

Greenwashing Check – from €750 depending on business size and scope (VAT included)

What's Included

1) Expert review of your communication materials, tailored to your business type:

- For physical businesses (arts & crafts, food, home goods, tools): we review your product labels, website, packaging, in-store displays, and printed marketing.
- For digital businesses (apps, digital products, platforms): we review your website, social media, app store descriptions, landing pages, and policy texts.
- For hybrid businesses: we review both your digital and physical communication channels.

2) A clear, practical PDF report that includes:

A list of words, sentences, claims, messages, images, videos or other material provided by you that are problematic and why, based on international green claims frameworks, laws and regulations. It does not include communication or design strategy. If you require help crafting compliant messaging, that service is available separately for clients who have completed a Greenwashing Check and either a consulting session or sustainability audit.

3) A 30-minute feedback call, included by default and optional to use. You can choose to take the call in one 30-minute session or split it into two sessions.

You may schedule it either before the analysis starts or after the report is delivered or both (in case of splitting into two 10-minute sessions), depending on your preference.

The call is strictly limited to questions around greenwashing, no general consulting included.

Frameworks We Use

Our work is based on internationally recognised consumer protection and green claims standards. These include (but are not limited to):

- UK CMA Green Claims Code
- France's DGCCRF and ARPP guidelines
- Sweden's Konsumentverket's resources
- Germany's Umweltbundesamt (UBA) guidelines
- EU Guidance on Environmental Claims
- Australia's ACCC guidelines
- EMPCO's global draft framework (Emerging Markets for Sustainability)
- Key principles from the UN Sustainable Development Goals

These frameworks share common foundations, regardless of country or sector, and offer robust coverage of all major greenwashing risks.

If your business operates under a very niche or region-specific regulation not covered by these standards, we recommend booking a consulting session instead. If you've already purchased a Greenwashing Check, the consulting session will be offered at a **discounted rate**, since the foundational work is already done.

What You Need to Provide

Once you purchase the service, you will receive a confirmation email. Please reply to that email with all the materials you want us to review.

You must submit:

1. Links to your website(s) - for only one business. A new Greenwashing check needs to be purchased for each business.
2. Links to any social media pages you want reviewed
3. Screenshots or photos of packaging, labels, signage, printed materials, or any other relevant content

The review will only include the materials you submit.

If you forget to include something, you will have 48 hours from the time of your initial email to send additional materials.

After 48 hours, we will only work with the information you provided, and no additions will be accepted.

Your PDF report will be delivered within 10 working days from the time we receive your complete materials.

The 30-minute feedback call (if requested) can be scheduled after we receive all the material.

Eligibility Requirement

This service is exclusively for businesses with 1 to 25 employees.

By purchasing, you confirm that your company falls within this category. If we discover during or after submission that your business exceeds 25 employees:

- The work will be immediately cancelled.
- No refund will be issued.
- No results or documents will be provided.

This is a fixed and non-negotiable condition of service.

If your company has more than 25 employees, please contact us to discuss a custom audit or consulting engagement.

Legal & Refund Terms

By purchasing this service, you acknowledge and agree to the following terms:

- VAT included: The agreed upon price includes all applicable taxes.
- Service begins upon submission of materials.
- Your Greenwashing Check will begin once you send us the relevant links, images, or files. You have 48 hours to complete your submission. Only submitted materials will be reviewed.
- This service does not constitute legal advice. While it is based on legal frameworks, the report is not a substitute for legal counsel.

Refund terms:

- You may request a full refund within 24 hours of purchase, provided we have not yet received your submitted materials.
- If you have already submitted the required materials, you have 24 hours from the time of submission to cancel and receive a full refund.
- After that, no refund will be granted under any condition, regardless of whether the report is delivered, partially completed, or unused.
- If you cancel, you will not receive any part of the work.

Waiver of withdrawal right (EU law):

In accordance with Directive 2011/83/EU on consumer rights, you agree to immediate performance of the service and explicitly waive your 14-day right of withdrawal once the service begins.

You are required to confirm the following:

"I confirm that my business has between 1 and 25 employees. I agree that Sahio Consulting may begin providing the Greenwashing Check service immediately after receiving the necessary materials from my company. I understand that I lose my right to withdraw from the contract once the service begins, in accordance with EU Directive 2011/83/EU. I accept that the assessment will be based solely on the materials I submit, and that Sahio Consulting is not responsible for errors, omissions, or inaccuracies in those materials.

I also acknowledge that the report is based on the frameworks and guidance in effect at the time of submission, and that Sahio Consulting cannot be held liable for any regulatory changes or legal updates that occur afterwards. I agree to the refund policy and full terms of service. This agreement shall be governed by and interpreted in accordance with the laws of the Republic of Estonia. Any disputes arising out of or in connection with this service shall be subject to the exclusive jurisdiction of the courts of Estonia. This clause is intended to supersede conflicting local jurisdiction clauses unless otherwise required by overriding consumer protection law.”

This clause applies to all purchases, whether made by individuals or small businesses, and is designed to protect our work and transparency.

Who This Is For

- Micro, small, and growing businesses that want to avoid penalties and public backlash.
- Founders and teams who want to build genuine trust with customers.
- Creatives, makers, solopreneurs, and startups who care about integrity.
- Anyone unsure if their current content might be misleading, intentionally or not.

FAQ

1) *“I’m afraid we’re already greenwashing without realizing it. Is that terrible?”*

Not terrible. It’s fixable, and now is the best time to act.

A 2023 survey by Kantar found that 68% of global consumers believe brands should do more to back up their environmental claims, but they don’t expect perfection, only honesty.

Fixing small errors early protects you from bigger reputational or legal risks later. And customers appreciate businesses that course-correct.

2) *"Shouldn't we just avoid saying anything at all?"*

Staying silent is risky: That's called greenhushing, and regulators are beginning to scrutinise it.

According to South Pole's 2022 Green Report, more than 23% of companies say they don't communicate sustainability achievements even when they exist, fearing public criticism.

Silence won't build trust. Honest, modest claims win loyalty. Our service helps you do exactly that.

3) *"Do customers even care about greenwashing from small businesses?"*

Absolutely. Studies show that 77% of consumers in Europe (BEUC, 2021) expect all businesses, big or small, to be transparent about sustainability.

Greenwashing damages credibility no matter your size. Getting it right makes you stand out as a responsible, serious business.

Limited Availability.

As a small company, we are dedicated to providing personalised service. Therefore, to maintain quality, each service (apart from our full guides and our pro bono work for animal welfare) will have less than five openings per month, on a first-come, first-served basis.

Contact us

If you have any questions about our services or would like to discuss a potential partnership, don't hesitate to reach out at:

hello@sahioconsulting.com

We wish you a fantastic day or evening!

The Sahio Consulting Team

DARE PROFITABLE GROWTH