

Greenwashing: Οι αρνητικές του συνέπειες και πώς να το αποφύγουμε



SUSTAINABILITY
CONSULTING

Accelerating Sustainable Growth



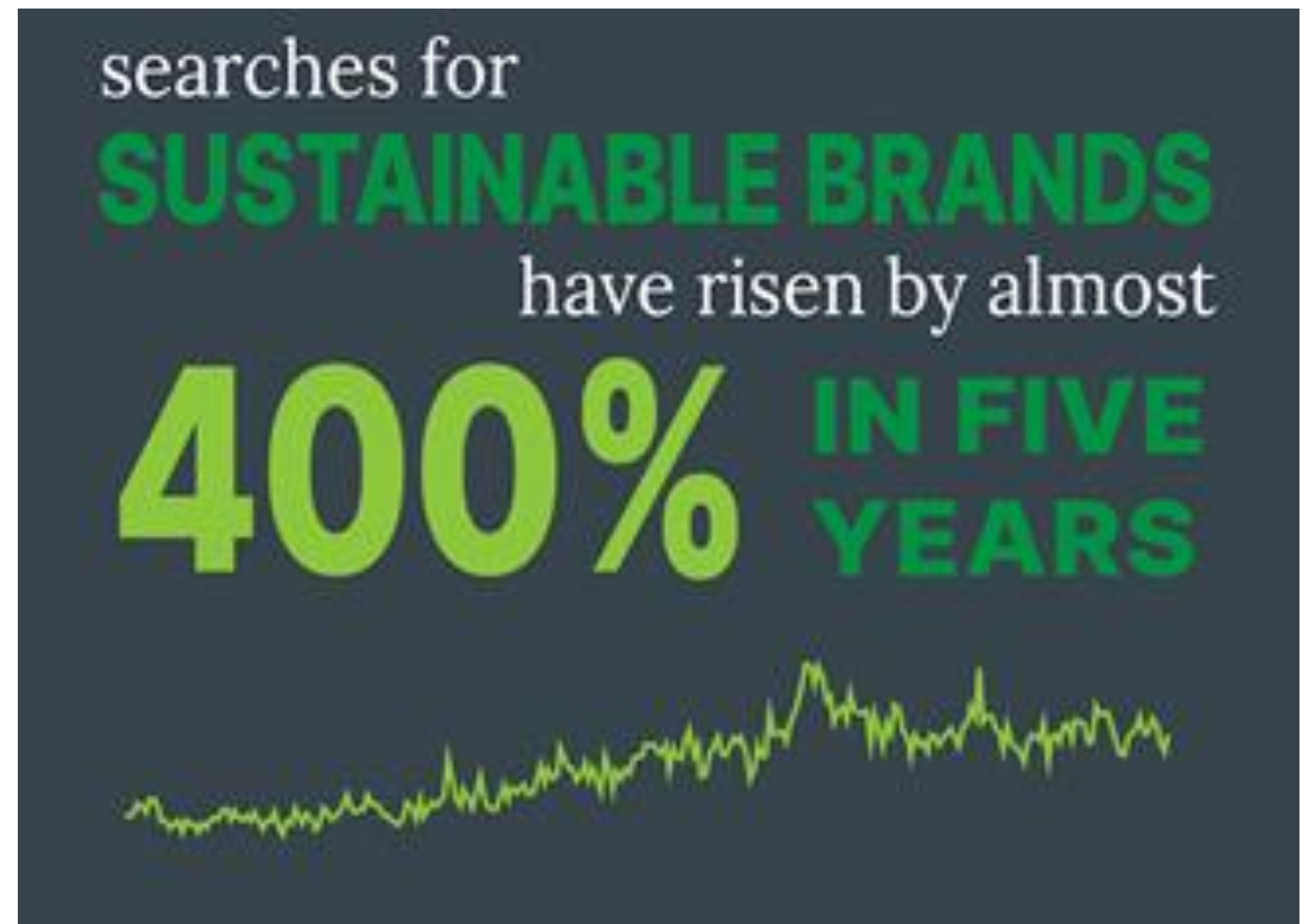
Γραφείο Επιτρόπου
Περιβάλλοντος



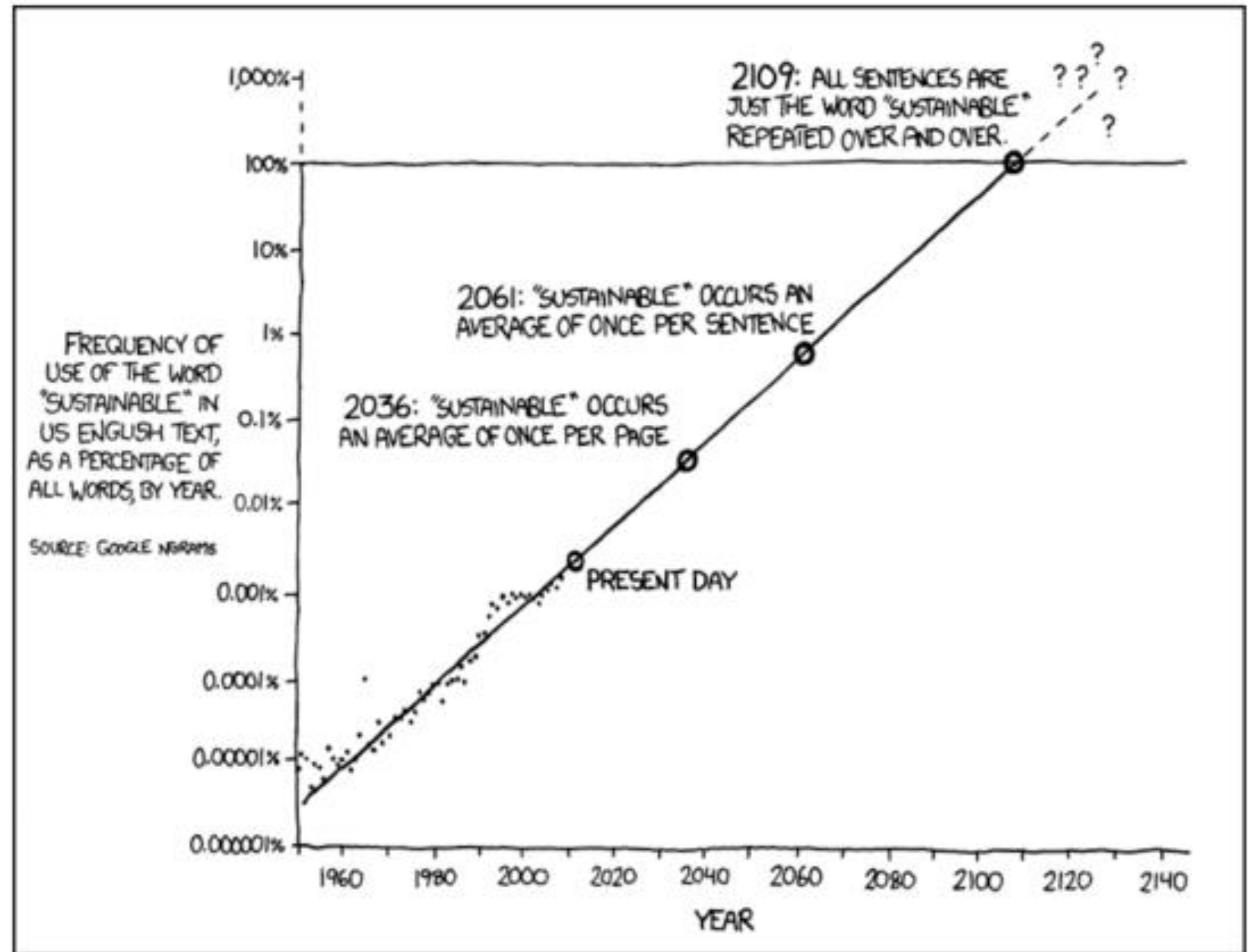
**Τι είναι το
greenwashing?**



Γιατί γίνεται αυτό?



Βιωσιμότητα: Buzzword ή έννοια με νόημα?



THE WORD "SUSTAINABLE" IS UNSUSTAINABLE.

Source: [What If? 2](#)

72% of customers want more sustainability information to be available which gives brands an incentive.

BUT 42%
OF COMPANIES'
SUSTAINABILITY
CREDENTIALS ARE
exaggerated, false, or
deceptive

NEARLY 60%



OF SUSTAINABILITY CLAIMS
BY FASHION BRANDS ARE
GREENWASHING

The New York Times

LAT
West
and to
Temp
67-68

9,997

© 1970 The New York Times Company

NEW YORK, THURSDAY, APRIL 23, 1970

Millions Join Earth Day Observances Across the Nation



Throngs jamming Fifth Avenue yesterday in response to a call for the regeneration of a polluted environment. View is north from 4th Street, with Central Park in background.

Οι αρνητικές συνέπειες του greenwashing



The Guardian

Coca-Cola among brands greenwashing over packaging, report says

Research 'exposes litany of misleading claims' by household names, including Coca-Cola and Unilever

THE CUT

H&M Is Being Sued for Greenwashing. What Does That Mean For Fashion?

The Guardian

Fashion brands pause use of sustainability index tool over greenwashing claims

Bloomberg

British Fashion Brands Targeted in UK Greenwashing Probe

- UK competition watchdog opens probe into Asos, Boohoo, George
- UK's CMA investigates potential misleading green claims

The Guardian

Revealed: BP's 'greenwashing' social media ads as anger over fuel costs rose

Oil company spent £800,000 on social media influence ads after Labour proposed windfall tax



Jordens Vänner
Friends of the Earth Sweden



Svenska GREENWASH PRISET

Jordens Vänner presenterar:
Miljörörelsens Antipris

RÖSTA
HÄR!

IRISH
GREENWASHING
AWARDS 2022

Most Creative Greenwashing Award

Toyota Ireland

Presented by
IRISH EVs



greenwashingisverige

37 inlägg 10.4K följare 180 följer

Greenwashing i Sverige

Granskar hållbarhetskommunikation från företag, organisationer och personer. Kontot drivs av Yrsa Lindberg. Dela gärna tips via DM och tagg. ❤️

vimeo.com/680316333



TDI[®] Clean Diesel

View key fuel efficiency, comparison and range info ?



A whole family of front-runners.

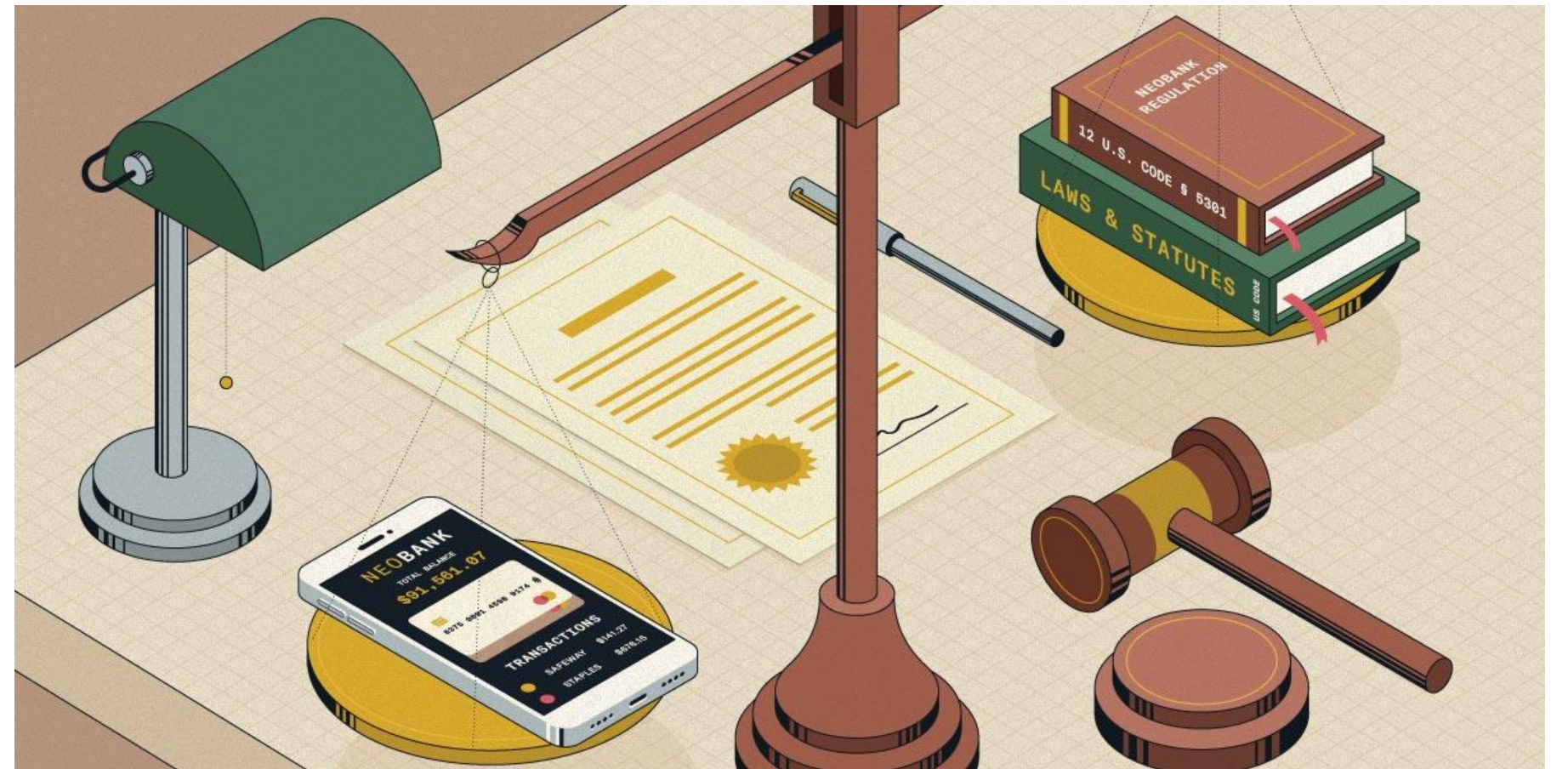
Long range without sacrifice is the promise of TDI Clean Diesel. ¹ And Volkswagen has sold more diesel cars in the U.S. than every other brand combined. ² Promise kept.



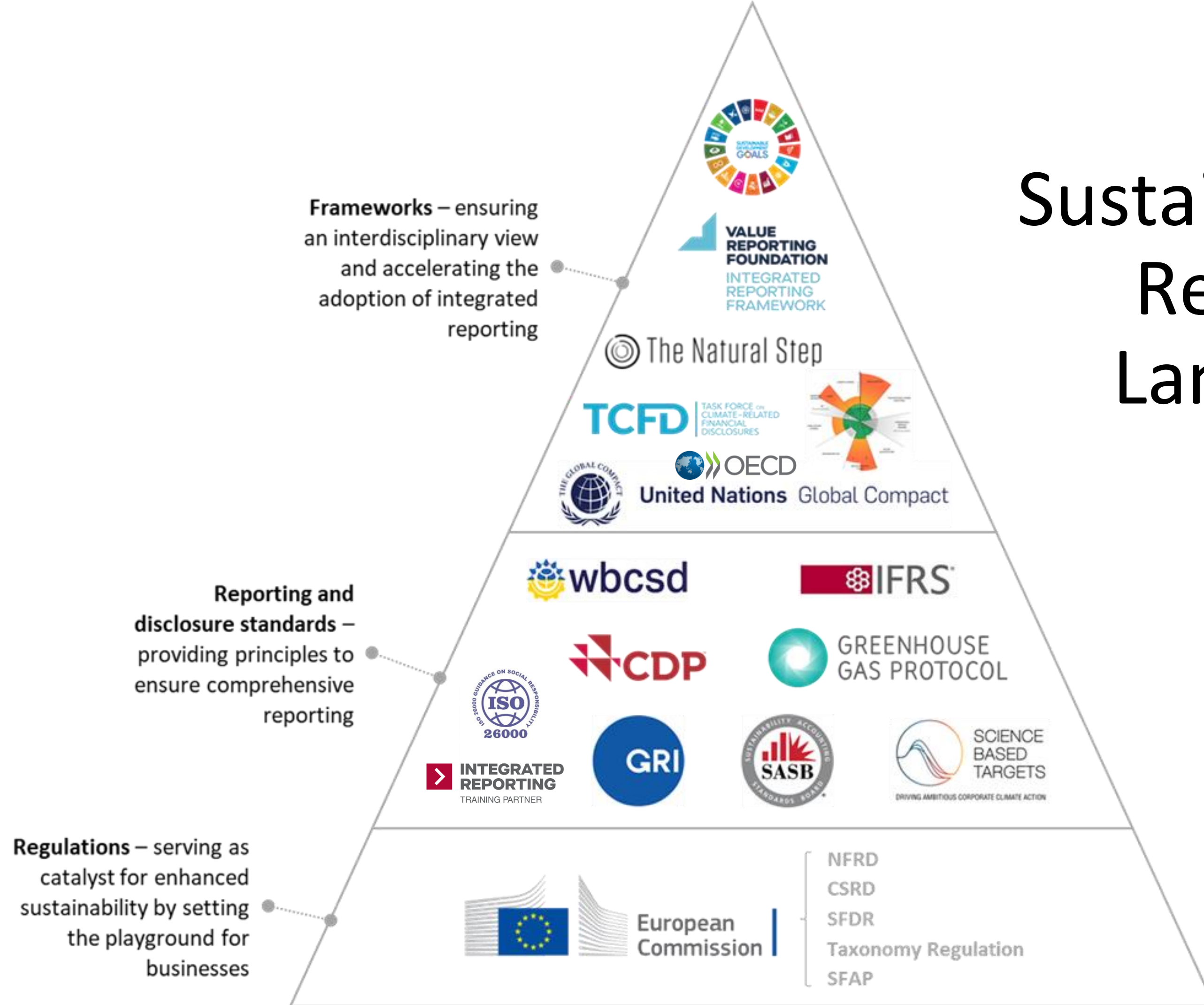
**EUROPE'S
LOWEST FARES,
LOWEST EMISSIONS
AIRLINE**



**Το κανονιστικό
πλαίσιο γύρω από
το greenwashing
και πώς έρχεται να
αλλάξει τα
δεδομένα**



Sustainability Reporting Landscape





Corporate Sustainability Reporting Directive

EU TAXONOMY REGULATION



CLIMATE CHANGE
MITIGATION

CLIMATE CHANGE
ADAPTATION



SUSTAINABILITY AND
PROTECTION OF WATER AND
MARINE SOURCES

TRANSITION TO CIRCULAR
ECONOMY



POLLUTION AND
PREVENTION CONTROL

PROTECTION AND
RESTORATION OF BIODIVERSITY
AND ECOSYSTEMS



EU Green Claims Directive



53% of green claims give vague, misleading or unfounded information



40% of claims have no supporting evidence



Half of all green labels offer weak or non-existent verification



There are 230 sustainability labels and 100 green energy labels in the EU, with vastly different levels of transparency

(European Commission, 2023)

Avoid Greenwashing

**Sustainability
Branding Done Right**





DO'S

- Be honest and transparent
- Back up your claims with real evidence
- Clean up your operations
- Showcase green marketing throughout all of your operations



www.grow.com.cy

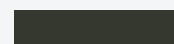


+35722766111



grow@grow.com.cy

Let's Connect



SUSTAINABILITY CONSULTING