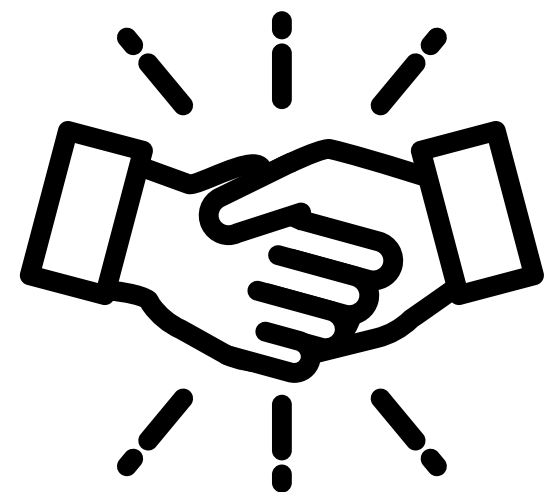
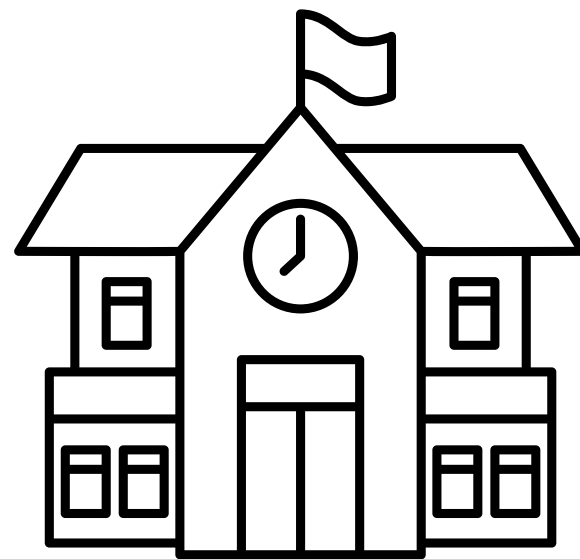
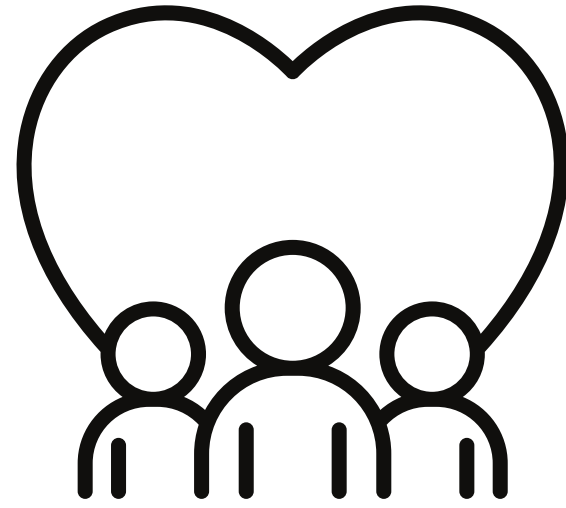



Greenwashing: How to spot climate lies!







**How does this advert want to
make you feel?**

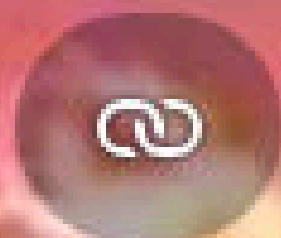
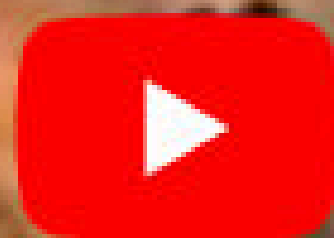
**What images and language
does it use to influence your
feelings?**

**Is there anything about it that
seems 'off' to you?**



Chevron Commercial Ad 1985

mrgiosb123



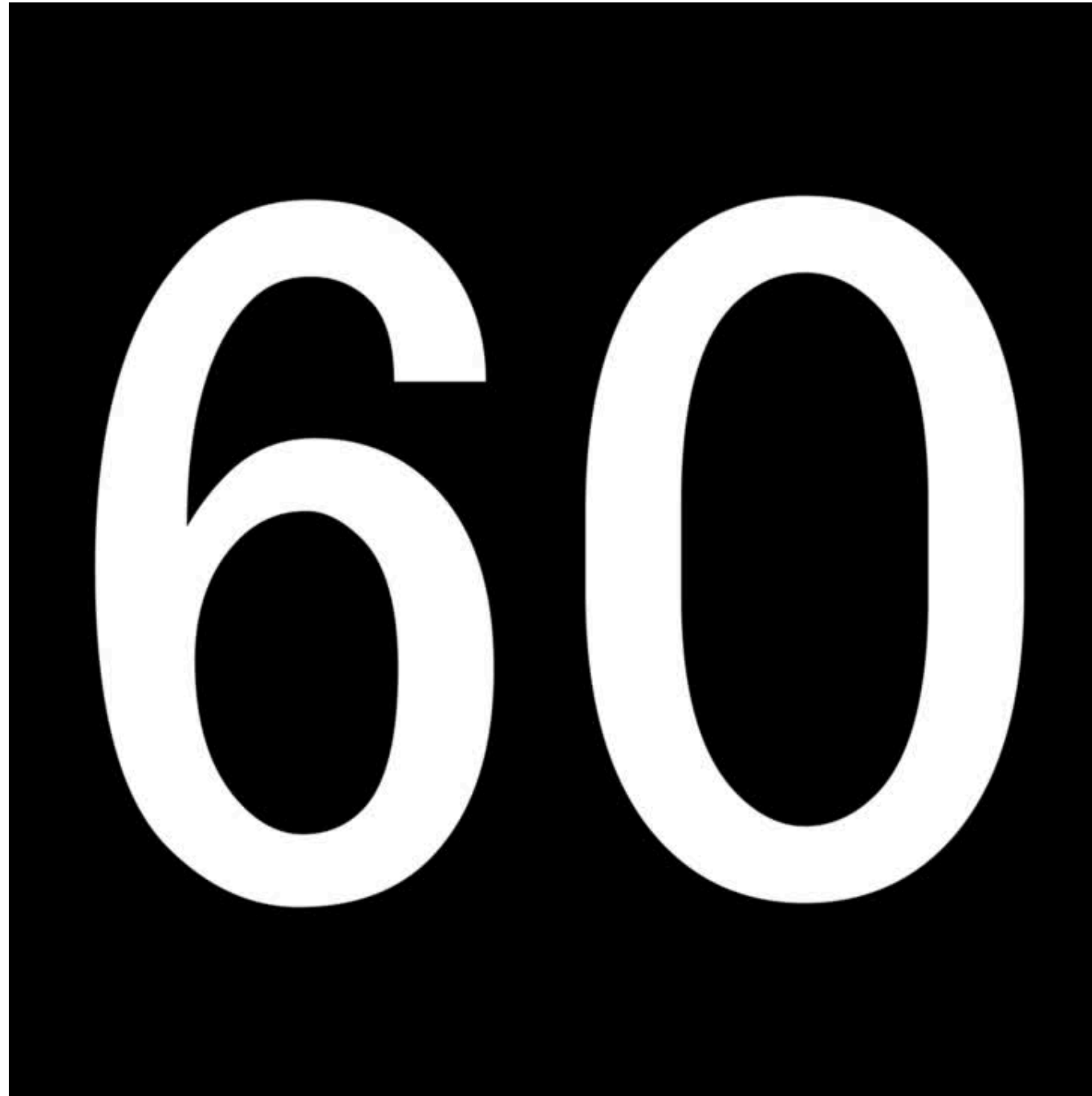
Watch on  YouTube



**How does this advert want to
make you feel?**

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**How does this advert want to
make you feel?**

**What images and language
does it use to influence your
feelings?**

**Is there anything about it that
seems 'off' to you?**



"[the butterfly] lives on wild buckwheat on land that's a part of an oil refinery"



"Do people really do that so a tenth of a gram of beauty can survive?"



"People who live there protect the area and plant buckwheat."



The rise of the eco-friendly consumer

During the pandemic, people have become more sensitive to the environmental impact of their shopping decisions—and companies are responding.

strategy-business.com, 8/7/21

≡ Forbes

INVESTING

Consumers Demand Sustainable Products And Shopping Formats

Forbes.com, 3/11/22

INTRODUCING A WORLD-FIRST: A COKE BOTTLE MADE WITH PLASTIC FROM THE SEA

Breakthrough technology can transform low-quality plastic into high-quality food-grade packaging.



coca-cola.eu



coca-colahellenic.com





"The Coca-Cola Company is the world's worst corporate plastic polluter for the fourth year in a row. Corporate plastic polluters are contributing to the climate crisis."

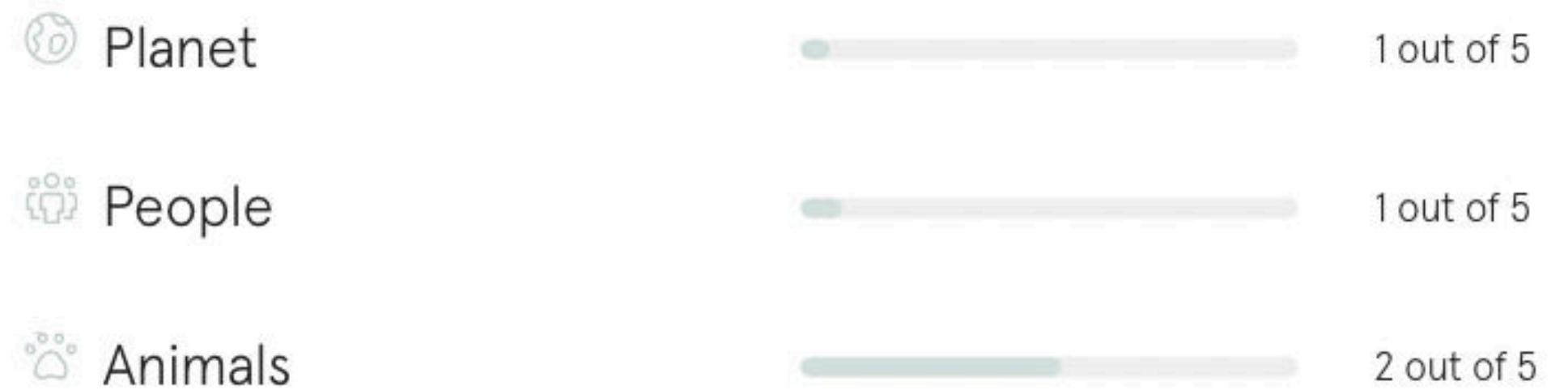
breakfreefromplastic.org

"Plastic polluters have successfully prevented any attempts to reform the Spanish waste management system for years... [recycling costs] could be reduced by up to 80% if the drinks were sold with a deposit."

changingmarkets.org



SHEIN sustainability rating



- On-trend styles and regular new arrivals
- No evidence of action to reduce hazardous chemicals
- No evidence of reducing its carbon
- Supply chain is not certified by labour standards



Greenwashing

is...

60

Greenwashing

is...

Greenwashing is...

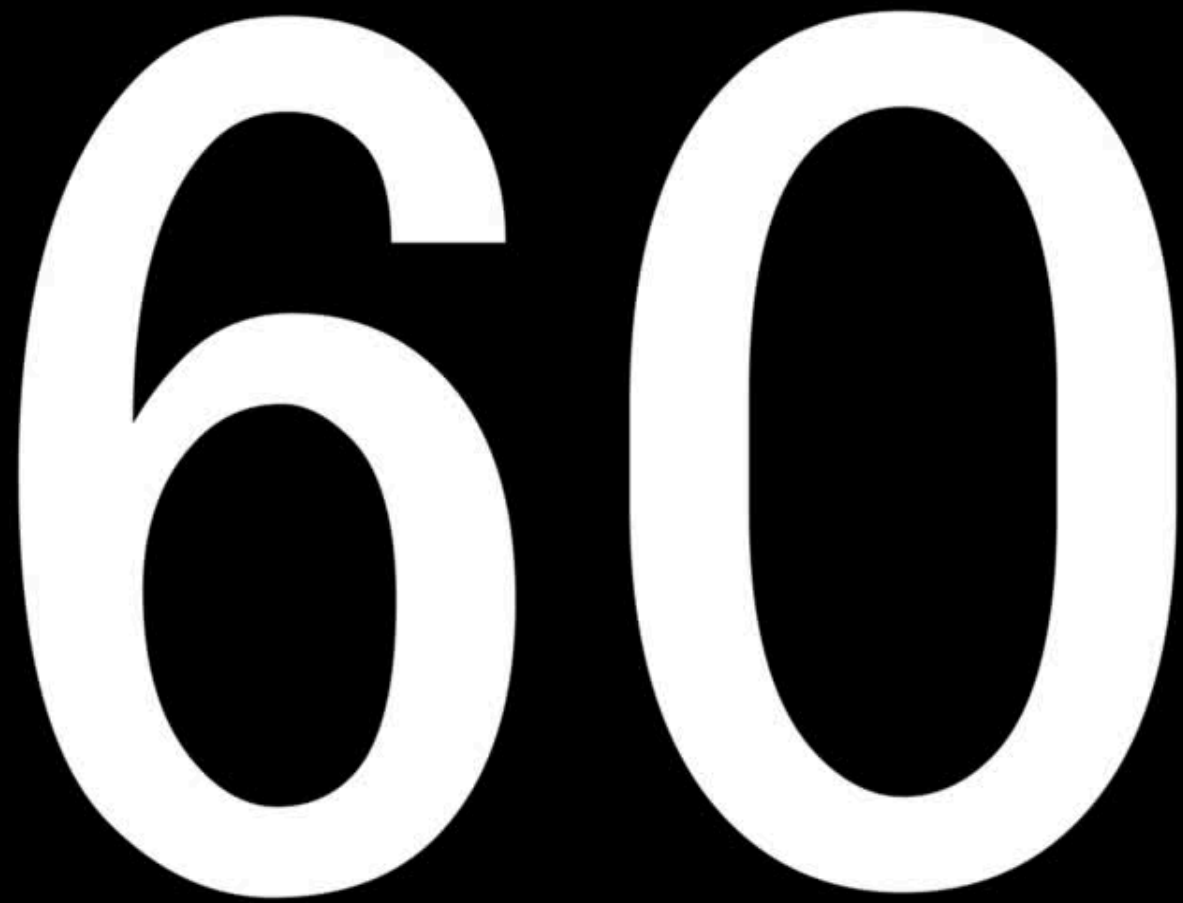
the act of **misleading consumers**
regarding the environmental practices
of a company or the environmental
performance and positive communication
about environmental performance.

Terrachoice / UL (2010)



Why do companies greenwash?

Why not just make positive changes so their businesses **ACTUALLY** help the planet?



60

Why do companies greenwash?

Why not just make positive changes so their businesses **ACTUALLY** help the planet?



Why do companies greenwash?

Why not just make positive changes so their businesses **ACTUALLY** help the planet?



AMNESTY
INTERNATIONAL



[WHO WE ARE](#)

[WHAT WE DO](#)

[COUNTRIES](#)

[GET I](#)

SHARE



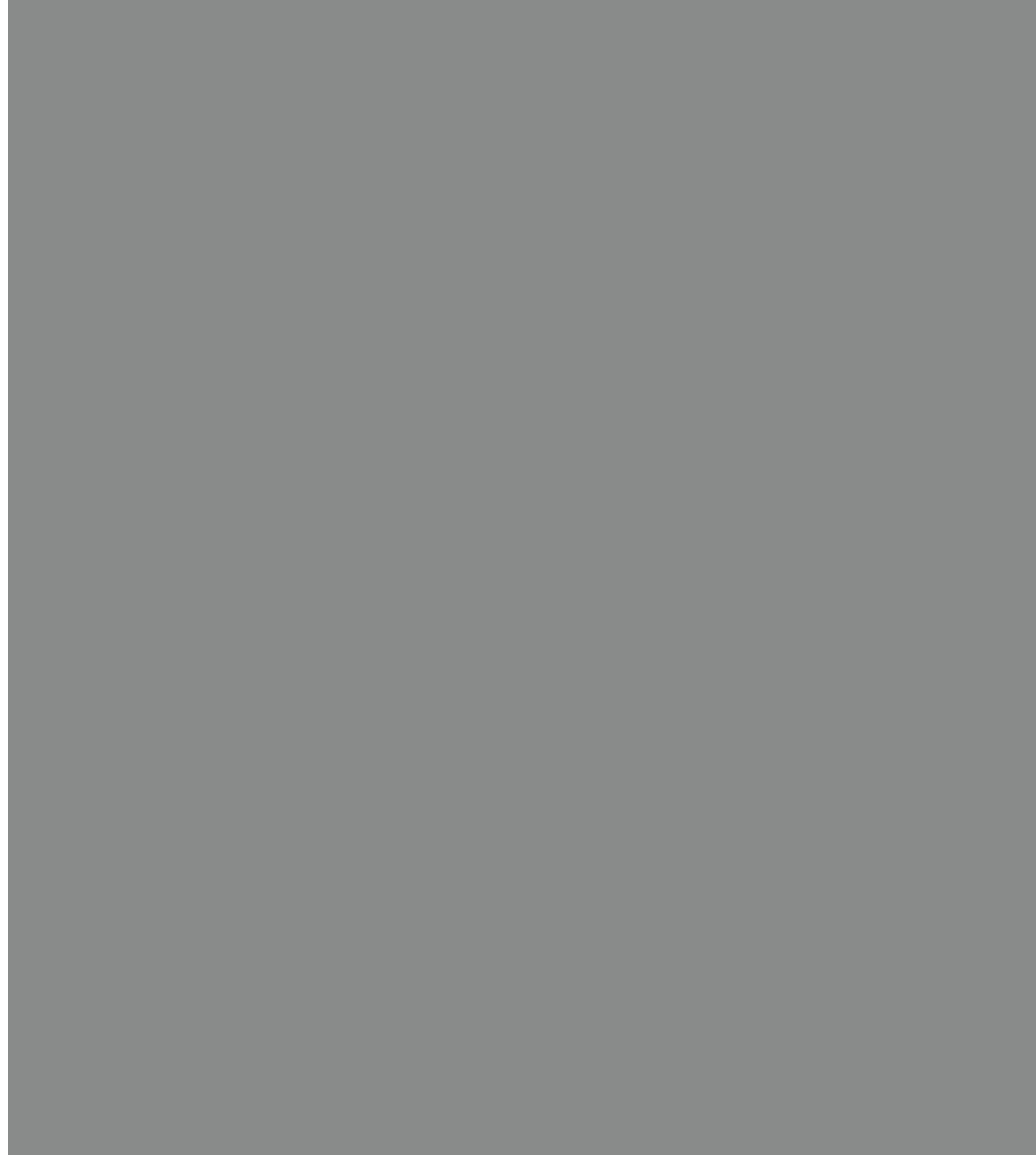
[< NEWS](#)

May 15, 2018

Kenya: Sengwer evictions from Embobut Forest flawed and illegal

The Sengwer Indigenous people of Embobut Forest, Kenya are being forced from their homes and dispossessed of their ancestral lands by the grossly flawed, illegal and violent actions of the Kenyan government, Amnesty International said in a new report launched today.

RAWT ALERT



I'M OFFSETTING

**THE CARBON
FOOTPRINT OF THIS VIDEO**



**THE SEVEN
DEADLY
SINS
OF
GREENWASHING**

HIDDEN TRADE-OFF

Focus on a small positive, but ignore other facts.



<https://greenwash.com/brands/unilever/>

Ask yourself: What are they NOT saying?

NO PROOF

Just make a claim! Who's going to check?



greenwash.com
eia-international.org

Ask yourself: Where's the evidence?

LESSER OF TWO EVILS

Maybe they're better than another brand... but maybe they're just a bit less bad?



asai.ie

Ask yourself: How is this brand different to others like it?

RELEVANCE

Maybe it's true, but it doesn't help you make a good choice



Ask yourself: Is there a legal requirement?

VAGUENESS

The words used are vague or designed to confuse



LEXUS NX

HYBRIDEN SOM
BYR PÅ STRØMMEN

LEXUS SELF-CHARGING *HYBRID*

I hybrider fra Lexus koster strømmen alltid det samme: absolutt ingenting. Våre hybrider produserer strømmen selv; leder når du slipper gassen, når du bremsar, ja, til og med mens du kjører. Gevinsten er mer krefter og lavere forbruk, utslipp og kostnader. Norges mest fornøyde bileiere kjører Lexus, og opplevelsen starter hos din nærmeste Lexus-forhandler.

Oppdag våre selvladende hybrider på [lexus.no](https://www.lexus.no)

NX 300h
Fra 544 600
Privatleie fra 4 295

[leadingthecharge.org](https://www.leadingthecharge.org)

Ask yourself: What does that even mean?

WORSHIPPING FALSE LABELS

Maybe there's a label, but does it really mean what they want you to think it means?

REAL



<https://www.rainforest-alliance.org/>

FAKE



easyecotips.com

Ask yourself: Is this a genuine endorsement from someone who knows?

FIBBING

Just tell a lie!

Volkswagen pressed to fix dirty diesel cars in emissions cheat scandal

Automaker has been under fire since revelations last September that it had installed software on diesel cars that allowed them to cheat on pollution tests



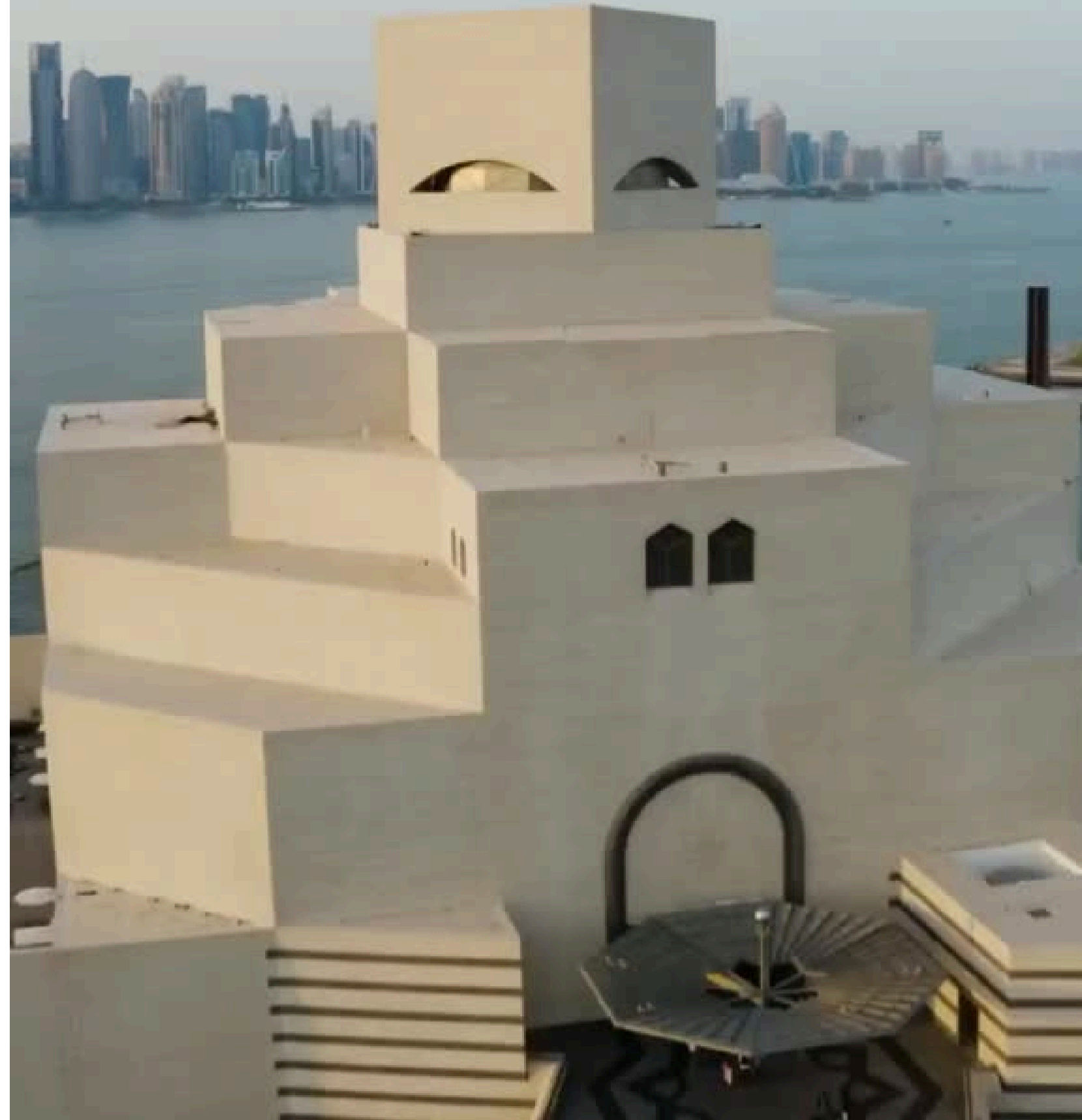
theguardian.com

Ask yourself: Could they just be lying?

ASK YOURSELF...

- What are they NOT saying?
- Where's the evidence?
- How is this brand different to others like it?
- Is there a legal requirement behind the claim?
- Is it endorsed by a reliable organisation?
- What does that even mean?
- Could they just be lying?

Qatar2022™





ASK YOURSELF...

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ASK YOURSELF...

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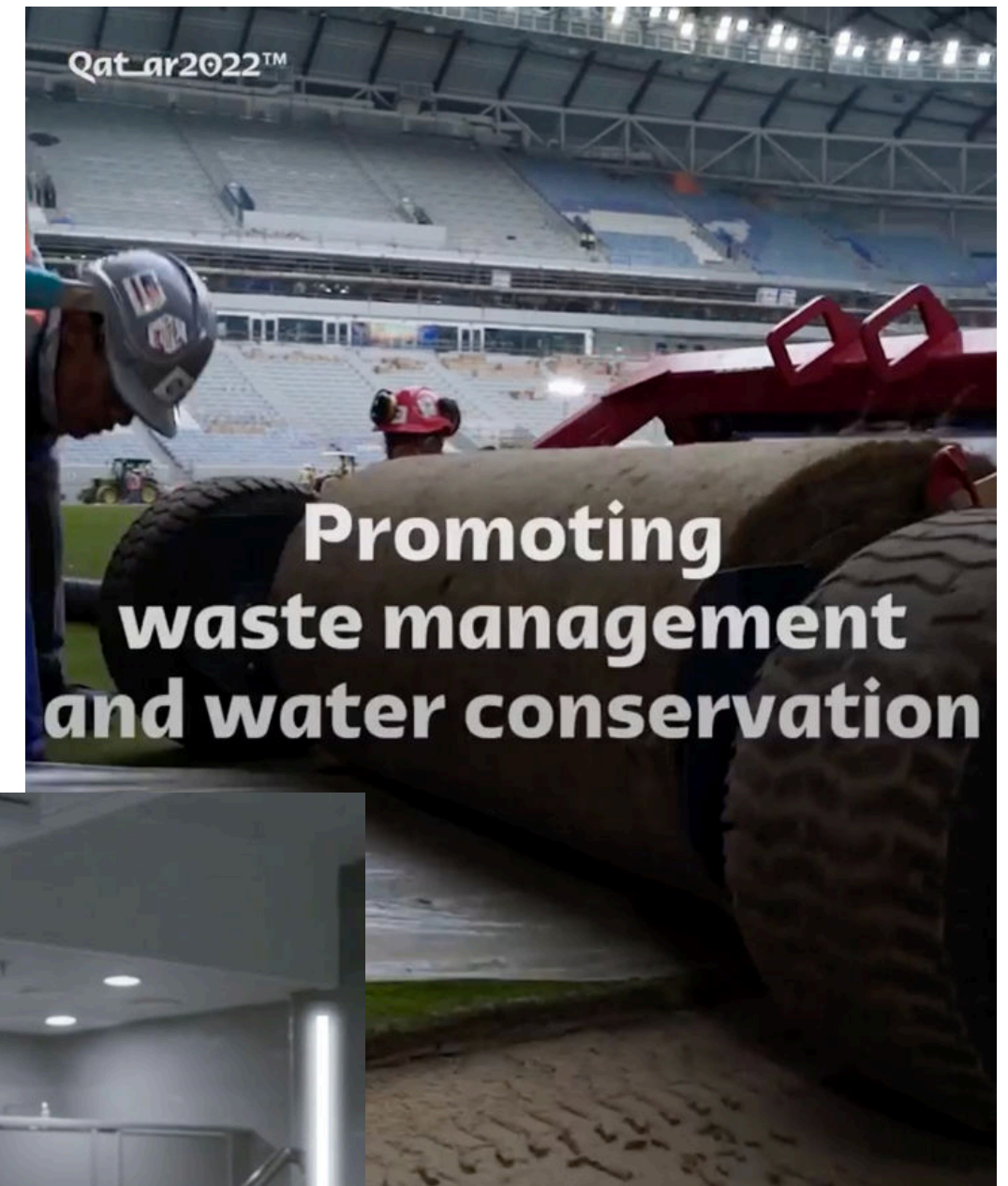
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**First ever
carbon-neutral
FIFA World Cup™**



**Sustainable
stadiums**



**Promoting
waste management
and water conservation**



**One million
trees planted**



**40% less
water used**



Climate
Positive
Burgers



MAX
Premium Burgers

A promotional image for MAX Premium Burgers. The text "Climate Positive Burgers" is centered at the top. Below it is a close-up of a burger with a golden-brown chicken patty, melted cheese, a slice of tomato, and shredded purple onions on a soft bun. At the bottom center is the MAX logo, which consists of the word "MAX" in a stylized red font with a white outline, and the words "Premium Burgers" in a smaller black font below it.

First ever
carbon-neutral
FIFA World Cup™

An aerial photograph of a stadium complex, likely the Al Janoub Stadium in Qatar, during the 2022 FIFA World Cup. The stadium is a large, modern structure with a distinctive white, curved roof. It is surrounded by green lawns, a lake with a bridge, and city buildings. The text "First ever carbon-neutral FIFA World Cup™" is overlaid in large white font across the center of the image. In the top left corner, there is a small, faint watermark that reads "Qatar 2022™".

Why is this important?

- We need to fundamentally change how we consume.
- Greenwashing gives a false sense of action
- If businesses don't help us, they jeopardise our future
- COP 27 is sponsored by Coca Cola and attended by many multinationals. Why?



What can we do?

- Be critical
- Get informed
- Call it out
- Take collective action
- Buy less

Greenwash this!



Plastic plates



Weedkiller



Smartphone



SUV



@GAPIreland

#greenwashthis

A close-up photograph of a person's hand holding a green plant stem. The hand is holding a red marker, which is positioned to draw a line on the stem. The background is a blurred green, suggesting a garden or field setting. The text is overlaid on the image in a bold, teal font with a white outline and a drop shadow.

Greenwashing:

How to spot

climate lies!