

GREENWASHING AND OTHER TYPES OF "WASHING" | GUIDE

GREEN WASHING

Conveying a false impression or providing misleading information about how a company's products are more environmentally sound.

PINK WASHING

Marketing using the pink in support of breast cancer-related charities.
LGBT+ rainbow-related marketing to be perceived tolerant and progressive.

BLUE WASHING

Businesses using their UN Global Compact membership and association with the United Nations to enhance their image and shift attention from their controversial business practices.

PURPLE WASHING

Marketing strategies aimed at promoting and appealing to gender equality whilst reinforcing structural kinds of discrimination.

RED WASHING

Presenting itself as progressive and concerned about social equality and justice, in order to use this perception for public relations or economic gain.

WHITE WASHING

Deliberate attempt to conceal unpleasant or incriminating facts or criminal acts about (someone or something).

WOKE WASHING

When a brand or company uses marketing to take a stance regarding social issues to make a profit.

SDG WASHING

