RED FLAGS TO WATCH OUT FOR

A checklist to help identify signs of greenwashing



Vague or empty terms / Lack of evidence

Create an impression of eco-responsibility without relying on any legitimate definition or verifiable data.



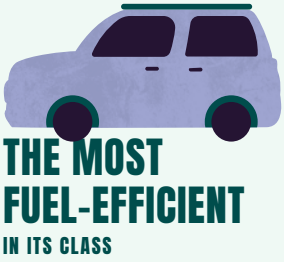
Illegitimate labels

A label created by the company itself, which is not subject to external standards or verification.



Statistics without context

Without a clear point of comparison, a statistic can be used to give an illusion of transparency.



Questionable comparisons

Being the most efficient within a heavily polluting category does not make a vehicle “environmentally responsible”.



Distracting or irrelevant imagery

Colors and images that refer to nature when there is little or no connection to what is being advertised.



Incomplete information

Displaying “100% recyclable” for a cap that makes up only 5% of the bottle.

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