

## COMPLIANCE WITH THE EU GREEN CLAIMS DIRECTIVE

As the tourism industry, businesses and destinations start to evaluate compliance with the EU Green Claims Directive, when it comes to our socials, advertising and publicity it is crucial to ensure we are not in breach of the Directive. Here are four questions staff should ask before they publish a claim on behalf of your business about your sustainability credentials:

1. COULD THIS CLAIM GIVE A FALSE IMPRESSION OF WHAT IS REALLY IN PLACE IN YOUR BUSINESS?

3. IF YOUR BUSINESS WERE ASKED TO VERIFY IT COULD YOU DO SO IN A TIMELY MANNER?

2. CAN THIS CLAIM BE VERIFIED BY A THIRD PARTY?

4. IS THE CLAIM VAGUE OR NOT ABLE TO BE SUBSTANTIATED?

### FOR EXAMPLE:

**"TNQ has the highest concentration of eco-certified operators in Australia"**

this claim reflects accurately what we have in our region, it can be verified by the certification bodies, it is not vague and if called to demonstrate this claim TNQ could do so when asked.

### WHEREAS:

**"TNQ will be carbon zero by 2030"**

this claim is unclear because it does not define what 'carbon zero' is to be achieved, is it the whole region, just the organisation, scope 1&2 or scope 3, there is no data to even define the current carbon footprint, let alone what is needed to get to carbon zero. Our current footprint and path to reach zero emissions (net) by 2030 is not published or verified, this claim is vague and misleading and cannot be verified in a timely manner.



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