

GREENWASHING into the Bla Bla Bla BIN



WASH GREEN

What to throw out into the Bla Bla Bla bin



A lack of comparison

Data that is not easily comparable, making it difficult to see real progress, such as in emission reductions.



Imprecision

Terms like “eco-friendly” or “sustainable” when not accompanied by additional information such as data or references, or vague, undefined, and ambiguous concepts on labels.



The green disguise

Incorporating images, colours, and sounds that evoke nature to attempt to disguise your product or service as eco-friendly.



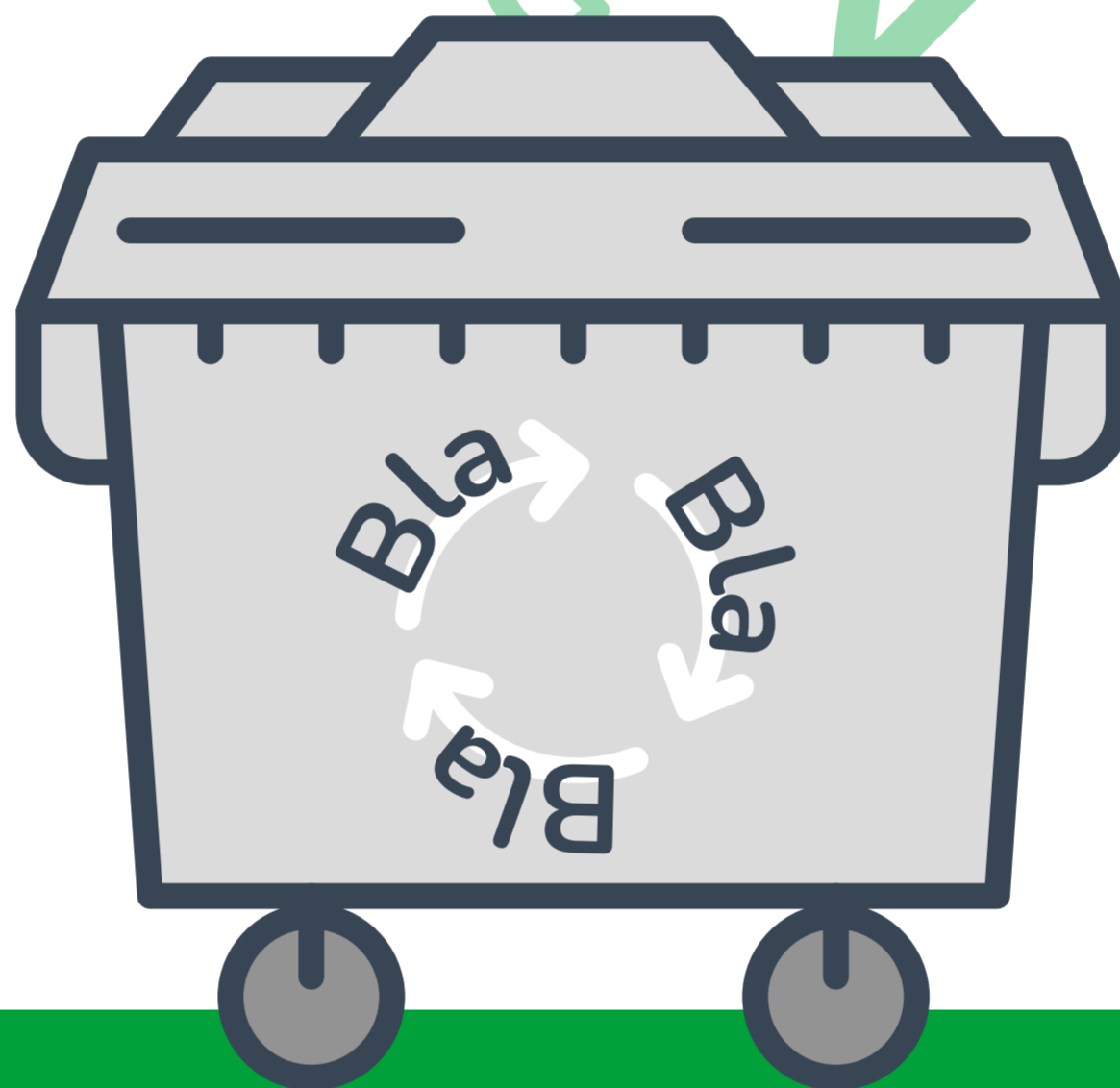
Omission

Avoid communicating certain aspects of the product or service within the value chain (e.g., sourcing from countries “suspected” of Human Rights violations).



The focus on one part

Making a small, irrelevant change seem like a great achievement.



What keeps us from ending up in the bin?

Independent third-party verification before publishing the data. However, the regulation does not yet specify who will be authorised to verify.

Tips to save you a trip to the Bla Bla Bla bin



Transparency, transparency and... metrics

Clear and precise information about performance, both within and outside the company, accompanied by measurable data, concise indicators, and metrics that are comparable over time.



Honesty

Do not communicate results that have not yet been achieved. Alternatively, communicate the goal you aim to pursue, where you currently stand, and where you started from—the journey you are undertaking.



Accessibility to information

Making information accessible to everyone: ensuring it is easy to consult and not obstructing access to information that (importantly!) must be up to date.



Choose other colours

The colour green does not make us more ethical, nor does it guarantee that a brand or service benefits the environment. So let's be mindful of what we aim to convey with a colour that avoids misleading consumers.



Ethical leadership and employee training

Promoting ethical leadership and training all employees on the risks of greenwashing can support us in any decision-making space. Additionally, implementing an appropriate control system at various points where sustainability aspects are communicated is essential.



****Bonus track**:** The new regulation is a "mandatory," just like other basic ESG regulations. Compliance is the baseline, not a point of differentiation. So, raise your ambition (beyond what is legally required) in ESG performance. And then, yes, grab the megaphone.

