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

1

Omission of information.

Leveraging aspects of apparently sustainable products by omitting relevant information about the environmental impact of them.

2

Lack of evidence.

Bragging about green characteristics of certain products or the production activity itself without having evidence or (third-party) certifications to back up what is being said.

3

Lack of clearness.

Providing information that would actually be subject to broader interpretation (examples: "made with natural ingredients," "made using eco-friendly methods," "made the old-fashioned way").

4

False label worshipping.

Products with false labels bearing symbols of specific certifications or endorsements that they do not actually have, or even exist.

5

Irrelevance.

Providing information that has nothing to do with the environment and sustainability but makes the consumer perceive the product to be green and sustainable.

6

Lesser of two evils.

Descriptions with true information but hiding something worse.

7

Lying.

False messages in advertisements or on packaging.

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

