



Llyr Gruffyd MS
Climate Change, Environment and Infrastructure Committee
Welsh Parliament
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Advertising Standards Authority
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6 August 2025
By email

Dear Llyr Gruffydd MS,

Ref: Advertising Standards Authority (ASA) rulings on greener homes ads

I'm writing to share some information about our ongoing work to tackle misleading environmental claims.

The ASA is the UK's independent regulator of advertising by legitimate businesses across all media.

We recognise the role businesses increasingly play in meeting climate targets, and the role that ad regulation has in ensuring that related advertising claims are responsible. People and businesses want to make more sustainable choices, but navigating green claims is not always easy. That's why we have taken a frontline role in tackling misleading green claims in ads through our ongoing and wide-ranging [Climate Change and Environment project](#) (CCE). We've established a dedicated 'Green Team' to embed specialist knowledge across the organisation and to provide a central contact for advertisers seeking help and advice on environmental claims.

I would like to bring to your attention four rulings published on 6 August 2025 which form part of our CCE project. The ASA took the decision to ban ads by [Aira Home Ltd](#), [EDF Energy Ltd](#) and [Energystore Ltd](#) for omitting material information about the government funding available for installing heat pumps and insulation products. As the UK's frontline regulator, we have a duty to police all claims to the same high standards to ensure a level

Legal, decent, honest and truthful

Chair The Rt Hon the Baroness Morgan of Cotes **Chief Executive** Guy Parker

ASA Council Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah

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playing field for business so that consumers get the information they need to make informed decisions when it comes to the environment. After careful consideration, we found these ads breached our rules as they failed to include that eligibility criteria applied which was likely to mislead consumers. On the other hand, we chose to not uphold against [Ovo Energy Ltd](#) because the ad included “We can check if you're eligible for the Great British Insulation Scheme”, and we concluded that consumers would understand that eligibility for the funding was not automatic and unlikely to mislead.

These rulings form part of a wider piece of work on advertising for greener heating and insulation products. The ads were identified for investigation following intelligence gathering by our [Active Ad Monitoring system](#), which uses AI to proactively monitor ads in high priority areas, such as environmental claims, and was responsible for us processing 28 million ads last year.

Please do get in touch if you would like to discuss our CCE work, including these rulings, or have any other advertising-related concerns.

Kind Regards,

Grace Curley

Public Affairs Adviser, ASA