

Can you spot Greenwashing

YOUR
CHOICES
MAKE A
DIFFERENCE



Greenwashing is when a company makes false or misleading claims about the environmental benefits of a product.

1

Suggestive Imagery



Packaging has green, woodgrain but has no environmental attributes

2

Misleading Symbols



Symbols that appear where you typically determine if a product is recyclable or near the scan code (trees, leaves, the earth)

3

Questionable Certifications



Certificates are added that are not associated with a credible organisation

4

Jargon



'Natural' being used to claim environmental benefits. Arsenic and uranium are both 'natural' ingredients, but they are also poisonous

5

Political Spin



Promoting green commitments while lobbying against environmental laws or restrictions

6

Lies and Irrelevances



A company claims that a product is beneficial to the environment, when it's actually just less bad



How can you counteract greenwashing?



Know your logos

Get to know credible organisations and then watch for their logos



Make Lists (don't leave it to memory)

Make a list of things you commonly buy and what brands you support. If someone else does the shopping you can share the list with them



Use the system

Notice something? Report it and share it with others. In Canada greenwashing is covered by the Competition Act, The Consumer Packaging and Labelling Act, Textile Labelling Act

You don't need to tackle it alone. Get in touch with other groups who are acting on this (Examples: For Our Kids' Operation: Find Fossil Fuel Funders campaign – and - CAPE's Fossil Fuel Ad Ban campaign)



Buy at a thrift store, borrow, repair

There are many things beyond clothing that are available at Thrift Stores. For items that you only going to use a few times each year avoid the purchase by borrowing from a friend or from the Thing Library