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SINS OF GREENWASHING



1. Sin of Hidden Trade-Off

This sin occurs when a product or company promotes a single eco-friendly aspect but neglects to address other significant environmental impacts related to its production or use. It creates an illusion of sustainability while ignoring the bigger picture. Look for comprehensive sustainability claims that consider multiple environmental factors.

2. Sin of No Proof

When a product or company makes environmental claims without providing transparent and credible evidence to support them, it commits the sin of no proof. Genuine sustainability claims are backed by reliable certifications, scientific data, or third-party verification. Be skeptical of green claims that lack substantiated proof.



3. Sin of Vagueness

Greenwashing often involves using unclear or ambiguous language, making it difficult for consumers to understand the true environmental implications. The sin of vagueness occurs when terms like "eco-friendly" or "green" are used without proper context or specific definitions. Seek clear and precise information that outlines the specific environmental benefits.



4. Sin of Irrelevance

This sin occurs when environmental claims are unrelated to the product's actual environmental impact. For instance, highlighting a product as "CFC-free" when CFCs were already phased out industry-wide. Look for claims that directly address the significant environmental aspects of the product or service in question.

5. Sin of Lesser of two evils

When a company promotes a product or service as environmentally friendly based on its relatively lower environmental impact compared to an alternative, it commits the sin of the lesser of two evils. While a reduced impact is positive, it doesn't necessarily make the product sustainable or free from other significant environmental issues. Look for genuinely sustainable alternatives rather than settling for the lesser of two environmental harms.



6. Sin of Misleading

The sin of misleading involves outright false or misleading environmental claims. It includes false certifications, fabricated labels, or deceptive marketing tactics that misrepresent a product's sustainability. Always verify claims and seek reliable sources of information before believing sustainability statements.