

Claim Readiness Report

Claim: Our coffee pods are carbon neutral.

Contested — substantiate before you publish

Report ID	EVS-9a7dd550aa1f2702-v1
Generated	2026-06-28
Claim type	Carbon neutral / net zero / climate neutral
Market	US
Coverage	33% (1/3)
Legal review	recommended
Verification	9a7dd550aa1f2702

Decision

Publish as written? Maybe — only after the gaps below are closed

Required before launch:

- A reduction pathway — offsets used only for the residual, not as the primary basis.
- Offset/removal quality: additionality, permanence, no double counting.

Recommended wording: Cradle-to-gate footprint cut 28% since 2020 (ISO 14067); residual addressed with certified removals.

Clarifications needed (answer once)

Question	Why it matters	Accepted answer
Is the claim for one unit, the product line, or the company?	Rules differ by claim scope.	product / line / company
Which markets will the claim appear in?	US / California / EU / UK rules differ.	market list
Is the LCA cradle-to-gate, cradle-to-shelf, or cradle-to-grave?	'Carbon neutral' implies a broad boundary.	boundary / LCA page
Does the footprint include materials, packaging, shipping, use, and disposal?	Omitted stages undercut neutrality.	stage list

What is the baseline for any '% reduction'?	Comparatives need a stated baseline.	baseline year / product
Are reductions absolute or intensity-based?	Intensity cuts can hide rising absolute emissions.	absolute / intensity
What offsets or removals were used?	Offset type changes the risk.	registry / project docs
Were the credits retired (not just purchased)?	A purchase receipt is not retirement.	retirement certificate
Registry, project ID, serial numbers, vintage, protocol?	Needed to verify quality + no double-counting.	registry records
Is there third-party verification?	Self-claimed neutrality is weak.	verification statement

Rule map & risk by market

Market	Risk	Rule	Why it applies
US	YELLOW	FTC Green Guides — 16 CFR §260.5 (carbon offsets)	Offsets must be real and disclosed; an unqualified 'carbon neutral' is deceptive without a clear basis.
US (California)	RED	AB 1305 (Voluntary Carbon Market Disclosures)	Requires public disclosure backing carbon-neutral/net-zero/offset claims; Attorney-General enforceable.
EU	RED	Empowering Consumers Directive (2024/825)	Bans generic green claims without recognised proof; applies to consumer-facing product claims from 27 Sep 2026.
UK	YELLOW	DMCC Act 2024 + CMA Green Claims Code	The CMA can act on misleading green claims (fines up to 10% of global turnover).

Evidence gap table

Requirement	Provided	Enough?	Who	Priority
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A full product/organization carbon footprint (ISO 14067 / GHG Protocol) with a stated boundary.	Cradle-to-gate LCA	Met	You / LCA practitioner	—
A reduction pathway — offsets used only for the residual, not as the primary basis.	Internal reduction note	Partially met	You (registry records)	Medium
Offset/removal quality: additionality, permanence, no double counting.	Offset purchase receipt	Partially met	You (registry records)	Medium

Evidence inventory

Evidence	Type	Quality	What it does not prove
Cradle-to-gate LCA	lca	5/5	—
Internal reduction note	internal_memo	1/5	self-declared (not independent); no named standard; not third-party-verifiable
Offset purchase receipt	contract	2/5	no named standard; not third-party-verifiable; no functional unit / boundary
Marketing one-pager	internal_memo	1/5	self-declared (not independent); no named standard; not third-party-verifiable

Exact documents to collect

- ISO 14067 product carbon footprint (full lifecycle) with a stated boundary
- Reduction pathway showing cuts achieved BEFORE any offsets
- Offset registry name + project ID + serial numbers
- Offset vintage year + retirement certificate
- Additionality + permanence / reversal-risk documentation
- Third-party verification statement
- No-double-counting confirmation

Offset & reduction review

- Reductions before offsets? not answered
- Offsets documented (registry / serial / vintage / retirement)? not answered
- Offsets third-party verified (additionality / permanence)? not answered

Questions for your supplier

- What is the product's cradle-to-gate footprint (ISO 14067) and its system boundary?
- What reductions were made BEFORE any offsets?
- For any offsets/removals: registry, serial numbers, vintage, additionality, permanence?

Ready-to-send evidence request

- Subject: Evidence needed to substantiate our environmental claim
- To support the claim "Our coffee pods are carbon neutral.", please provide:
 - - What is the product's cradle-to-gate footprint (ISO 14067) and its system boundary?
 - - What reductions were made BEFORE any offsets?
 - - For any offsets/removals: registry, serial numbers, vintage, additionality, permanence?
- Documents still needed:
 - - ISO 14067 product carbon footprint (full lifecycle) with a stated boundary
 - - Reduction pathway showing cuts achieved BEFORE any offsets
 - - Offset registry name + project ID + serial numbers
 - - Offset vintage year + retirement certificate
 - - Additionality + permanence / reversal-risk documentation
 - - Third-party verification statement
 - - No-double-counting confirmation
- Please include dates, issuers, and any registry / serial references. Thank you.

Safer wording options

- Conservative: Cradle-to-gate footprint cut 28% since 2020 (ISO 14067); residual addressed with certified removals.
- Moderate: Working toward carbon neutrality — reductions first, removals for the residual.
- Higher-risk: Carbon neutral.

Reviewer attack memo

- Relying mainly on offsets
- No stated boundary
- No reduction-first plan

Launch decision matrix

Channel	Status	Required before publish
Website / digital copy	YELLOW	Qualify the wording and keep the evidence trail.

Packaging artwork	RED	Don't print the unqualified claim until the evidence is complete.
Retailer / marketplace listing	YELLOW	Qualify the wording and keep the evidence trail.
Social media	YELLOW	Qualify the wording and keep the evidence trail.
Investor / ESG report	YELLOW	Disclose boundary, reductions achieved, and offset details.

Action plan

- Replace the claim with safer wording (e.g. “Cradle-to-gate footprint cut 28% since 2020 (ISO 14067); residual addressed with certified removals.”).
- Collect the missing documents listed in this report.
- If sold or claimed in California, publish the AB 1305 carbon-disclosure page.
- Have legal review the final copy before packaging goes to print.
- Re-run Evisentra once the missing evidence is supplied.

Assumptions used (until clarified)

- Assumed: 'A reduction pathway — offsets used only for the residual, not as the primary basis.' is not yet evidenced — it remains Partially met; the verdict reflects that.
- Assumed: 'Offset/removal quality: additionality, permanence, no double counting.' is not yet evidenced — it remains Partially met; the verdict reflects that.

Source ledger

FTC Green Guides — 16 CFR §260.5 (carbon offsets)

(<https://www.ecfr.gov/current/title-16/part-260/section-260.5>, 2026-06-25); AB 1305 (Voluntary Carbon Market Disclosures) (https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202320240AB1305, 2026-06-25);

Empowering Consumers Directive (2024/825) (<https://eur-lex.europa.eu/eli/dir/2024/825/oj>, 2026-06-25); DMCC Act 2024 + CMA Green Claims Code

(<https://www.gov.uk/government/publications/green-claims-code-making-environmental-claims>, 2026-06-25).

Method preflight-v0.1; verification 9a7dd550aa1f2702.

Limits

- Screening decision support, not legal advice or certification.
- Assesses whether the evidence meets the standard; does not re-run experiments.
- Rules are public and re-checkable; your evidence stays private.