

## **Bennetts Associates launches new anti-greenwash charter**

**Practice launches charter to ‘cut greenwash’ and encourage productive conversations around sustainability in the built environment.**

Produced for architects, engineers and journalists, Bennetts Associates’ new charter: ‘Tell The Truth: A campaign for honesty in the built environment’ looks to encourage a collective stance against greenwash tactics. At its core the charter examines common ‘sustainability’ themes, with clear rules to improve transparency and honesty and prevent greenwash. The first signatories include members of the Built Environment B Corp group.

The charter seeks to encourage the industry’s professionals to move beyond unhelpful discourse emphasising that claims need to be clearly evidenced and explained. Aiming for simplicity, the charter is a short list of dos and don’ts that are easy to monitor and more importantly easy to uphold.

Signatories to the charter will utilise in-use or accurate predictive data as far as possible to demonstrate energy and carbon credentials – this is instead of compliance assessments which are often highly flawed. As active members of the UKGBC, LETI and the upcoming Net Zero Carbon Building standard Bennetts Associates recognise the work being done by others and as such the charter is not intended as ‘another set of standards’ or targets. Instead, the charter focuses on reinforcing these by making sure that they form the basis of communications.

For more information, sign up [here](#).

Peter Fisher, Director, Bennetts Associates said, “Concerns around climate change are increasingly widespread and there is a collective sense of responsibility to improve processes and construction methods. Unfortunately, it has become easy to imply sustainable ambition without evidencing this to allow proper scrutiny. This charter seeks to address this – acting as a best practice guide to cut greenwash and unfounded claims from conversations around architecture”.

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**About Bennetts Associates**

Bennetts Associates create sustainable and enduring architecture.

The practice has completed a diverse portfolio of cultural, workplace and education projects in both the public and private sector, ranging from masterplans to small historic buildings. As one of the UK's leading practices, its work has been celebrated with more than 200 awards over 34 years and has recently won three RIBA National awards. Bennetts Associates is an employee-owned trust with studios in London, Edinburgh, and Manchester.

Bennetts Associates is responsible for many prominent projects, including the Royal College of Pathologists and the London Borough of Camden headquarters in London, Storyhouse in Chester, the Bayes Centre for the University of Edinburgh, and Jaguar Land Rover in Warwickshire. The practice has recently completed Meta's UK HQ in King's Cross and the University of Edinburgh's Futures Institute is on site. It is also working on high profile projects in Greece and India that are targeting sustainability.

Bennetts Associates is a leading pioneer of sustainability - in April 2019 they became the world's first architects to secure Science Based Target approval and commit to the UN's Climate Neutral Now campaign. The practice is a founding member of the UK Green Building Council and the first architecture practice in the world to report company impacts using the GRI Guidelines.

Bennetts Associates is one of 11 certified B-Corp architecture and design practices in the UK.

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