



The Mark of Trust

Independent verification for credible communications. Helping organisations communicate with **confidence**, **clarity**, and **integrity**.

trumrk.com

THE CONTEXT

Communications Are Now High-Risk

- Sustainability and social claims face growing scrutiny
- Regulators, media, NGOs, and litigators actively challenge language
- Expectations of evidence, balance, and transparency are rising

Even well-intentioned organisations are **exposed**.

THE PROBLEM

The Risk Is Interpretation

- Claims can imply more than intended
- Language can outpace evidence
- Reports and campaigns are read critically, not generously

The issue is rarely **intent**. It is how claims are **understood**.

WHY THIS MATTERS

Credibility Is Now Operational

- Single claims can trigger reputational or regulatory issues
- Legal and risk teams are increasingly involved in communications
- Over-caution limits impact, ambition, and clarity

Organisations need **confidence**, not silence.

INTRODUCING TRUMRK

Independent Verification of Communications

truMRK reviews organisational communications to assess:

⊕ Claim Substantiation

Whether statements and claims are supported by appropriate, relevant, and accessible evidence.

⊕ Context and Balance

Whether claims are presented with sufficient explanation, limitations, and proportionality to avoid misinterpretation.

⊕ Use of Language

How wording, framing, and emphasis may influence interpretation or imply more than intended.

⊕ Credibility and Risk

How communications may be perceived, challenged, or scrutinised by regulators, media, or other stakeholders.

We focus on what is said, what is **implied**, and how it may be **challenged**.

WHAT TRUMRK IS (AND IS NOT)

Clear Boundaries



truMRK is:

- Independent and third-party
- Evidence- and criteria-led
- Focused on communications risk



truMRK is not:

- A consultancy or PR agency
- A report writer or editor
- An assurance or certification body

HOW IT WORKS

A clear, four-step review and verification process



1. Submit campaign

Send us your final draft for pre-publication review and early risk reduction.



2. Review and feedback

We assess claims, evidence, language, and context against best-practice and real-world scrutiny.



3. Make edits

Send us your final draft for pre-publication review and early risk reduction.



4. Get verified

We issue a truMRK Transparency Report and Verified Badge, ready to share publicly.

Rigorous, independent, and designed to support teams **without slowing** them down.

WHAT EACH STAGE DELIVERS

A Structured Process, With Clear Purpose at Each Stage

Designed to fit around existing timelines, with reviews completed quickly and efficiently once a final draft is ready.

STAGE ONE

Initial Analysis and Recommendations

A detailed, internal review identifying potential greenwashing, credibility risks, and gaps in evidence, language, and context, with clear, practical recommendations to strengthen the content before publication.

Assessment for potential greenwashing

The assessment focuses on assessing any possible environmental (or 'green') claims, considering the use of language, figures and imagery. Assessment is made in the light of guidance issued by the UK's Competition and Markets Authority (CMA) and Advertising Standards Authority (ASA). Where relevant we have also considered wider international guidance and best practice, which in most cases is typically very similar to the UK's approach.

Page 1 – Cover

Greenwashing Language Assessment | **No issues**

Notes/Commentary
N/A.

Page 2 – Welcome

Greenwashing Language Assessment | **No issues**

Notes/Commentary
Provides some context on philosophy/approach.

Page 3 – Quotes from Group CEO and Group Sustainability Director

Greenwashing Language Assessment | **No issues**

Notes/Commentary
Provides customary quotes on company approach at a high level.

Page 4 – Corporate structure diagram

Greenwashing Language Assessment | **No issues**

Notes/Commentary
Some useful information, but very high-level/general. Ultimate Beneficial Owner(s) not stated.

Page 5 – Our core values

Greenwashing Language Assessment | **No issues**

Notes/Commentary
Provides a general statement on values.

STAGE TWO

Final Review

A focused assessment of the revised content to confirm that key risks have been addressed and that claims, language, and framing align with responsible communications best practice.

STAGE THREE

Transparency Report

Optionally publish an independently hosted, public-facing summary explaining what was reviewed, how it was assessed, and where the communication is strong or could be improved, supporting due diligence and transparency.



truMRK Transparency Report (Example)

Organisation: Your Company*
Content Reviewed: 2024 Sustainability & Impact Report
Date of Review: 7 June 2025

SUMMARY:

This report has been reviewed using **truMRK's independent methodology**, grounded in recognised guidance such as the CMA Green Claims Code, CAP/ASA advertising standards, and ISO 14021 principles.

About this Report

This transparency review has been independently conducted by truMRK to assess the credibility, clarity, and evidential strength of the environmental and ESG-related claims made in this report. The purpose is to support readers — including investors, partners, customers, and regulators — in understanding how responsibly these claims are communicated.

Learn more about our assessment methodology [here](#).



Assessment Area	Score	Summary Statement
Claim Verification	■■■■□ (4/5)	Most material claims are substantiated with timely, credible evidence. +
Language Check	■■■■■ (5/5)	Language is clear and proportionate, with minimal exaggeration. +
Context & Credibility	■■■■□ (4/5)	Sector expectations are understood and reflected in the report. +

Help Us Build a Better truMRK

If you have concerns about the claims assessed in this report, or believe that additional context or evidence should be considered, please email info@truMRK.com.



Overview and Indicative Timeline

Phase	Timing (weeks elapsed)
1. Initial Analysis and Recommendations	
- Your team supply truMRK with a draft of your content.	
- We provide you with Initial Analysis and Recommendations report.	2
2. Final Review of Revised Report	
- You supply a final revision of your content.	
- We review the updated content to confirm that required changes have been implemented.	1
3. Transparency Report	
- We produce a Transparency Report and truMRK badge.	1

WHAT CLIENTS SAY

“truMRK gave us a clear, unfiltered view of where our reporting was strong and where we needed deeper context, clearer data, and more specific performance information.

The assessment helped us understand what good, and better, transparency looks like and has already shaped our future reporting.”

Jamie Shaw, Global Sustainability Director, Karndean Designflooring

WHO TRUMRK IS FOR

Teams Under Scrutiny



Sustainability and ESG leaders

Supports clear, evidence-based sustainability claims.



Legal, compliance, and risk

Provides independent review to reduce greenwashing risk.



Communications teams

Helps ensure messaging is accurate and defensible.



Investor and public affairs

Strengthens credibility with investors and regulators.

CLOSING

Communicate With Confidence

truMRK helps organisations understand how their communications stand up to scrutiny, enabling clear, usable messaging that works across the business, not just for legal or compliance.