An introduction to...

Greenwashing

Sustainability PowerPoint Series
created by the
Sustainability Task Force, Stark State College
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Greenwashing 'Greenwashing' Draws Customers With Questionable Claims, but Practice Not Illegal 'GMA' Explores 5 Confusing Green Claims

By ELISABETH LEAMY and MARY CASEY

Nov. 5, 2009

PBS ombudsman Getler whitewashes the Koch-funded greenwashing episode of Nova that whitewashes the threat of human-caused climate change September 7, 2009

If you think Getler missed the boat on this, you can email him here.

They don't make ombudsman like they used to. Once upon a time, when numerous viewers launched a credible complaint against even the appearance of loss of objectivity and conflict of interest, the ombudsman would seriously investigate the matter, talking to parties on both sides, and then rendering some considered independent judgment.

Green-Washing and The Go Bare Report

Green-wash (green'wash-, wosh') – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. By Lori Lake, President, GreenTV.com

mentally preferable products. 'CFC-free' is a common example, since it is a frequent claim despite the fact that law bans CFCs.

6. Sin of Lesser of Two Evils: A claim that may be true within the product category, but that risks distorting the consumer from the
What is greenwashing?
Greenwashing

What is greenwashing?

Greenwashing (green whitewash) is the practice of companies disingenuously spinning their products and policies as environmentally friendly, such as by presenting cost cuts as reductions in use of resources. It is a deceptive use of green PR or green marketing. ...
Greenwashing
Sin of the Hidden Trade-off

http://sinofgreenwashing.org/findings/the-seven-sins/
Greenwashing
Sin of No Proof

http://sinsofgreenwashing.org/findings/the-seven-sins/
Greenwashing
Sin of Vagueness

http://sinsofgreenwashing.org/findings/the-seven-sins/
Greenwashing
Sin of Worshipping False Labels

http://sinsofgreenwashing.org/findings/the-seven-sins/
Greenwashing
Sin of Irrelevance

http://sinsofgreenwashing.org/findings/the-seven-sins/
Greenwashing
Sin of Lesser of Two Evils

http://sinsofgreenwashing.org/findings/the-seven-sins/
Greenwashing
Sin of Fibbing

http://sinsofgreenwashing.org/findings/the-seven-sins/
Greenwashing

Examples

http://www.greenwashingindex.com/ad_single.php?id=2598
Greenwashing

Examples

think inside the box

Think innovative. Think ecological. Think fresh. That is Glacia’s IceBox™. A one-of-a-kind package that delivers the world’s finest water in a box. That’s right, we said “box.”

Why a box? Because it’s better for the planet! A box biodegradable and easy to recycle requiring less fossil fuels than plastic, minimizing the overall carbon footprint.

But, it’s what’s on the inside that counts, right? Luckily, Glacia has filled every IceBox with pure Norwegian arctic spring water, rich in naturally occurring electrolytes that actively nourish the body and mind.

And that is what makes IceBox so good for you and so good for the planet!
Greenwashing
Examples

For more news and information, visit us on Facebook
www.facebook.com/earthgrains

HAVE YOU HEARD ABOUT
THE PLOT TO
SAVE THE EARTH?

CLICK ON AN IMAGE FOR
MORE OF THE STORY.

http://www.earthgrains.com/
Greenwashing Examples

Shop To Save Planet Earth
With a minimum of $100* spent, you can get a $5 Metro voucher.
Limited to the first 100 shoppers per day on first come first served basis. While stocks last.

Lucky Green Dips
Spend a minimum of $50^ and get an instant lucky dip to win attractive prizes today.

Green Winnings
Spend a minimum of $50 and stand a chance to bring home these exciting prizes. What's more, you could be the lucky winner of our grand prize, a Chevrolet Sparks 1.0L!

Grand Prize:
A Chevrolet Sparks 1.0L
(Draw Date: 9 May '08. Winner will be notified by post)

Top Prize: $1000 Metro vouchers
(Draw Date: 1 Apr '08. Winners will be notified by post)

http://www.greenwashingindex.com/ad_single.php?id=2280
Greenwashing

Examples

http://www.greenwashingindex.com/ad_single.php?id=3536
Greenwashing Examples

http://www.inhabitat.com/2007/03/06/greenwashing-101-the-swiffer-green-or-greenwash/
Greenwashing
Examples

www.thegreenwashingblog.com
Greenwashing
Green Labels

Sustainability Task Force

For more information…

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