

THE SIX SINS OF GREENWASHING | GUIDE

1. Sin of the hidden trade-off

Suggesting a product is "green" based on a single environmental attribute (e.g. the recycled content of paper).

2. Sin of no proof

Any environmental claim that cannot be substantiated by easily accessible supporting information, or by a reliable third party certification.

3. Sin of vagueness

Every claim is so poorly defined or broad that its real meaning is likely to be misunderstood by the intended consumer.

4. Sin of irrelevance

Making an environmental claim that may be truthful but is unimportant and unhelpful for consumers seeking environmentally preferable products.

5. Sin of fibbing

Making environmental claims that are simply false.

6. Sin of lesser of two evils

"Green" claims that may be true within the product category, but that risk distracting the consumer from the greater environmental impacts of the category as a whole (e.g. "green" insecticides and herbicides).



Source: TerraChoice Environmental Marketing