



RESPONSIBLE MARKETING AND COMMUNICATION PRINCIPLES

1. Purpose

The purpose of this document is to establish the principles that guide all marketing, communications, and public relations activities of the Company, ensuring that all social and environmental claims are accurate, verifiable, transparent, ethical, and supported by reliable evidence.

2. Scope

These principles apply to all internal and external communications, including:

- Website content
- Social media posts
- Product packaging and labels
- Marketing and promotional materials
- Press releases
- Sales presentations
- Sustainability reports
- Communications with customers, suppliers, workers, and other stakeholders

3. Responsible Marketing Principles

Principle 1: Accuracy and Verifiability

The Company shall ensure that all environmental, social, sustainability, and impact-related claims:

- Are based on accurate and up-to-date information.
- Can be substantiated through evidence.
- Are supported by reliable data, records, scientific information, certifications, or documented methodologies where applicable.
- Avoid misleading, exaggerated, or unsubstantiated statements.

Principle 2: Truthfulness and Transparency

The Company is committed to communicating honestly and transparently about both positive and negative social and environmental impacts.

The Company will:

- Present information fairly and accurately.
- Avoid omitting material information that could mislead stakeholders.
- Communicate progress, challenges, and areas for improvement when relevant.
- Ensure that sustainability-related communications reflect actual performance.

Principle 3: Accountability

The Company recognizes that marketing and communications are an extension of its responsibility toward stakeholders.

Therefore, the Company commits to:

- Taking responsibility for the accuracy of published information.
- Promptly correcting inaccurate or misleading information when identified.
- Maintaining supporting evidence for all material social and environmental claims.
- Reviewing claims before publication through an appropriate internal validation process.

Principle 4: Ethical Marketing and Public Relations Practices

The Company will use marketing and communication channels responsibly and ethically.

The Company will:

- Avoid deceptive advertising practices.
- Refrain from manipulating or exploiting vulnerable audiences.
- Clearly identify sponsored, paid, or promotional content where applicable.
- Respect privacy and personal data protection requirements.
- Obtain consent before using testimonials, images, or personal stories.
- Promote respectful, inclusive, and non-discriminatory communications.

Principle 5: Prevention of Greenwashing and Social Washing

The Company will not make environmental or social claims that:

- Cannot be supported by evidence.
- Exaggerate impacts or achievements.

- Use vague or ambiguous terminology without substantiation.
- Omit relevant information necessary for understanding the claim.

Terms such as “sustainable,” “green,” “ethical,” “responsible,” “carbon neutral,” or similar expressions shall only be used when supported by appropriate evidence.

4. Communication of These Principles

To ensure implementation, these principles will be:

- Shared with all workers during onboarding.
- Made available through internal communication channels and shared documentation repositories.
- Reviewed periodically with relevant teams involved in communications, marketing, sustainability, and external engagement.
- Updated when significant regulatory, business, or sustainability changes occur.

5. Roles and Responsibilities

Marketing and Communications

- Ensure all communications comply with these principles.
- Maintain supporting evidence for claims.
- Complete the Responsible Marketing Review Checklist before publication.

Sustainability or Responsible Business Representative

- Provide technical validation of environmental and social claims when needed.
- Support evidence collection and recordkeeping.

Management

- Approve and support implementation of these principles.
- Ensure workers have access to this document.

6. Reference Framework

These Responsible Marketing Principles are informed by internationally recognized standards and best practices.

B Lab Standards

These principles support compliance with B Corp requirements related to Responsible Marketing and Communications, ensuring that environmental and social claims are accurate, verifiable, transparent, and evidence-based.

OECD Guidelines for Multinational Enterprises on Responsible Business Conduct

Particularly the principles related to disclosure, transparency, stakeholder communication, and responsible business conduct.

United Nations Global Compact

Especially the principles concerning human rights, ethical business conduct, accountability, and transparency.

ISO 26000 Guidance on Social Responsibility

Particularly the recommendations related to consumer issues, fair operating practices, organizational governance, and transparent communication.

Strengthened Code of Practice on Disinformation (European Union, 2022)

The Company adopts relevant principles from the European Union's Strengthened Code of Practice on Disinformation, promoting:

- Integrity and reliability of information.
- Transparency in advertising and promotional communications.
- Prevention of misleading or deceptive content.
- Timely correction of inaccurate information.
- Responsible communication practices that strengthen stakeholder trust.

Responsible Marketing Review Checklist

This checklist can be completed before publishing any external communication

Validation Question	Yes	No	Comments/Evidence
Is the information accurate and current?	☐	☐	
Can the claim be supported by documented evidence?	☐	☐	
Is supporting data available if requested?	☐	☐	
Does the communication avoid misleading, exaggerated, or absolute claims?	☐	☐	
Have environmental or social claims been verified internally?	☐	☐	
Does the communication fairly represent both achievements and limitations where relevant?	☐	☐	
Does the content respect privacy and data protection requirements?	☐	☐	
Have permissions been obtained for testimonials, photographs, or personal stories?	☐	☐	
Is the content respectful, inclusive, and non-discriminatory?	☐	☐	
Is sponsored or promotional content clearly identified, where applicable?	☐	☐	
	☐	☐	
	☐	☐	