

THE GREENWASH GUIDE

1. Fluffy language

Words or terms with no clear meaning, e.g. 'eco-friendly'



2. Green products v dirty company

Such as efficient light bulbs made in a factory which pollutes rivers



3. Suggestive pictures

Green images that indicate a (un-justified) green impact e.g. flowers blooming from exhaust pipes

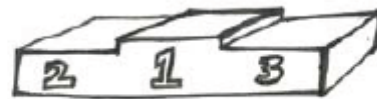
4. Irrelevant claims

Emphasising one tiny green attribute when everything else is un-green



5. Best in class?

Declaring you are slightly greener than the rest, even if the rest are pretty terrible



6. Just not credible

'Eco friendly' cigarettes anyone? 'Greening' a dangerous product doesn't make it safe



7. Gobbledygook

Jargon and information that only a scientist could check or understand



8. Imaginary friends

A 'label' that looks like third party endorsement ... except it's made up



9. No proof

It could be right, but where's the evidence?



10. Out-right lying

Totally fabricated claims or data

