

COMPLIANCE WORKING RECORD

Environmental marketing claim workpaper

Fictional sample. Requires tailoring and responsible review.

Document control

Field	Value
Document type	Environmental marketing claim workpaper
Document reference	FICTIONAL-MARKETING-1
Jurisdiction	United States
Version	1
Status	Named marketing evidence workpaper prepared
Prepared by	Fictional responsible marketing reviewer
Prepared on	October 9, 2026
Rule pack	2026-10-09.marketing-evidence.1
Generated	October 9, 2026

Purpose and boundary

Organize exact environmental benefit claims, measured scope, substantiation and qualifications.

Compare the exact claimed product or packaging boundary, metric, unit, period and comparison baseline with supplied evidence. Check whether the exact qualification appears in the submitted text. Flag broad general-benefit claims, expired or mismatched certificates and offset claims without reported retirement. Compare exact numeric values without treating one supported attribute as an overall environmental benefit.

This workpaper checks exact customer-supplied content, criteria, evidence and decisions. It does not establish legal applicability, adequate scientific support, clear-and-conspicuous presentation, valid consent, authenticity, identity or AI generation. No live message, call, unsubscribe link or provider is executed. Original files remain unchanged and browser-local unless explicitly saved through paid private cloud saving.

Approved scope and marketing evidence method

Fictional limited content and audience. Replace every fact and source before use.

Scope approval. FICTIONAL-CAMPAIGN-1

Approved method. Fictional approved marketing framework 1. Source. f1. Locator. Exact fictional method and requirements JSON. Approver. Fictional authorized method approver. Approval date. 2026-01-01

Population statement. Declared complete population. Customer-declared count. 1

Environmental claim scope and qualification worksheet inputs

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Item Id. I1 Brand. Fictional Northfield Channel. Fictional text campaign Content Version. 1 Content Text. Fictional Northfield packaging contains 50% recycled material by weight within the declared packaging boundary. Source File Id. f2 Source Locator. Exact original fictional text Text Binding. Exact UTF-8 excerpt First Published On. Owner. Fictional content owner Claim Category. Recycled content Claimed Object. Fictional Northfield packaging Claimed Boundary. Packaging only, by weight Claimed Metric. Recycled material share Claimed Value. 50 Claimed Unit. % Claimed Population. Fictional packaging composition Claimed Period. 2026-10-01 test Qualification Text. within the declared packaging boundary Comparison Baseline.

Rules

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Rule Id. R1 Instrument. Fictional approved marketing criteria Provision. Fictional source-reviewed preparation criterion 1 Rule Version. Fictional approved marketing framework 1 Source Id. f1 Source Locator. criterion Question. Has the exact content and named observation been reviewed within the selected scope? Required Answer. Observed Approved By. Fictional authorized method approver Approved On. 2026-01-01

Answers

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
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ID	Facts
1	Answer Id. ANS1 Item Id. I1 Rule Id. R1 Answer. Observed Reason. Fictional exact content and named observation were reviewed. Evidence Ids. ["E1"] Reviewer. Fictional responsible answer reviewer Reviewed On. 2026-10-08

Observations

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Observation Id. O1 Item Id. I1 Source File Id. f3 Source Pointer. /observations/0 Source Mode. Exact JSON observation Evidence Ids. ["E1"] Observed On. 2026-10-08 Reviewer. Fictional responsible observation reviewer Tested Object. Fictional Northfield packaging Tested Boundary. Packaging only, by weight Metric. Recycled material share Observed Value. 50 Unit. % Population. Fictional packaging composition Period. 2026-10-01 test Comparison Baseline. Calculation. Source-reported decimal Numerator. Denominator. Rounding Places. Rounding Method. Support State. Reviewed support Certificate Ref. Certificate Owner. Certificate Expires On. Retirement State. Not applicable Limitations. Fictional single packaging attribute. No overall benefit claim.

Decisions

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Decision Id. D1 Item Id. I1 Decision. Prepare for release Reason. Fictional named comparisons support preparation within this exact supplied scope. No legal approval is implied. Conditions. Action Ids. [] Approved By. Fictional authorized publication reviewer Approved On. 2026-10-09 Review On. 2026-12-31 Evidence Ids. ["E1"]

Evidence

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Evidence Id. E1 Item Id. I1 Record Id. O1 File Id. f3 Source Sha256. 0b37065f1b2eb0f2937ab65d02e044f1ba7c94bb367c7cc3ad5384e0ed20e0d0 Locator. observations[0] Conclusion. Supports Reviewer. Fictional responsible evidence reviewer Observed On. 2026-10-08 Reviewed On. 2026-10-08

Actions

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

Environmental claim scope and qualification workpaper

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	Item. I1 Observation. O1 Task. Environmental claim scope and qualification workpaper Exact content text. Fictional Northfield packaging contains 50% recycled material by weight within the declared packaging boundary. Exact named input facts. { "itemId": "I1", "brand": "Fictional Northfield", "channel": "Fictional text campaign", "contentVersion": "1", "contentText": "Fictional Northfield packaging contains 50% recycled material by weight within the declared packaging boundary.", "sourceFileId": "f2", "sourceLocator": "Exact original fictional text", "textBinding": "Exact UTF-8 excerpt", "firstPublishedOn": "", "owner": "Fictional content owner", "claimCategory": "Recycled content", "claimedObject": "Fictional Northfield packaging", "claimedBoundary": "Packaging only, by weight", "claimedMetric": "Recycled material share", "claimedValue": "50", "claimedUnit": "%", "claimedPopulation": "Fictional packaging composition", "claimedPeriod": "2026-10-01 test", "qualificationText": "within the declared packaging boundary", "compari [formal preview abridged]

Exact approved criteria and content answers

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	Answer. ANS1 Item. I1 Criterion. R1 Required answer. Observed Observed answer. Observed Reason. Fictional exact content and named observation were reviewed. Result. Source-linked criterion answer prepared

Named marketing decision draft sections

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
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ID	Result
I1	<p>Item. I1 Decision. Prepare for release Result. Customer decision draft prepared Draft text. Environmental claim scope and qualification workpaper. Item I1. Exact revision 1</p> <p>Exact submitted content. Fictional Northfield packaging contains 50% recycled material by weight within the declared packaging boundary.</p> <p>Approved scope. Fictional limited content and audience. Replace every fact and source before use.. Reference. FICTIONAL-CAMPAIGN-1</p> <p>Customer-selected method and criteria. Fictional approved marketing framework 1. [{"ruleId":"R1","instrument":"Fictional approved marketing criteria","provision":"Fictional source-reviewed preparation criterion 1","version":"Fictional approved marketing framework 1","sourceId":"f1","locator":"criterion"}]</p> <p>Named comparison observations. [{"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds":["E1"],"observedOn":"2026-10-08","reviewer":"Fictional responsible observa [formal preview abridged]</p>

Exact numeric claim and evidence comparison

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	<p>Item. I1 Metric. Recycled material share Claimed value. 50 Observed value. 50 Unit. % Comparison. Exact numeric match Formula. Claim 50/1. Observed 50/1</p>

Owned responses and dependencies

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

Marketing decision draft. I1. Prepare for release

Complete exact draft text remains in Excel and JSON.

Environmental claim scope and qualification workpaper. Item I1. Exact revision 1

Exact submitted content. Fictional Northfield packaging contains 50% recycled material by weight within the declared packaging boundary.

Approved scope. Fictional limited content and audience. Replace every fact and source before use.. Reference. FICTIONAL-CAMPAIGN-1

Customer-selected method and criteria. Fictional approved marketing framework 1. [{"ruleId":"R1","instrument":"Fictional approved marketing criteria","provision":"Fictional source-reviewed preparation criterion 1","version":"Fictional approved marketing framework 1","sourceId":"f1","locator":"criterion"}]

Named comparison observations.

```
[{"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds":["E1"],"observedOn":"2026-10-08","reviewer":"Fictional responsible observation reviewer","testedObject":"Fictional Northfield packaging","testedBoundary":"Packaging only, by weight","metric":"Recycled material share","observedValue":"50","unit":"%","population":"Fictional packaging composition","period":"2026-10-01 test","comparisonBaseline":"","calculation":"Source-reported decimal","numerator":"","denominator":"","roundingPlaces":"","roundingMethod":"","supportState":"Reviewed support","certificateRef":"","certificateOwner":"","certificateExpiresOn":"","retirementState":"Not applicable","limitations":"Fictional single packaging attribute. No overall benefit claim."}]
```

Customer publication decision. Prepare for release. Reason. Fictional named comparisons support preparation within this exact supplied scope. No legal approval is implied.

Conditions and responses. . []

Approval. Fictional authorized publication reviewer, 2026-10-09. Review. 2026-12-31

Exact evidence references. ["E1"]

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Review findings

1 declared content items. 1 exact approved criteria. 0 unresolved findings.

The first 100 findings and 1000 characters per displayed field appear here. Complete findings remain in the data exports.

Selected exact attachments

ID	Filename	Bytes	SHA-256
f1	fictional-approved-marketing-method.json	186	548630e9021953221e221a843c8be871d6ac404fa1b54304ae6849b60003b632
f2	fictional-original-marketing-text.txt	111	8f5b022d8a82bafde0d5d8b4cc7f51548f561645afe8c8a6a8a98126b9f217ba
f3	fictional-source-marketing-observations.json	638	0b37065f1b2eb0f2937ab65d02e044f1ba7c94bb367c7cc3ad5384e0ed20e0d0

Unresolved items and limitations

The first 100 unresolved items appear here, with 1000 characters per preview. Complete findings remain in Excel and JSON.

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Limitations

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Official sources

Source	Provision	Date	Link
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Source	Provision	Date	Link
Federal Trade Commission: Environmental Claims. Summary of the Green Guides	16 CFR Part 260. General environmental benefit claims, qualifications, scope, comparative claims, certificates and carbon offsets. This workpaper does not treat one supported attribute as an overall benefit or certify a scientific study.. Compare the exact claimed product or packaging boundary, metric, unit, period and comparison baseline with supplied evidence. Check whether the exact qualification appears in the submitted text. Flag broad general-benefit claims, expired or mismatched certificates and offset claims without reported retirement. Compare exact numeric values without treating one supported attribute as an overall environmental benefit. No automated applicability, authenticity, adequate substantiation or legal approval follows.	October 9, 2026	https://www.ftc.gov/business-guidance/resources/environmental-claims-summary-green-guides