



Misinformation, misrepresentation and greenwashing



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Remaining Schedule

21	Date	Content				
22	20-Mar-24	Misinformation, misrepresentation and greenwashing	AF			Final Reports due: 5 th April, 2024
	27-Mar-24	Easter Break				
	03-Apr-24					
	10-Apr-24					
23	17-Apr-24	Course Recap				
24	24-Apr-24	Feedback Session				
25	01-May-24					



Greenwashing

[‘Greenwashing’: what is it and how does it relate to COP27? | Media Centre | Loughborough University \(lboro.ac.uk\)](#)



Greenwashing

It is an unethical practice where companies mislead consumers by claiming to be environmentally friendly or sustainable.

73%
of global
consumers
would change their
consumption habits
to reduce their
environmental impact.

Therefore, companies have a financial incentive to be more environmentally responsible.

Many of them spend more time and money on marketing themselves as sustainable rather than minimising their environmental impact.

As a solution to eliminating their emissions, they turn to carbon offsets, supporting projects such as reforestation.

Less than 5%
of carbon offsets actually remove
CO₂ from the atmosphere.
So, planting trees is only a tiny
part of the solution.

Companies are easily getting away by either carbon offsetting or misleading eco-labels & packaging, uncertified product compositions & vague recyclability claims.

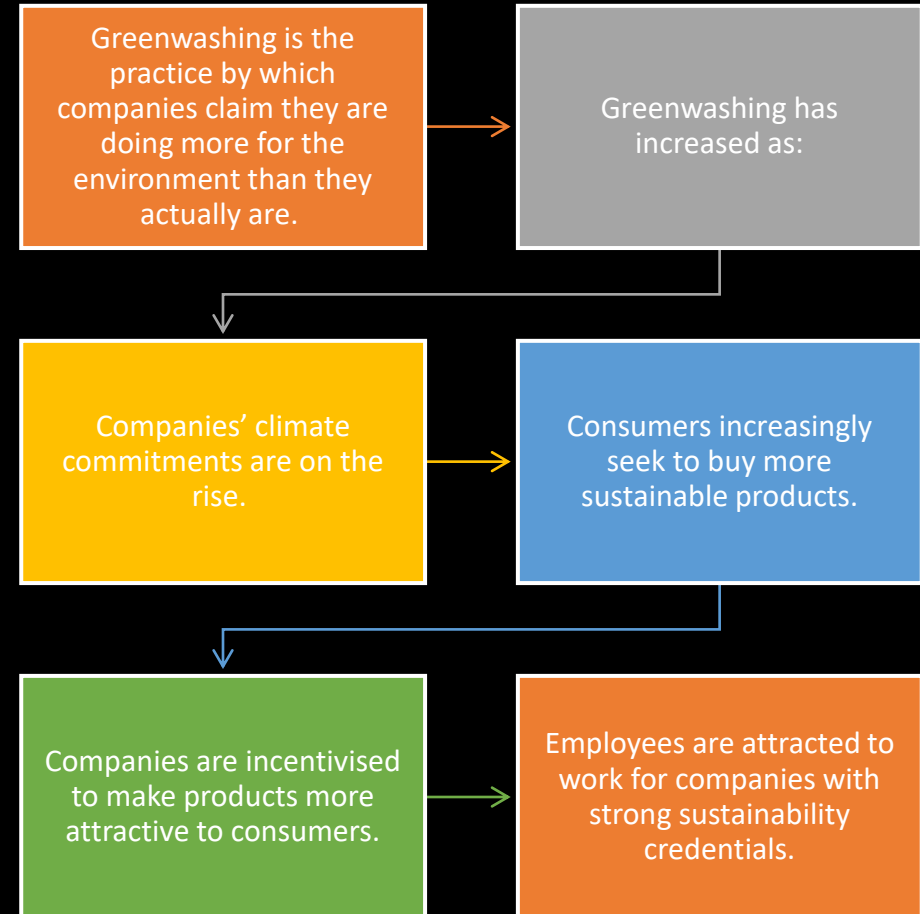
Governments are trying to take action on companies engaged in greenwashing. Its the ethical responsibility of everyone to spot, report and stop greenwashing to build a desirable future.

Are you a victim of 'Greenwashing'?

Transparent communications?



[How to counter greenwashing with transparent communications | The Carbon Trust](#)



Toyota SUV adverts banned in UK on environmental grounds

Advertising Standards Authority says Hilux poster and video condone driving that disregards 'impact on nature'



A scene from the Toyota Hilux 'born to roam' campaign, which the Advertising Standards

According to a report by the European Advertising Standards Alliance (EASA), complaints against environmental claims made up 15% of total complaints received for misleading adverts, with online advertising accounting for the highest share of complaints in Europe

[How to counter greenwashing with transparent communications | The Carbon Trust](#)

Complaints



[Dangerous Cliff-Edge Scene Gets Land Rover Ads Banned in UK \(thedrive.com\)](#)



Greenhushing

Greenhushing, the counterpart to greenwashing whereby companies deliberately choose to under-report or hide their environmental claims to evade scrutiny, is also on the rise – a trend that will lessen transparency and hinder climate ambition. If companies stop talking about what they are doing, it disincentivises others to commit to the bold action the world needs.

[How to counter greenwashing with transparent communications](#) | The Carbon Trust

[final_case_report_0004-23.pdf \(adstandards.com.au\)](#)

Green Claims Code

- [Green Claims Quiz \(typeform.com\)](https://typeform.com)

[Green Claims Code - Get Your Green Claims Right - Green Claims Code](#)

Green Claims Code

Get your green claims right

CMA
Competition & Markets Authority

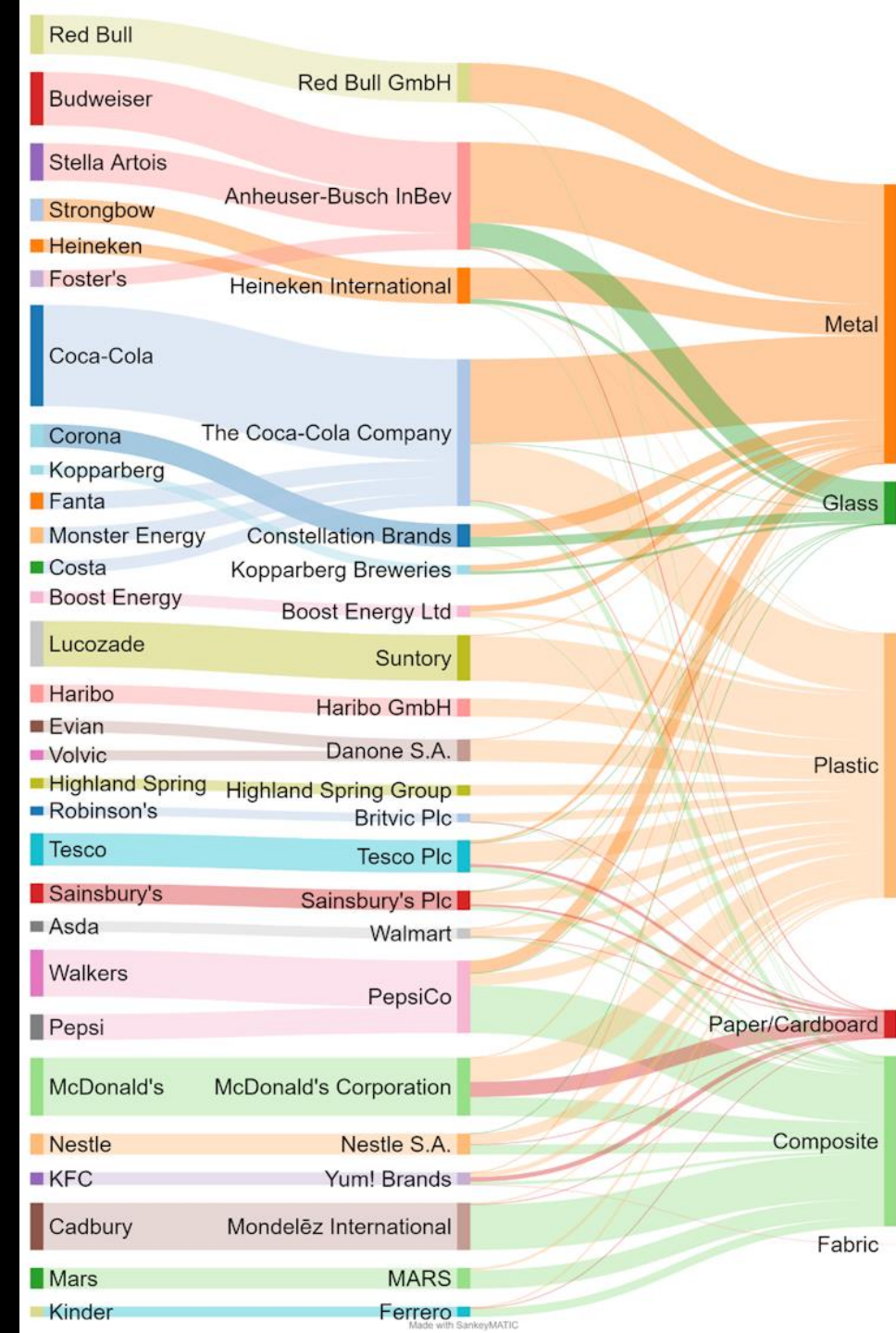


Greenwashing



‘Since most litter in the environment cannot be traced back to its origins, naming the people and organisations responsible may seem futile. But litter that can be linked with an industry or a company is some of the easiest to address. This is particularly true for packaging, which made up 59.1% of the items logged in our study’

- [We studied 40,000 pieces of litter to find out where it all comes from – here’s what we discovered \(theconversation.com\)](https://theconversation.com/we-studied-40000-pieces-of-litter-to-find-out-where-it-all-comes-from-here-s-what-we-discovered-123456)



- [Greenwashing – the deceptive tactics behind environmental claims | United Nations](#)

Deceptive Tactics?



Deceptive Tactics?

- [Greenwashing – the deceptive tactics behind environmental claims | United Nations](#)
- Claiming to be on track to reduce a company's polluting emissions to net zero when no credible plan is actually in place.
- Being purposely vague or non-specific about a company's operations or materials used.
- Applying intentionally misleading labels such as "green" or "eco-friendly," which do not have standard definitions and can be easily misinterpreted.

Deceptive Tactics?

- [Greenwashing – the deceptive tactics behind environmental claims | United Nations](#)

- Implying that a minor improvement has a major impact or promoting a product that meets the minimum regulatory requirements as if it is significantly better than the standard.
- Emphasizing a single environmental attribute while ignoring other impacts.
- Claiming to avoid illegal or non-standard practices that are irrelevant to a product.
- Communicating the sustainability attributes of a product in isolation of brand activities (and vice versa) – e.g. a garment made from recycled materials that is produced in a high-emitting factory that pollutes the air and nearby waterways.

COP26

[COP27: 'Zero tolerance for greenwashing', Guterres says as new report cracks down on empty net-zero pledges | UN News](#)

At COP26 in Glasgow, Mr. Guterres announced that he would appoint an Expert Group to address a 'surplus of confusion and deficit of credibility' over net-zero targets of non-State entities.



Global Climate Action Portal

- [GCAP UNFCCC - Home Page](#)

Discover Global Climate Action on our new interactive map, showcasing actions from countries, regions, cities, companies, investors and organizations.

- COP provides an important opportunity to announce commitments and launch initiatives that can have a significant impact on the trajectory of global greenhouse gas emissions and environmental sustainability, if followed up and fully implemented.

[GCAP UNFCCC - Actor profile](#)

[GCAP UNFCCC - COP28](#) – 191 announcements at COP28



Activity

Using your COP essay topic, can you find any examples of potential Greenwashing through the COP conferences?

- 1) Recap your COP topics and discuss what potential issues around greenwashing or misinformation may occur.
- 2) Provide some examples to the class There may be some overlap between topics

Additional Links



[Corporate greenwashing tactics to watch out for at COP | Global Witness](#)

[COP28 so far: World changing or greenwashing? – Vuelio](#)

[Cop28 president's team accused of Wikipedia 'greenwashing' | Cop28 | The Guardian](#)

[The Greenwashing Scam Behind COP27's Flop - Institute for Policy Studies \(ips-dc.org\)](#)

[Pentagon Pollution Is a Global Embarrassment - Institute for Policy Studies \(ips-dc.org\)](#)

[The U.S. Military Is a Major Polluter, but 'Greening' the Military Is Not the Solution - Institute for Policy Studies \(ips-dc.org\)](#)

['Greenwashing' in rural Wales raised in House of Commons | cambrian-news.co.uk](#)

