

Green Marketing Content Review Sheet

Project Details

Project / Campaign Name

Content Type (e.g., ad, blog, product page)

Review Date

Reviewer

Content Assessment

Assessment Criteria	Yes	No	Comments
Are green claims factual and substantiated?	<input type="checkbox"/>	<input type="checkbox"/>	<div></div>
Is language clear and not misleading?	<input type="checkbox"/>	<input type="checkbox"/>	<div></div>
Are environmental benefits specified (not vague)?	<input type="checkbox"/>	<input type="checkbox"/>	<div></div>
Does content comply with regulatory guidelines?	<input type="checkbox"/>	<input type="checkbox"/>	<div></div>
Is supporting evidence/documentation in place?	<input type="checkbox"/>	<input type="checkbox"/>	<div></div>

Reviewer Notes

Required Actions / Follow Up