

Sasol guidelines for environmental statements



Do



... be reliable

- **SPECIFICITY:** Be specific. Make the basis for any comparison clear in case an assertion of environmental superiority or improvement is made.
- **VALIDITY:** Make sure statements are substantiated, verifiable and backed up by credible sources (e.g. Sasol R&D lab reports, technical literature from peers, publicly available reports, ...).
- **ACCURACY:** In case physical or chemical property data are used to support an environmental statement, make sure these are accurate and publicly available.



... make information pertinent

- **UNDERSTANDING:** Use simple and understandable language, provide explanations, take advantage of visual aids if possible. Avoid acronyms except if these are made explicit in the statement.
- **ACCESSIBILITY:** Ensure information, including sources, are easily accessible. Explanatory statements (e.g. footnotes) shall be legible, intelligible and reasonably close to the original statement.
- **UPDATING:** Reassess and update statements to reflect changes in technology, competitive products or other circumstances that could alter the statement accuracy.

Don't



... make misleading claims

- **AMBIGUITY:** Do not use broad and/or ambiguous statements such as "safe for the environment", "environmentally friendly", "greener", ...
- **MISLEADING:** Do not make inaccurate or misleading statements that suggest environmental benefits that are not proven.
- **OVERSTATEMENT:** Avoid repeated statements using different terminology or wording to imply multiple benefits.



... take credit where none is due

- **PRETENTION:** Do not suggest implied endorsements or certifications by an independent third party when there is none.
- **IRRELEVANCE:** Statements made in reference to an area where the corresponding environmental impact does not occur.
- **REHASHING:** Do not claim pre-existing but previously undisclosed features of a product as resulting from a recent product or process modification.