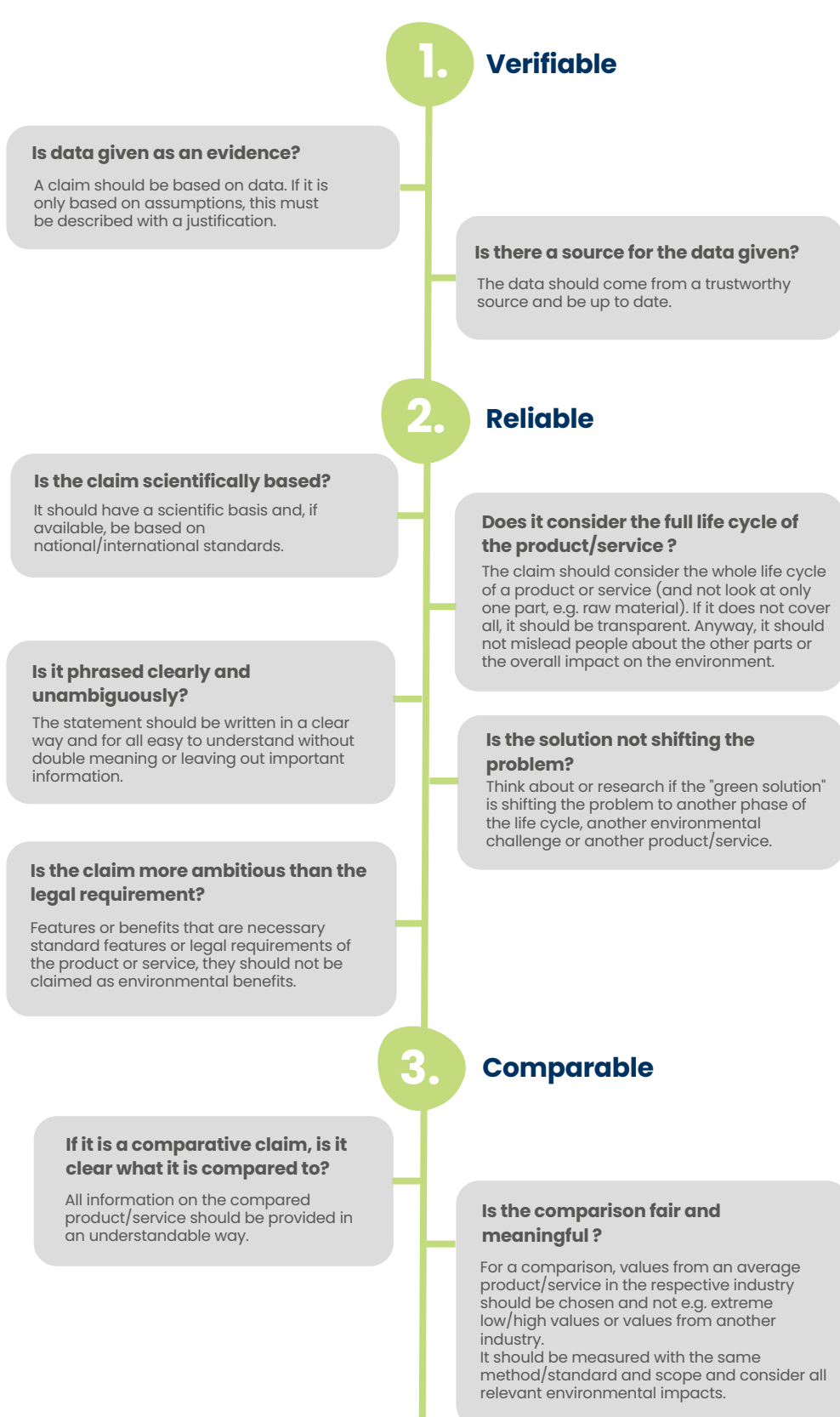


FACT SHEET GREENWASHING AND GREEN CLAIMS

CLAIMS MUST BE: **verifiable, comparable and reliable**

As the issue of sustainability becomes more and more important, greenwashing is also increasingly done by companies, either on purpose or unknowingly. Greenwashing is the misleading of consumers with incomplete, false or deceptive claims about the environmental or social impact of a product or service.

To find out if a claim might be greenwashing ask yourself the following questions:



! If the answer to 2 or more questions is no, there is a high risk of greenwashing!

According to different sources* 42-95 % of claims are greenwashing.

EXAMPLES

How to do it and how **not** to do it!



"Made of recycled plastic"

Unclear if it refers to the packaging or the product. Source and quantity are not stated.



"Packaging made of 30 % post consumer recycled plastic"

"100 % ecofriendly"

Unclear what it refers to, claim pretends to be scientific without any background information.



"the ingredients in this product are 97 % naturally derived and biodegradable (Standard XY) in the sewage system."

"recyclable"

Unclear if it refers to the packaging or the product and which parts are actually recyclable.



"the packaging container (without the label) is recyclable if disposed in the plastic collection stream. The recyclability is certified according to XY Standard."

"lower CO₂ emissions - green energy used"

unclear how much CO₂ emissions saved and what it is compared to. Also missing the percentage of green energy and for which part of the life cycle it is used.



"packaging produced with 100% green energy from solar panels, this lowers emissions by 60 % compared to use of standard electricity."

"CO₂ neutral"

Implies that product has no impact on climate, which is not actually the case.



"CO₂e-emissions were calculated according to the standard XY and were reduced as much as possible. The remaining emissions were offset through a tree planting project with company XY."

"sustainable"

Huge green claim for a generally non-sustainable product. Actual effort is only focused on small feature of packaging.



"packaging printed with water-based ink"

New EU directive coming to prevent greenwashing:



To prevent greenwashing, by the end of 2023 the EU Commission intends to introduce a 'green claims' directive that obliges companies to substantiate their green claims using a standard methodology for assessing the respective impact on the environment. Find the draft [here](#).