve building thermal performance, manage stormwater, and contribute to urban biodiversity.

Reference: City of Sydney Green Roofs and Walls Policy

Green Star

A sustainability rating system administered by the Green Building Council of Australia (GBCA) that assesses the environmental design, construction, and operation of buildings and communities. References to Green Star should only be used in relation to projects formally certified by the GBCA, with ratings clearly identified as either 'Design' or 'As-Built' to distinguish the stage of certification.

Reference: GBCA

Greenwashing

Misleading or unsubstantiated claims regarding the environmental benefits of a product, building, or organisation.

Reference: ACCC Environmental Claims Guidance

ISO

The International Organisation for Standardisation is an independent global organisation that develops standards to support innovation and ensure quality, safety, and environmental performance. ISO certification verifies adherence to best practices.

Reference: ISO

Definitions

LCA

Life Cycle Assessments. A methodology used to evaluate the environmental impacts of a product or building across all life cycle stages: material extraction, manufacturing, usage and end of life.

Reference: ISO 14040 / ISO 14044

Low carbon

Refers to materials, systems, or buildings that achieve lower greenhouse gas emissions compared to standard practice, typically through efficient design and material selection.

Reference: Infrastructure NSW; ASBEC

Mass timber

Engineered timber products such as cross-laminated timber (CLT) and glulam used as primary structural elements, typically offering reduced embodied carbon relative to conventional materials.

Reference: Forest & Wood Products Australia (WoodSolutions)

Net zero

A state where greenhouse gas emissions are reduced as far as practicable, with any remaining emissions offset or removed from the atmosphere.

Reference: Climate Active; IPCC

Net zero building

A building designed to achieve net zero carbon emissions across operational energy and, where applicable, embodied carbon, consistent with recognised carbon budgets and standards.

Reference: GBCA; NABERS Net Zero Framework

Off-gassing

The release of volatile chemicals from building materials and products into indoor air, potentially impacting indoor environmental quality.

Reference: US EPA; GBCA Indoor Environment credits

Operational carbon

Greenhouse gas emissions associated with the energy used to operate a building, including heating, cooling, ventilation, lighting, and equipment.

Reference: NABERS; GBCA

Post-consumer recycled content

Material recovered after its intended use and reprocessed into new products, diverted from landfill.

Reference: ISO 14021

Recycled

Material derived from pre-consumer or post-consumer waste streams and incorporated into new products.

Reference: ISO 14021

Regenerative design

An approach that aims to restore and enhance natural systems, going beyond minimising harm to create positive environmental and social outcomes.

Reference: Living Building Challenge; Regenesys

Renewable energy

Energy derived from naturally replenishing sources such as solar, wind, and hydropower. Renewable energy can be used for electricity generation, heating, cooling and transportation.

Reference: Australian Renewable Energy Agency (ARENA)

Sustainability

An integrated approach balancing environmental, social, and economic considerations to support long-term resilience and wellbeing.

Reference: UN Brundtland Report; GBCA

Tonnes of carbon

A unit representing one metric tonne of carbon dioxide equivalent (CO₂e), used to quantify greenhouse gas emissions. This unit of measurement is typically used in carbon assessments and is sometimes expressed as Global Warming Potential (GWP).

Reference: GHG Protocol

VOCs

Volatile Organic Compounds. Organic compounds emitted as gases from materials and products that can affect indoor air quality and occupant health.

Reference: National Construction Code (NCC); GBCA

Whole life carbon

The total greenhouse gas emissions associated with a building across its entire life cycle, including embodied and operational carbon.

Reference: GBCA; Infrastructure NSW

Whole life cost

The total cost of a building over its lifespan, including capital, construction, operational, maintenance, and end-of-life disposal costs.

Reference: ISO 15686; NSW Treasury

If you come across a term you don't understand and can't find it on this list, please email tzannes@tzannes.com.au for clarification.

Our Marketing Material

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Our Marketing Material

Use of Imagery and Colour

We are committed to the transparent and honest communication of our sustainability efforts. We recognise the powerful impact of visual representation in shaping perceptions while acknowledging the need to explore emotive imagery.

Therefore, we uphold the following principles related to the use of imagery and colours in our marketing and communications materials, supported by appropriate review mechanisms:

- **Authentic Imagery:** We commit to using genuine and representative images of our designs, products, services and initiatives, avoiding the use of stock photos that may mislead or give an exaggerated impression of our green credentials.
- **Avoidance of Greenwashing through Colours:** The use of the colour green and earth tones in visual materials can imply environmental friendliness. We ensure that the colours and tones we use accurately reflect our design intent and are not misleading.
- **Highlighting Actual Efforts:** When showcasing our sustainability projects or achievements visually, we will only use images from actual initiatives we have undertaken, avoiding generic or unrelated imagery that may give a false sense of our environmental impact or efforts.
- **Transparency in Photo Alteration:** Any alterations or edits to photos that may change the reality or context of our green initiatives will be clearly disclosed. This includes photoshopped elements, exaggerated effects, or other changes that might give a misleading impression.
- **Cultural & Environmental Sensitivity:** We ensure that any imagery used respects the cultural, environmental, and socio-economic context of the regions or communities depicted. This includes avoiding imagery that may be perceived as appropriating or misrepresenting cultural or environmental elements.
- **Infographics:** Where possible, we will use infographics to simplify and convey complex sustainability data or concepts. These visuals will be based on accurate, substantiated facts and designed to be easy to understand.
- **Creative Flexibility & Review Process:** While we encourage creativity and innovation in our visual content, we have processes in place to ensure that all materials are reviewed for accuracy and alignment with our sustainability values and this policy. Should any concerns arise, we have a system to highlight issues promptly and make appropriate amendments to maintain integrity in our communications.

Editorial Processes

The green claims in all the content we create are reviewed by editors from our Communication and Regenerative Futures strategic groups, and then by a Director, before publication and distribution.

When writing content, our team refers to this policy and uses clearly defined terms and verified claims, updating the definitions list when using a new term. We encourage staff members to challenge our use of language and our green claims. Challenged content is raised for discussion within our Regenerative Futures strategic group.

Training

All members of our Communication and Regenerative Futures strategic groups receive training on anti-greenwashing practices, our Green Claims Policy, and The Anti-Greenwash Charter's standards, to ensure they fully understand the issues, benefits, and impacts. Regulations, best practice, and our policy will be reviewed and refreshed annually.

In addition, all staff will be given a presentation about this policy. The presentation and policy will be available on our server, enabling staff to refer to it at any time.

Use of AI

We utilise AI tools to assist in the creation of communications content. To maintain the integrity of our green claims, all AI-generated content is rigorously reviewed by our editorial team before publication.

Our editorial team ensures that the content aligns with our sustainability values, verifies the accuracy of any green claims, and cross-checks the use of key terms against this policy and our definitions list.

Partnerships & Collaborations

We are dedicated to promoting sustainability and responsible marketing and communications across our network of partners and collaborators.

We actively engage with our project partners, consultants, suppliers, and other relevant stakeholders to encourage alignment with our sustainability values and the principles outlined in this policy. This engagement involves referencing The Anti-Greenwash Charter, whilst also sharing knowledge and resources to enhance their understanding and implementation of responsible marketing and communications.

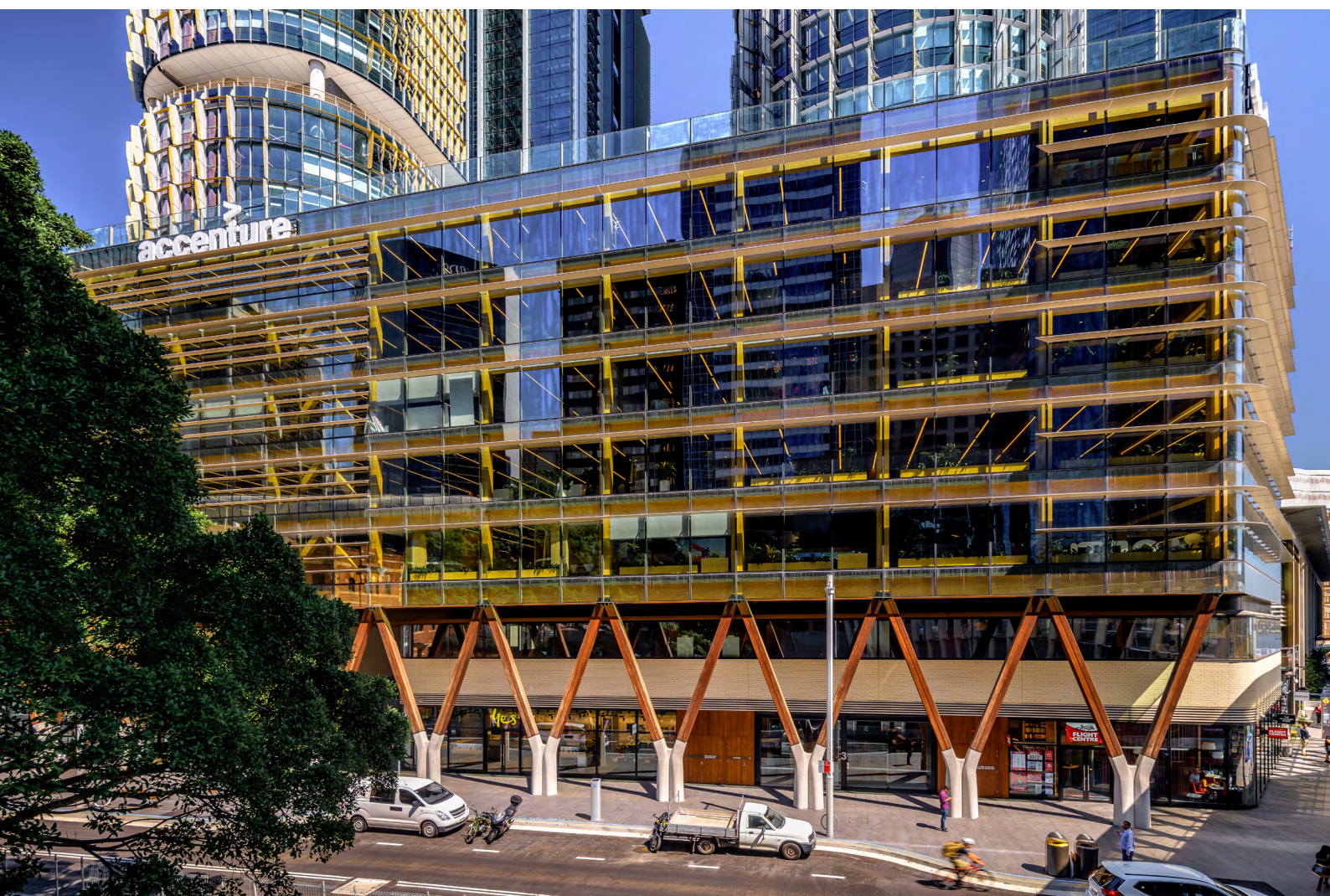
We uphold transparency in all our partnerships and collaborations. Clear communication about the sustainability efforts of our partners and collaborators is essential. We inform our stakeholders about the sustainability credentials of our partners and collaborators, reinforcing our commitment to upholding our sustainability goals and public commitments, and encouraging a broader adoption of responsible business practices.

Reviews of Content

We conduct bi-annual internal audits of our marketing and communications content to ensure references are accurate and up to date. During these audits, we also review new developments in the industry to identify benchmarking opportunities.

Additionally, we undertake an annual review of all 'static' content—such as website pages and key documents—to ensure compliance with any updates to the Anti-Greenwash Charter's standards, changes in relevant regulations, or adjustments to our organisation's GCP. This ensures our communications remain aligned with the latest expectations for transparency and responsibility.

By incorporating regular audits and an annual comprehensive review, we ensure consistent high standards of responsible marketing and communications.



Governance

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Governance

Our Communication strategic group is responsible for ensuring that our compliance with this Green Claims Policy is reviewed annually. Any non-compliance with this policy will be brought to the attention of the Leadership Team, who will decide on further actions and, if necessary, escalate the matter.

Our Communication strategic group is responsible for establishing and following practices, instructions and operating models in line with the Green Claims Policy.

Our Communication and Regenerative Futures strategic groups review and update this policy guidelines.

Before entering into new partnerships with third parties, such as consultants and suppliers, we share our Green Claims Policy with them to encourage adoption of similar standards.

Legal Compliance

Tzannes is committed to ensuring all sustainability and environmental communications comply with applicable laws, regulations, advertising standards, and industry guidance in the jurisdictions in which we operate. This includes compliance with Australian consumer law, ACCC environmental claims guidance, and relevant international green claims frameworks where applicable.

Sustainability-related communications may be reviewed internally or externally where appropriate to ensure claims are evidence-based, proportionate, transparent, and not misleading by omission or exaggeration. We monitor developments in green claims regulation and update our practices accordingly.

Verified Claims

We collaborate with independent, reputable third-party verifiers to review our green claims, ensuring they are specific, evidence-based, and aligned with recognised industry standards.

For project-level carbon assessment, we collaborate with qualified specialist consultants to undertake whole life carbon modelling, identify reduction opportunities, and verify reported carbon savings.

We are committed to continuous improvement in transparency. Where practicable, we make supporting evidence publicly available and seek independent verification of our claims.

Campaign Reviews

As a committed signatory of The Anti-Greenwash Charter, we participate in an ongoing audit process to ensure compliance with our Green Claims Policy. This process involves providing evidence of effective implementation of our practices and procedures during periodic reviews of selected marketing or communications campaigns, conducted by The Anti-Greenwash Charter. These periodic assessments are an important part of demonstrating our commitment to responsible marketing and communications practices. We recognise and accept that all audit reports will be appended to this policy and made publicly available, further supporting transparency and accountability.

We understand that any instances of non-compliance may result in the revocation of our certified signatory status, reinforcing the importance of continuous compliance and transparency in our operations.

We appreciate feedback and are committed to continuous improvement. For any concerns or questions regarding the imagery and colours used in our materials, the content of this policy, or if you believe we are not adhering to the standards set out, please email us at tzannes@tzannes.com.au

Tzannes