SUSTAINABILITY PROCESS CERTIFICATION

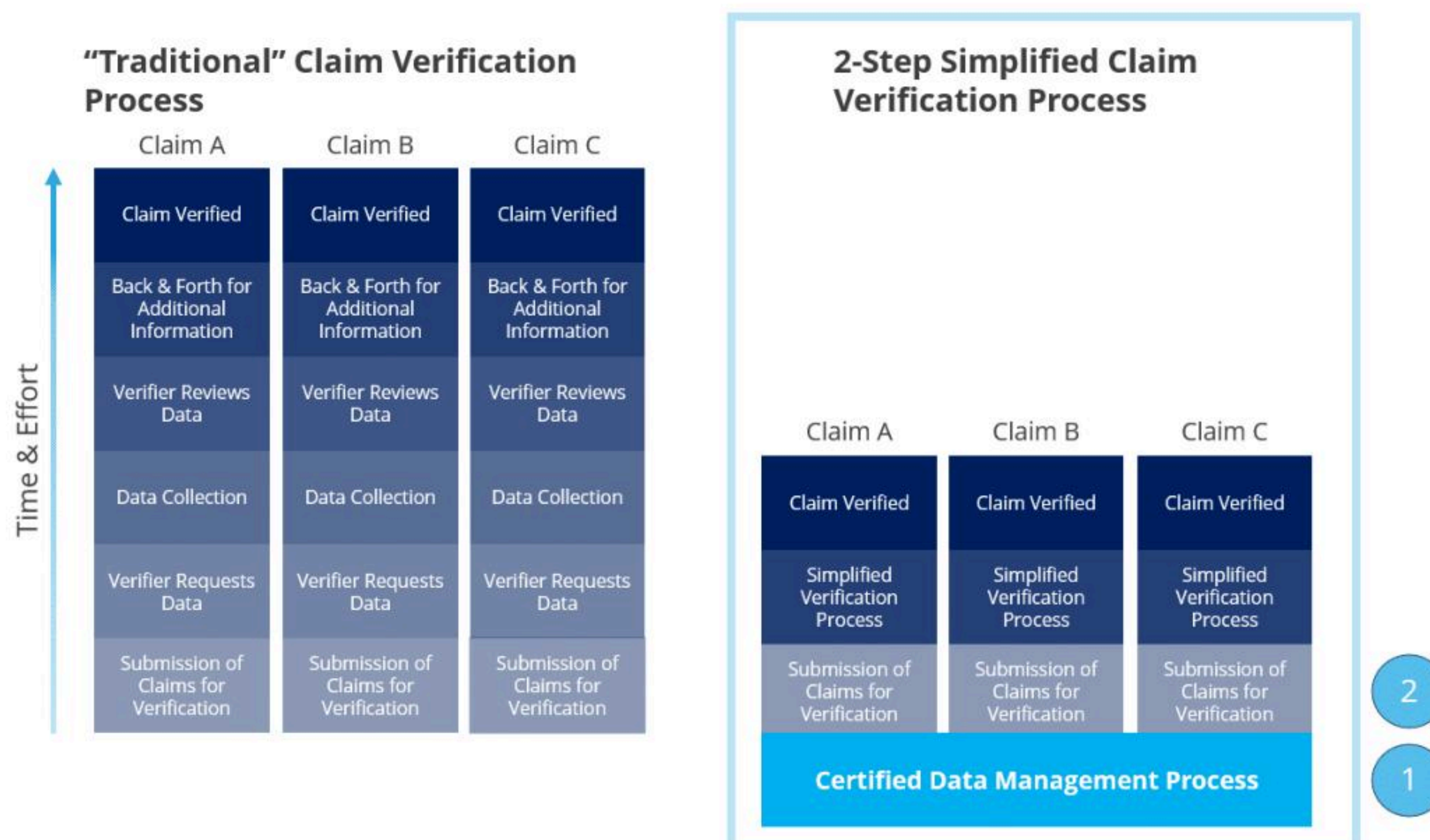# FREQUENT ASKED QUESTIONS FOR STAKEHOLDERS

July 2025

1. What is the 2-step approach for claim verification?

The certification program is aimed at companies seeking to streamline the verification of their environmental claims. Its objective is to certify the internal processes which manage the environmental data that substantiates their claim(s). Following the initial certification, the subsequent verification of the data that supports the claim should be streamlined for the verifier.

In the current situation, when a company wants to submit a claim for verification, they ask the verifier to check the data that is used to substantiate the claim. The verifier will then take time to analyse all that data and cross check it against the different relevant standards or schemes. In a nutshell, it is an analysis of the inputs (environmental data) that creates the output (claim).

This process is usually quick, but it is also dependent on the information provided by the company, and it may take time for the verifier to check that the information is complete and to carry out the final verification. If and when a company wants to put different claims on the market, this process needs to be followed for all claims.

With the data management certification, companies will get their internal data management process certified as a first step. After that, when the company wants to substantiate a claim based on the pre-certified data, the verifier will be able to focus solely on the substantiation of the claim itself. This should limit any exchange of documentation, since the data process is certified, and the verifier will have certainty on the quality of the process. Once the data management process is certified, the process

Resources for the Sustainability Process Certification are available upon request. Please complete the contact form on our website or send an email to **spc@tic-council.org**, and we will respond as soon as possible.