

GREENWASHING



Now with
100%
more pure
free range
grass fed
Sunshine!

GREENWASHING

- What is green washing?

Greenwashing: is the deceptive use of green PR or green marketing in order to promote a misleading perception that a company's policies or products are environmentally friendly

- Where does it occur?

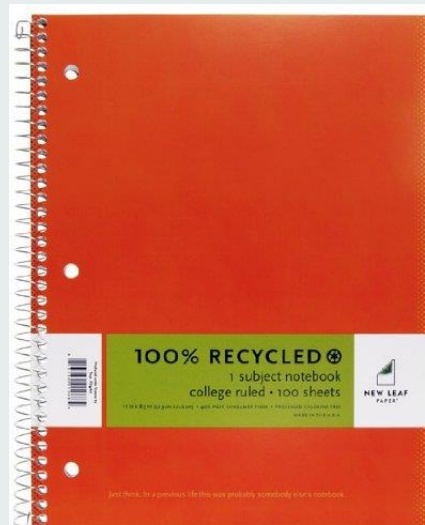
Ads (print, TV, and radio), product labels, hotels

- Why should we be concerned about it?

- What can we do about it?

SIN OF HIDDEN TRADE-OFFS

- **Sin of the Hidden Trade-off:** committed by suggesting a product is 'green' based on an unreasonably narrow set of attributes without attention to other important environmental issues. Paper, for example, is not necessarily environmentally-preferable just because it comes from a sustainably-harvested forest. Other important environmental issues in the paper-making process, including energy, greenhouse gas emissions, and water and air pollution, may be equally or more significant.



SIN OF NO PROOF

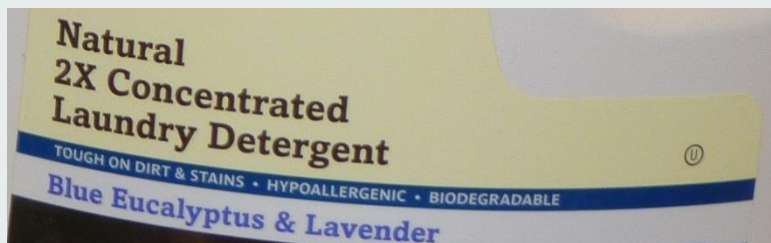
- **Sin of No Proof:** committed by an environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification. Common examples are facial or toilet tissue products that claim various percentages of post-consumer recycled content without providing any evidence.



- Ecolabel index
<http://www.ecolabelindex.com/ecolabels/?st=country,us>

SIN OF VAGUENESS

- **Sin of Vagueness:** committed by every claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer. ‘All-natural’ is an example. Arsenic, uranium, mercury, and formaldehyde are all naturally occurring, and poisonous. ‘All natural’ isn’t necessarily ‘green.’



SIN OF IRRELEVANCE



- **Sin of Irrelevance:** committed by making an environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products. ‘CFC-free’ is a common example, since it is a frequent claim despite the fact that CFCs are banned by law.



SIN OF LESSER OF TWO EVILS

- **Sin of Lesser of Two Evils:** committed by claims that may be true within the product category, but that risk distracting the consumer from the greater environmental impacts of the category as a whole. Organic cigarettes are an example of this category, as are fuel-efficient sport-utility vehicles.



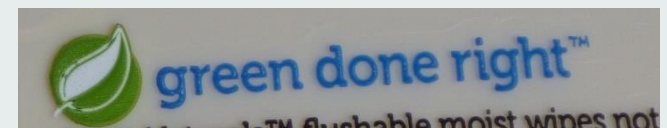
SIN OF FIBBING

- **Sin of Fibbing:** the least frequent sin, is committed by making environmental claims that are simply false. The most common examples were products falsely claiming to be Energy Star certified or registered.

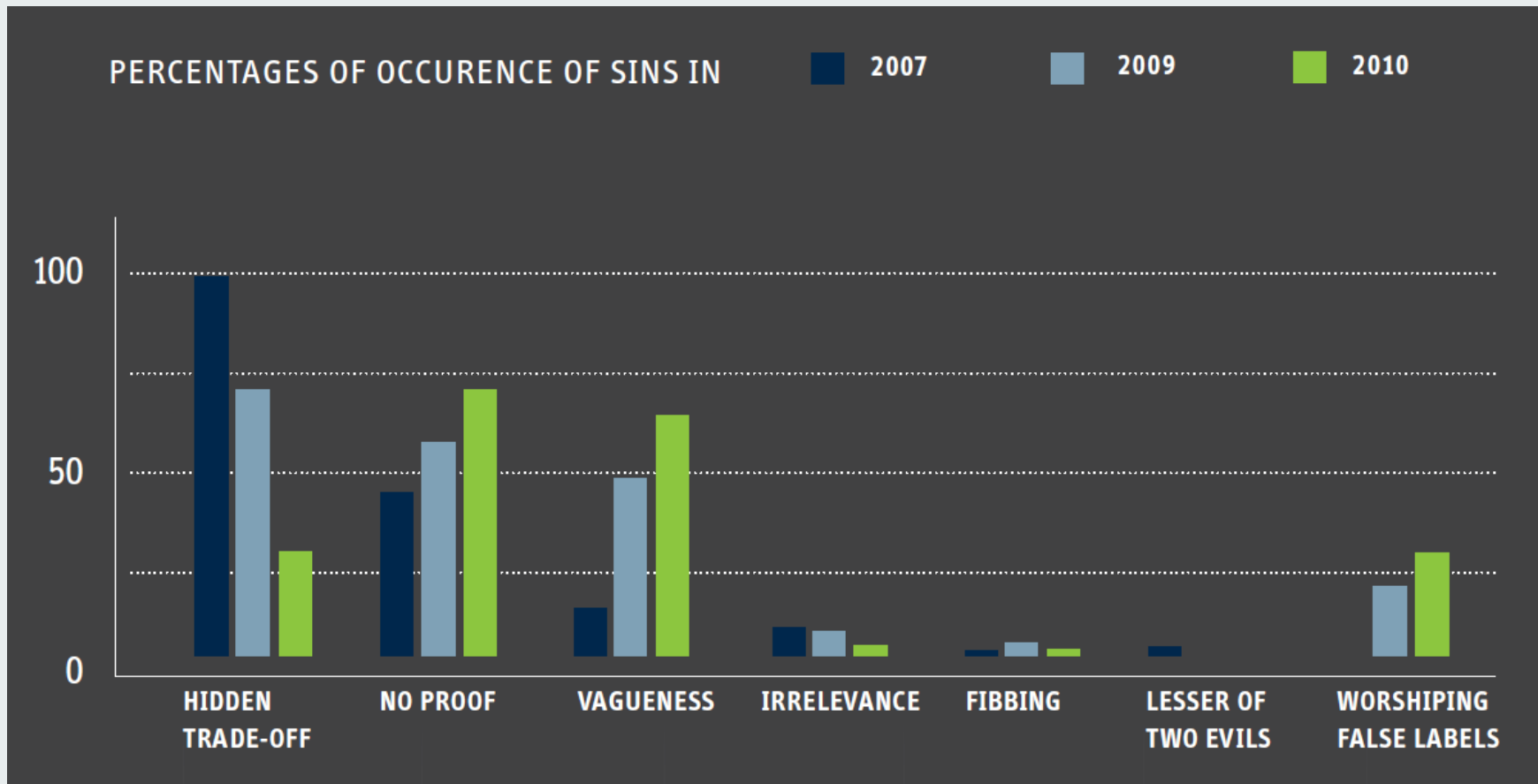


SIN OF WORSHIPPING FALSE LABELS

- **Sin of Worshipping False Labels:** is committed by a product that, through either words or images, gives the impression of third-party endorsement where no such endorsement actually exists; fake labels, in other words.



WHICH SINS ARE COMMITTED MOST OFTEN



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“Don't Call Us Just Trust Us”

A SIN OF IRRELEVANCE

B SIN OF VAGUENESS

C SIN OF NO PROOF

D NONE OF THE ABOVE

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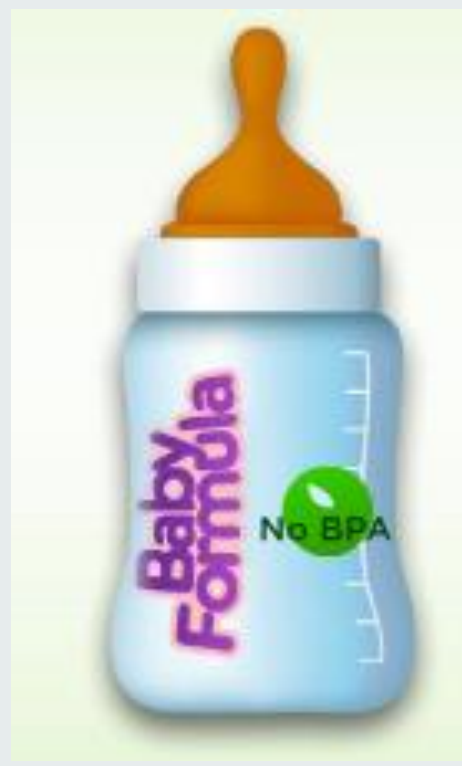
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THIRD PARTY VERIFICATION AGENCIES

■ Verification Agencies

- Safer Choice
- UL Ecologo
- UL Greenguard
- Green Seal
- Energy Star
- EPEAT
- Sustainable Forestry Initiative
- Forest Stewardship Council
- USDA Organic
- Cradle to Cradle

