

MediaRelease

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FWPA rejects greenwashing claims

FWPA has received a request from the Australian Competition and Consumer Commission (ACCC) for verification of environmental claims in response to a complaint lodged in relation to the Wood. Naturally Better™ print advertising campaign.

According to the ACCC the complainant is primarily concerned with the claim of carbon positivity made in the advertising campaign.

"The complaint doesn't come as a surprise," said Mr Ric Sinclair, managing director of Forest and Wood Products Australia Limited (FWPA), the industry services company behind the campaign. "From the very beginning, we anticipated some fundamentalist green groups would try to challenge our industry's right to promote its environmental credentials."

Mr Sinclair said that all statements made within the advertisements were closely scrutinised to ensure they complied with the ACCC's guidelines on green marketing (or greenwashing).

"FWPA has a strong science focus and there is plenty of supporting evidence for the important role that wood products can play in a carbon constrained economy," Mr Sinclair said.

FWPA welcomes the ACCC's role in monitoring green claims in advertisements and takes this extremely seriously. "We will work proactively with the ACCC to address the issues that have been raised," said Mr Sinclair.

Although the ACCC has not notified FWPA of the identity of complainant, the Wilderness Society outed itself as the organisation behind the complaint in a recent article in a major newspaper and claimed it was supported by the Environmental Defenders Office.

According to the newspaper article, the Wilderness Society rejects that carbon dioxide stored in trees is locked up when they are logged and converted to wood products and also rejects that forestry is one of Australia's most greenhouse-friendly industries.

"I am confident that we can work with the ACCC to independently verify the positive role that the forest and wood products industry plays in helping mitigate climate change," stated Mr Sinclair.

"The statement that wood products store carbon is a statement of fact and it is unfortunate that some fundamentalist green groups like the Wilderness Society don't acknowledge this reality and support the role that wood products can play in storing carbon," said Mr Sinclair. "By embracing the widely accepted science and facts around the benefits of wood products we could all work together to better mitigate against climate change."

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Forest & Wood Products Australia (FWPA)

FWPA is an industry services company whose work within the forest and wood industries includes investment in innovative research and development with the main aim of improving the competitiveness and sustainability of the industry. The organisation undertakes industry activities where its collective approach delivers more effective outcomes than individual action.