

## Claims Guidance 2023

### Beta 0.2

#### Disclaimer

The following guidance was developed for the initial group of companies that will pilot the target submission and validation processes. It will help companies make precise, accurate, consistent, and transparent SBTN claims (enabled by the publication of targets).

During the target validation pilot, the SBTN will add guidance per issue area (freshwater and land) and per type of target. Therefore, participating companies must use this additional guidance when deciding to make SBTN claims at the end of the target validation process pilot.

## Introduction

Thank you for being part of the first companies implementing Science Based Target Network's (SBTN) V1.0 methods for setting science-based targets for nature. By setting science-based targets for nature your company is at the forefront of a global movement towards an equitable, nature-positive, net-zero future. This guide aims to help your company's communications after obtaining validation on your science-based targets.

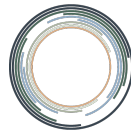
## Validated targets in 2023

This section is for when you have validated targets by the Science Based Targets Network. This is when you have received formal confirmation and your approved targets are published on the SBTN's website.

### ***Talking about your target***

When you talk about your company's targets, make sure to:

- indicate if you have set targets at the parent-group level or at the business unit level
- introduce clarifying language that your validated targets are the start of a journey to implement actions to achieve those targets
- clearly indicate the pressures on nature that your targets are covering
- mention the year that you used for your materiality assessment, and the year when your targets were validated, this will help stakeholders connect your material impacts with your company's structure and operations at the time of the assessment, and understand the version of the SBTN used to assess your targets



- include a statement of the percentage of locations covered by targets within your target boundary, if using the prioritization step of the SBTN method
- when specifically mentioning the target, use the approved target language by the SBTN and encourage your audience to visit the URL of the SBTN, where stakeholders can find additional information that contextualizes your targets
- reinforce your intent to covering other material pressures for your company, as the SBTN develops a comprehensive methodology

This will help you inform stakeholders about the stage of the journey your company is at, and when using the prioritization step, the percentage coverage of your target boundary with material impacts on freshwater and/or land.

**Statement example:**

[insert organization name / business unit name] implemented the first version of the Assess and Prioritize steps (Steps 1 & 2) of science-based targets for nature in [year or years] to assess our impacts on nature and define where action is most needed. We then used the first version of the method to set science-based targets to reduce pressures on freshwater and/or the beta version of the method to set science-based targets for land. Other material impacts for our company are [issue areas]. We'll aim to address these with setting science-based targets in the future as the SBTN expands its pressure coverage.

Our [freshwater and land] targets were submitted to the SBTN for independent validation against the method's criteria, and were officially validated in 2023. This is the start of a journey to implement a science-based approach to achieve these targets.

List of targets:

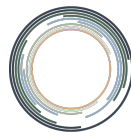
1. [Approved target language]
2. [Approved target language]
3. [Approved target language]

We encourage you to visit the SBTN's website (URL) for more information around our validated targets.

**For companies using the prioritization approach with freshwater targets:**

Please note that our company hasn't set freshwater targets for all locations with material impacts across our value chain, which comprise the target boundary in SBTN methods. We used the optional prioritization approach in the methods, and within the timeframe of the validation process pilot we set targets for X% of our locations within the target boundary.

\*Footnote with target boundary definitions.



### **Messaging: Dos and Don'ts**

It is important to understand the dos and don'ts of communicating your targets in order to be consistent, transparent, and accurate.

#### **Do**

- **Do** write out the approved language for your science-based target in communications and marketing content, or ensure this is easily accessible (e.g. by including a link or footnote).

#### **Don't**

- **Don't** use approved language targets on product labeling.
- **Don't** describe validated targets as nature-positive aligned.
- **Don't** include any additional details that are not approved by the SBTN when communicating your target language (e.g. other related targets).

### **Using the SBTN logo**

- Your organization does not currently have permission to use the SBTN logo.

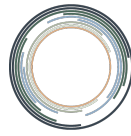
### **Inviting others to join**

- Encourage your suppliers, corporate customers and peer companies to set SBTs for nature using SBTN first version of the methods (and submit targets for validation once a validation service is open, tentative date Q1 2024).
- Work within your industry coalitions to improve supply chain data transparency for high risk commodities.

### **Additional recommendations**

#### **Do**

- **Emphasize the urgency of action and role of business.** The latest environmental science from [IPBES](#) highlights how human activities are causing an unprecedented and dangerous decline in the health of ecosystems that we and all other species depend on. Only urgent transformational change by all actors can stop the erosion of the very foundations of our economies, livelihoods, food security, health and quality of life worldwide. Business is fundamental in achieving the transformational change needed. With its enormous economic power and environmental impact, business can lead the way - pushing for the outcomes people and the planet need.
- **Emphasize the need for integrated action across climate and nature.** The business case for integrated action across climate and nature has never been clearer. Not just because nature is climate's greatest ally - absorbing half of our carbon emissions a year - but because nature is the foundation of our economy and our lives.



- **Contact the SBTN communications team** if you have any questions or concerns around communicating your target.
- **Communicate your plans to achieve the target(s)** in line with the AR3T framework of the SBTN: Avoid, Reduce, Regenerate, Restore, Transform.

**Don't**

- **Use the following terms in connection with the SBTN, your commitment or target:** nature positive, net positive or any other claims that are not validated by the SBTN.
- **Suggest that your current actions outside of your value chain will be counted** by your organization to achieve your targets.
- **Over-claim:** avoid potentially misleading or inaccurate communications about your commitment or target by carefully fact checking your communications.

**Version control**

Beta version 0.1 (Date: January 13, 2023) approved by SBTN's Network Council

Beta version 0.2 (Date: April 21, 2023); commitment section was deleted as it is substituted for *SBTN's Initial Target Validation Group Communications Kit*, in order to keep this document solely for claims enabled by validation of targets; adjustments throughout the document to use SBTN's versioning nomenclature for methods (first version, beta version).