



Independently validating ‘green’ claims for WasteWatch - ensuring that real environmental benefit had been achieved

WasteWatch, an Environmentally focussed charity, approached JRC to audit and report on where certain monies had been invested. They were aware of JRC’s significant experience in assessment of packaging impact on sustainability metrics. They knew of our work on sustainability strategy and analysis tools for manufacturing and retail clients in Europe, Asia, South America and the USA. The work has continued over a long period with follow-up discussions and extra support being provided as necessary.

Business Challenge

WasteWatch have, together with a number of other charity organisations, provided funding and support to International FMCG Businesses on packaging impact reduction projects. The brands concerned are market leaders and claims need to be carefully assessed.

How JRC Helped

JRC provided independent analysis to research and verify that changes and claims relating to specific brands could be validated. Report demonstrated that the packaging changes and the Clients investment had achieved a direct result. As part of the work JRC met with and interviewed the FMCG’s concerned.

Value Delivered

JRC delivered a Validation Assessment Report of ‘before’ and ‘after’ packaging impact for the Brands requested. The work concluded that monies had been deployed appropriately and real environmental benefits had been achieved. Importantly the associated Marketing claims were also assessed to ensure that they were accurate.

About WasteWatch

WasteWatch is a UK environmental charity working to change the way people use the world’s natural resources. Our vision is a world where people use resources effectively, live sustainably and make a positive contribution to the environment.

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.

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