What would help customers trust TEGH's claims about lower carbon emissions?

WHAT STOOD OUT

Connect traceability to carbon accounting at the plantation.

Show the proof

Traceability, carbon accounting and clear claim boundaries

Risk

A carbon claim without clear evidence can damage trust.

Resilience

Checkable data helps the business answer customer questions.

Revenue

Credible product evidence can support customer qualification.

KEY LESSON

Make the claim only as strong as the evidence.