



## **Media Release**

### **FCCC Joins Global Call for Responsible Environmental Claims in the Fashion Sector**

**7 May 2025**

The Fijian Competition and Consumer Commission (FCCC), in collaboration with fellow regulators worldwide, has joined a global initiative calling on fashion retailers to adopt greater responsibility and accuracy in their environmental marketing claims.

As part of the International Consumer Protection and Enforcement Network (ICPEN), FCCC supports the release of a joint open letter to the global fashion industry, urging businesses to ensure that environmental claims are not only truthful and clear but are also backed by credible, scientific evidence.

This initiative is collectively supported by consumer protection and competition authorities from around the world, including:

- Australian Competition & Consumer Commission
- Danish Consumer Ombudsman
- French DGCCRF
- Ministry for National Economy of Hungary
- Korea Consumer Agency
- Procuraduría Federal del Consumidor (Profeco), Mexico
- New Zealand Commerce Commission
- Colombian Superintendencia de Industria y Comercio
- Hungarian Competition Authority
- Irish Competition and Consumer Protection Commission
- Lithuanian State Consumer Rights Protection Authority

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- Netherlands Authority for Consumers and Markets
  - Norwegian Consumer Agency
  - Peru Indecopi
  - Polish Office of Competition and Consumer Protection
  - Seychelles Fair Trading Commission
  - Spanish Directorate General for Consumer Affairs
  - Swedish Consumer Agency / Consumer Ombudsman
  - Turkish Ministry of Trade

"Environmental marketing must not be reduced to buzzwords. Suppliers and traders have a duty to ensure consumers are not misled by vague or unsubstantiated environmental claims," said Ms. Senikavika L. Jiuta, CEO of FCCC.

"Consumers in Fiji, and abroad, should be able to confidently identify products that genuinely reduce environmental impact and support sustainable practices."


The global fashion and textile industries are among the most resource-intensive, contributing around 8% of global greenhouse gas emissions and 20% of global wastewater. This environmental footprint reinforces the need for stronger transparency and accountability across the supply chain.

From an **Environmental, Social, and Governance (ESG)** standpoint, the FCCC recognises that ethical business conduct and environmental responsibility are now vital elements of long-term business viability and consumer trust. Environmental claims are no longer just a marketing tool — they are a direct reflection of a company's ESG commitments.

"FCCC strongly advocates for sustainable and ethical trading practices in Fiji. As part of our regulatory mandate, we are integrating ESG thinking into the way we monitor and assess market conduct. This includes scrutinising environmental claims and ensuring that green marketing is not used as a smokescreen for profit-driven misinformation," said Ms Jiuta.

FCCC is calling on all fashion and textile sellers to uphold the following principles:

- Ensure environmental claims are clear, accurate, and supported by verifiable evidence.
- Avoid broad or vague language such as "eco-friendly," "green," or "sustainable" without clear substantiation.
- Be transparent about what parts of the product or supply chain the claim refers to.

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- Disclose any certifications or third-party verifications that support the environmental claim.
  - Refrain from using exaggerated marketing tactics or self-created eco-labels that may mislead consumers.

In line with Fiji's commitment to sustainable development and the principles enshrined in the National Development Plan, FCCC believes that enabling ethical consumption also encourages responsible production.

"We encourage the fashion sector in Fiji to adopt genuine sustainability practices, fostering consumer trust, improving market credibility, and ultimately driving positive environmental outcomes," Ms. Jiuta concluded.

FCCC remains steadfast in its commitment to protecting consumers from misleading marketing practices, supporting informed decision-making, and aligning Fiji with global consumer protection standards and sustainable development goals.

The full letter can be read at <https://bit.ly/ICPENOPENLETTER>

For more information or to report misleading claims, consumers can contact FCCC at their nearest office or visit [www.fccc.gov.fj](http://www.fccc.gov.fj).

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