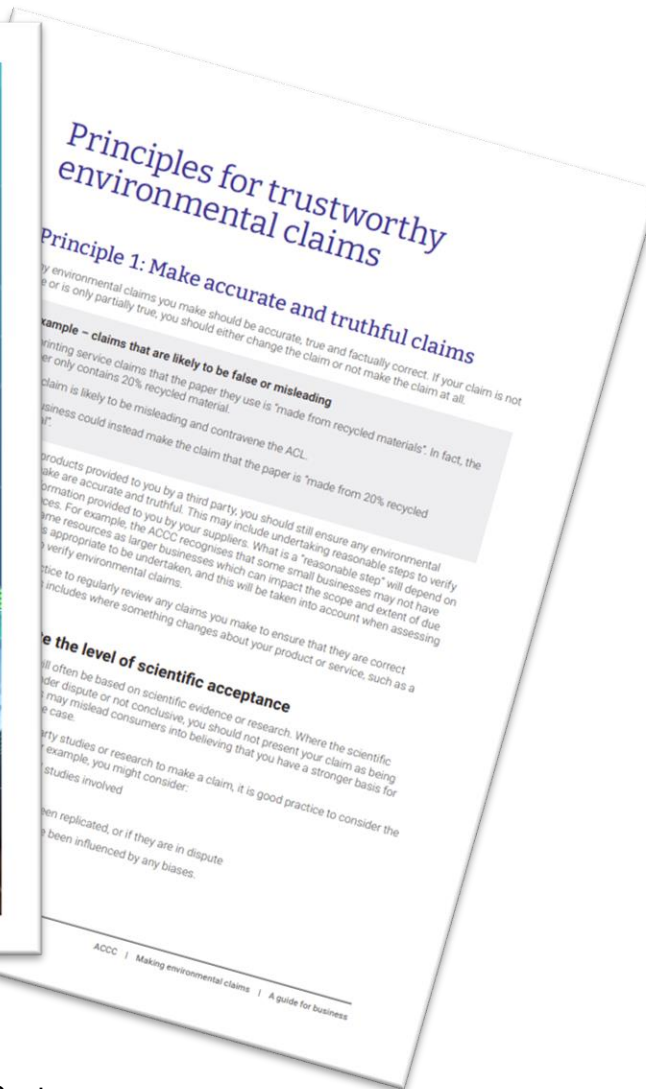




# Environmental sustainability at the ACCC

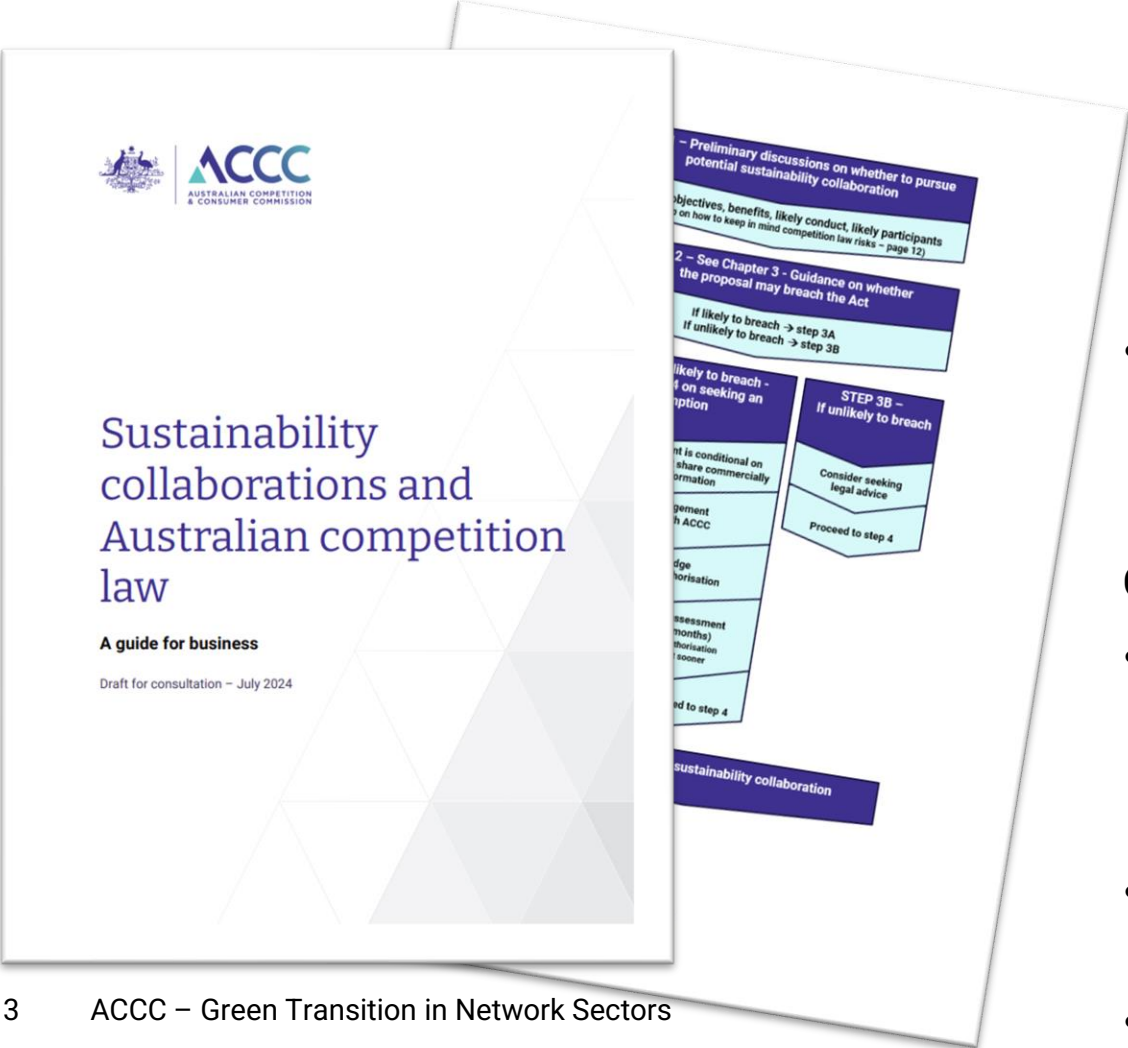
Prepared for OECD Network of Economic Regulators Joint  
Seminar

# ACCC Green Claims Guide, December 2023



1. Make accurate and truthful claims
2. Have evidence to back up your claims
3. Don't hide or omit important information
4. Explain any conditions or qualifications on your claims
5. Avoid broad and unqualified claims
6. Use clear and easy-to-understand language
7. Visual elements should not give the wrong impression
8. Be direct and open about your sustainability transition

# Sustainability collaborations & competition law



- Businesses seeking to work together to solve sustainability problems in a way that risks competition law breaches can potentially be exempt from competition law.
  - They must demonstrate a net public benefit outweighing any detriment (usually harm to competition)
- We will soon publish guidance to increase competition law literacy among proponents of sustainability collaboration, and highlight the exemptions potentially available

### Challenges for the ACCC looking ahead:

- Mainstreaming sustainability knowledge and skills as environmental considerations become relevant across all our regulatory decision making
- Staying up to speed on fast moving developments affecting a range of markets
- Disseminating important sustainability information across a large, diverse agency