

UNDERSTANDING GREENWASHING

DON'T BE FOOLED

Green•wash•ing The process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound. It deceives consumers into believing that a company's products are environmentally friendly.

COMMON WAYS COMPANIES GREENWASH

CONFUSING JARGON



Using complicated language that only a scientist could fact-check or understand

AMBIGUOUS CLAIMS



Making claims that are so broad the its real meaning is likely to be understood. Arsenic and uranium are naturally occurring... all-natural doesn't mean green!

FAKE LABELS & IMAGINARY FRIENDS



Using misleading words or images that gives the impression of third-party endorsement... except it's made up.

OUTRIGHT LYING



Fabricating claims and data with no real evidence

IRRELEVANT STATEMENTS



Making environmental claims that may be truthful but unhelpful for the consumer. "CFC-free" is a common example, despite CFCs being banned in the Montreal Protocol in 1987.

THE LESSER OF TWO EVILS



Making environmental claims on products with no environmental benefits to begin with, such as "organic cigarettes" or fuel efficient SUVs - they don't exist!

95% OF GREEN COMPANIES COMMIT AT LEAST ONE GREENWASHING OFFENCE

WHAT CAN YOU DO?

INFORM TWO SIDES



Over 70% of companies approached by Two Sides have changed or removed misleading messages

READ THE FINE PRINT



Packaging reveals all sort of information about how green a product really is. Consider that an eco-friendly product may be in unfriendly packaging.

BEWARE OF BUZZWORDS



Organic, green, environmentally friendly, natural low emissions - how are these terms applied and what is the context?

ASK QUESTIONS & LEARN MORE ABOUT THE COMPANY



Companies that are truly sustainable are usually transparent about their impact on the environment and how exactly they help.