



Stanberry & Associates
REALTORS®

Greenwash is with us, and unless we take action, it is likely to be with us to stay. Greenwash is an environmental claim which is unsubstantiated (a fib) or irrelevant (a distraction). Found in advertising, PR or on packaging and made about people, organizations and products. Greenwash is an old concept, wrapped in a very modern incarnation.

10 Signs of Greenwashing



1. Fluffy language

Words or terms with no clear meaning, e.g. 'eco-friendly'



2. Green products v dirty company

Such as efficient light bulbs made in a factory which pollutes rivers



3. Suggestive pictures

Green images that indicate a (un-justified) green impact e.g. flowers blooming from exhaust pipes

4. Irrelevant claims

Emphasising one tiny green attribute when everything else is un-green



5. Best in class?

Declaring you are slightly greener than the rest, even if the rest are pretty terrible



6. Just not credible



'Eco friendly' cigarettes anyone? 'Greening' a dangerous product doesn't make it safe

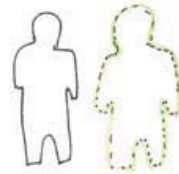
7. Gobbledygook

Jargon and information that only a scientist could check or understand



8. Imaginary friends

A 'label' that looks like third party endorsement ... except it's made up



9. No proof

It could be right, but where's the evidence?



10. Out-right lying

Totally fabricated claims or data

