

HOW TO SPOT GREEN WASHING

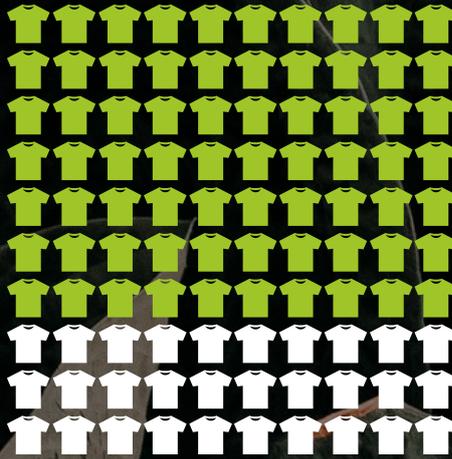
GREENWASHING

presents a significant obstacle to tackling climate change. By misleading the public to believe that a company is doing more to protect the environment than it is, greenwashing promotes false solutions to the climate crisis that distract from and delay concrete and credible action.



THE SIGNS

- 01 Claiming to be back on track to reduce a company's polluting emissions to net zero when no credible plan is actually in place.
- 02 Being purposely vague or non-specific about a company's operations or materials used.
- 03 Applying intentionally misleading labels such as "green", "sustainable" or "eco-friendly" which do not have standard definitions and can be easily misinterpreted.
- 04 Emphasizing a single environmental attribute while ignoring other impacts.



60%

OF SUSTAINABILITY CLAIMS MADE BY EUROPEAN FASHION BRANDS ARE "UNSUBSTANTIATED" AND "MISLEADING"

*www.un.org

WHAT ARE PULSAR® DOING?

Naming our new collection, Environmentally Responsible - the duty that a company has to operate in a way that protects the environment.



TEXTILES 2030 - We're delighted to announce that PULSAR® is one of the pioneering signatories to Textiles 2030, the UK's most ambitious voluntary agreement designed to **limit the impact clothes and home textiles have on climate change** in line with the Paris Agreement and the UN Fashion Industry Charter for Climate Action.

POSITIVE PLANET - We are delighted to announce that we now are a Carbon Neutral Business certified by Positive Planet. By having our emissions calculated by Positive Planet, a summary of our carbon footprint gave us up-to-date insights on our business emissions and helped us to understand where to focus our actions to reduce our climate impact. By working with Positive Planet we have outlined the step's we'll be taking towards net zero emissions in our business operations.

GRS - We are certified to the GRS (Global Recycled Standard) which certifies recycled material from the source to final product. Alongside every GRS product the GRS logo, our unique certification number and the percentage of recycled content will be visible.

EXAMPLE PULSAR® Life Shell Jacket



The fabric of this Shell Jacket contains 80% GRS recycled polyester

Certified by Control Union
CB-CUC-1224147

PULSAR®
High Performance Apparel