

# Greenwashing

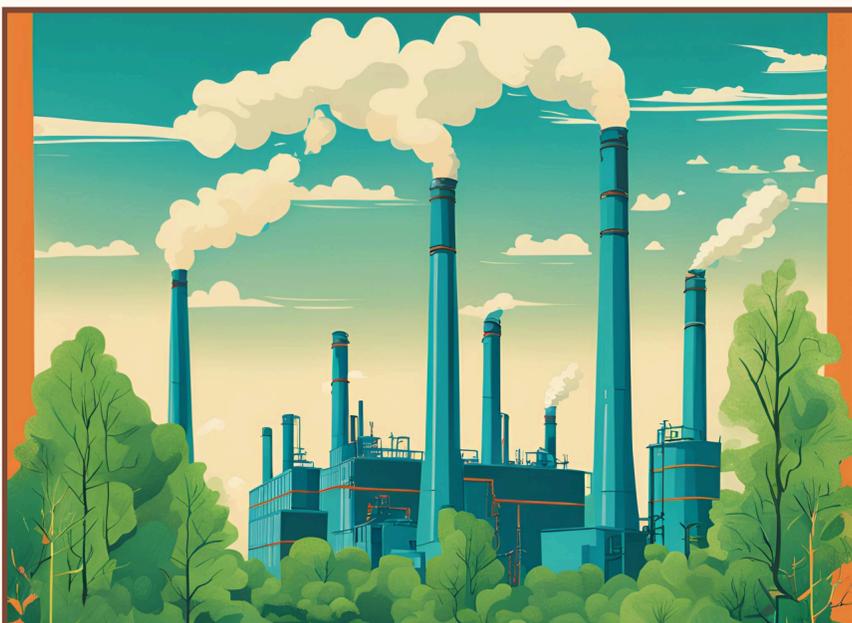
**Greenwashing is a marketing tool. It is a way to make products more appealing to customers who are concerned about the environment.**

**When businesses do things that are damaging to the environment while saying they care about climate change, this is called 'greenwashing'.**

- When greenwashing happens, a consumer will buy a product thinking they're doing something positive for the environment when in reality this is a misconception.
- In some cases it could be damaging the environment more, without the public realising.
- Sometimes this can be done unintentionally - the business might be focusing on one issue but not looking at the bigger picture and weighing up the harm it might be doing to the environment at the same time.
- But sometimes it can be deliberate - making the advertising or product name suggest that they are helping the environment even though they are not and this in turn can create distrust in a business.
- Big businesses need to be transparent around environmental impact and ongoing efforts to improve. They need to share their carbon footprint, energy use and waste reduction methods highlighting both successes and areas that require attention and improvement. This open and honest approach builds trust with consumers who appreciate businesses' commitments to climate action and sustainable development.

**Example: H&M's "Conscious Collection" campaign was criticised for focusing on a small portion of its product line while failing to address the significant environmental impact of the brand's overall manufacturing processes and supply chain.**

**It is important for businesses to make meaningful, high-impact steps to tackle sustainability and not just surface level adjustments. It is important for all businesses to work on significantly reducing their environmental footprint.**



**Sources:**

- <https://www.bbc.co.uk/newsround/58465027>
- <https://www.forbes.com/councils/forbestechcouncil/2024/12/10/navigating-greenwashing-a-practical-guide-for-brands/>