

Greenwashing

Greenwashing refers to a communication or marketing technique pursued by companies, institutions and entities that **pitch their activities as environmentally sustainable, extolling the positive effects** of some initiatives while **trying to conceal the negative environmental impact** by others or the company.

Here are the **7 signs** behind which the risk of greenwashing lies



The **Fedrigoni Making Progress** approach guides us every day in **avoiding greenwashing**. Ours is a path made of tangible, measurable steps and progress verified by independent third parties.

Making it happen. Making a difference

Making Progress

→ [Click here](#) to discover more

