

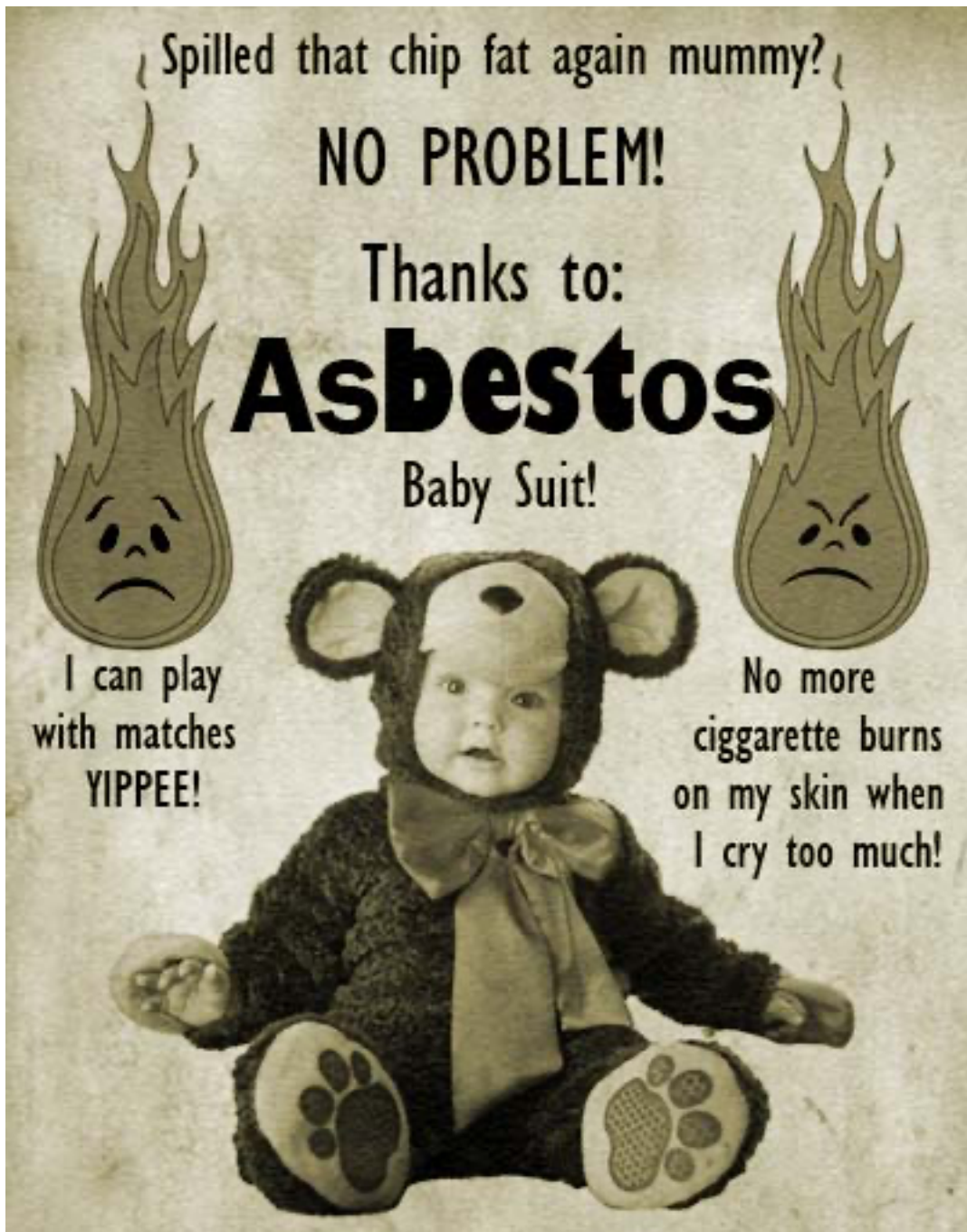
# Greenwashing

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[https://linktr.ee/martin\\_brown](https://linktr.ee/martin_brown)



Rachel Carson >> Silent Spring >> Environment Movement

# Is this our silent spring?



**Around one in ten UK homes has an artificial lawn**

**Artificial grass destroys ecosystems, leaches microplastics and emits CO2**

**Despite manufacturer claims, artificial grass is almost impossible to recycle**

<https://www.theecoexperts.co.uk/blog/artificial-grass>

Is this our Silent Spring - 3m gardens have been lost beneath plastic grass  
See Guardian

[Where the wild things are: the untapped potential of our gardens, parks and balconies](#)

# So, why Greenwash?

A **marketing** strategy

An attempt to **attract** eco-minded consumers and investors,

Its a **profitable** strategy.

Consumers are **willing to pay more** for "sustainable" products.

And .... **Because they can**

*Have we in the climate/sustainability space created such a confusing array of terms and definitions that we have provided a mask for green-washers and green-wishers to hide behind?*





**Greencrowding** - hide in a crowd to avoid discovery,

**Greenlighting** - draw attention away from environmentally damaging activities being conducted elsewhere.

**Greenshifting** - the consumer is at fault and shift the blame on to them.

**Greenlabelling** - closer examination reveals this to be misleading.

**Greenrinsing** regularly changing targets before they are achieved.

**Greenhushing** hiding sustainability credentials in order to evade investor scrutiny.

**GreenFusing** – confusing through labelling, terminology and language.



[HSBC](#) and [bp](#) could teach a masterclass on greenwashing. Sponsor sustainability events like [Innovation Zero](#) to distract people from the fact you invest billions on new oil and gas projects. (Clover Hogan on LinkedIn)

## Scale of Greenwashing

(Ireland Research)

42% adverts probably greenwashing and deceptive on environmental issues

Only 3% people surveyed correctly identified greenwashing

The more 'climate literate' people are, the less trustful of genuine organisations and products.



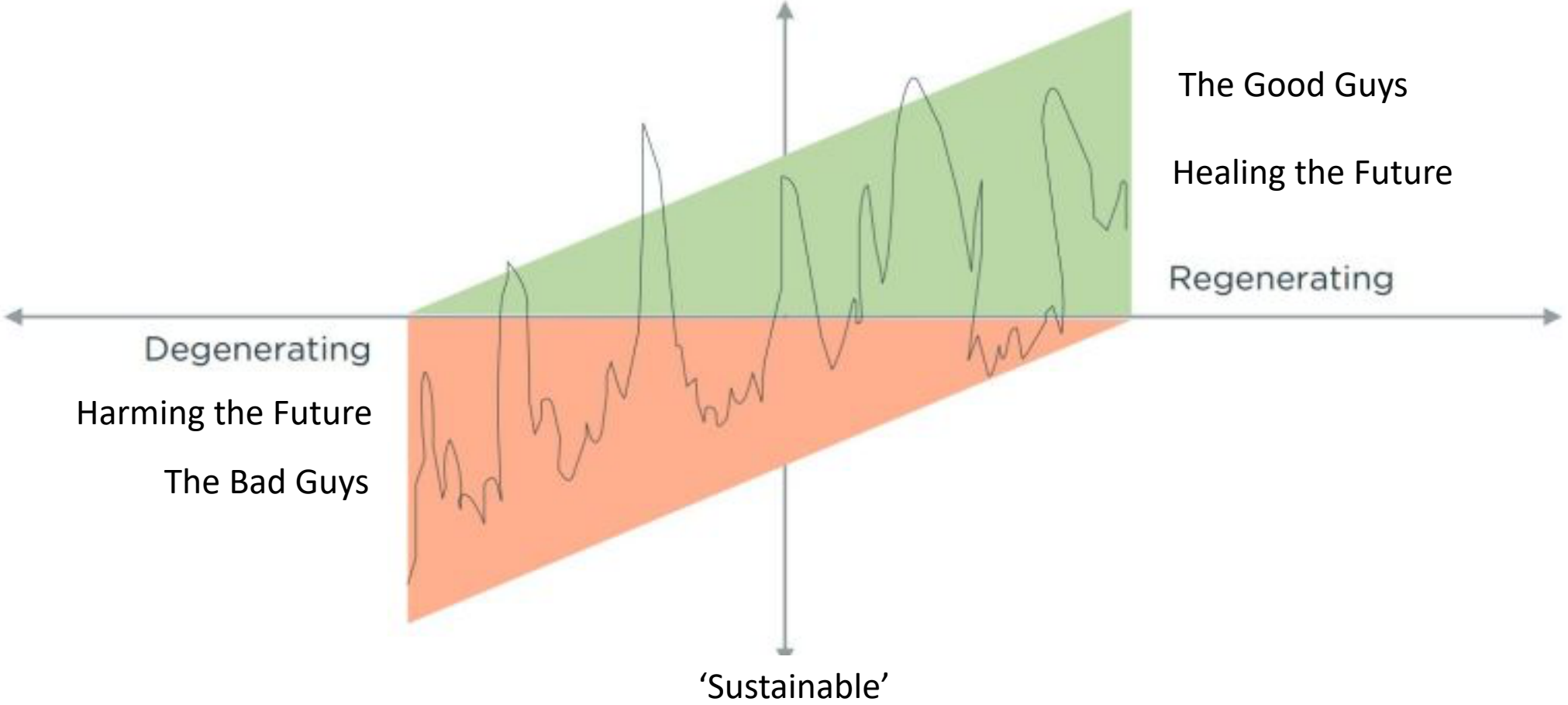
Climate change  
doesn't do  
borders. 🌐

Neither do rising sea levels. That's why HSBC is aiming to provide up to \$1 trillion in financing and investment globally to help our clients transition to net zero.

Search **HSBC Sustainability**

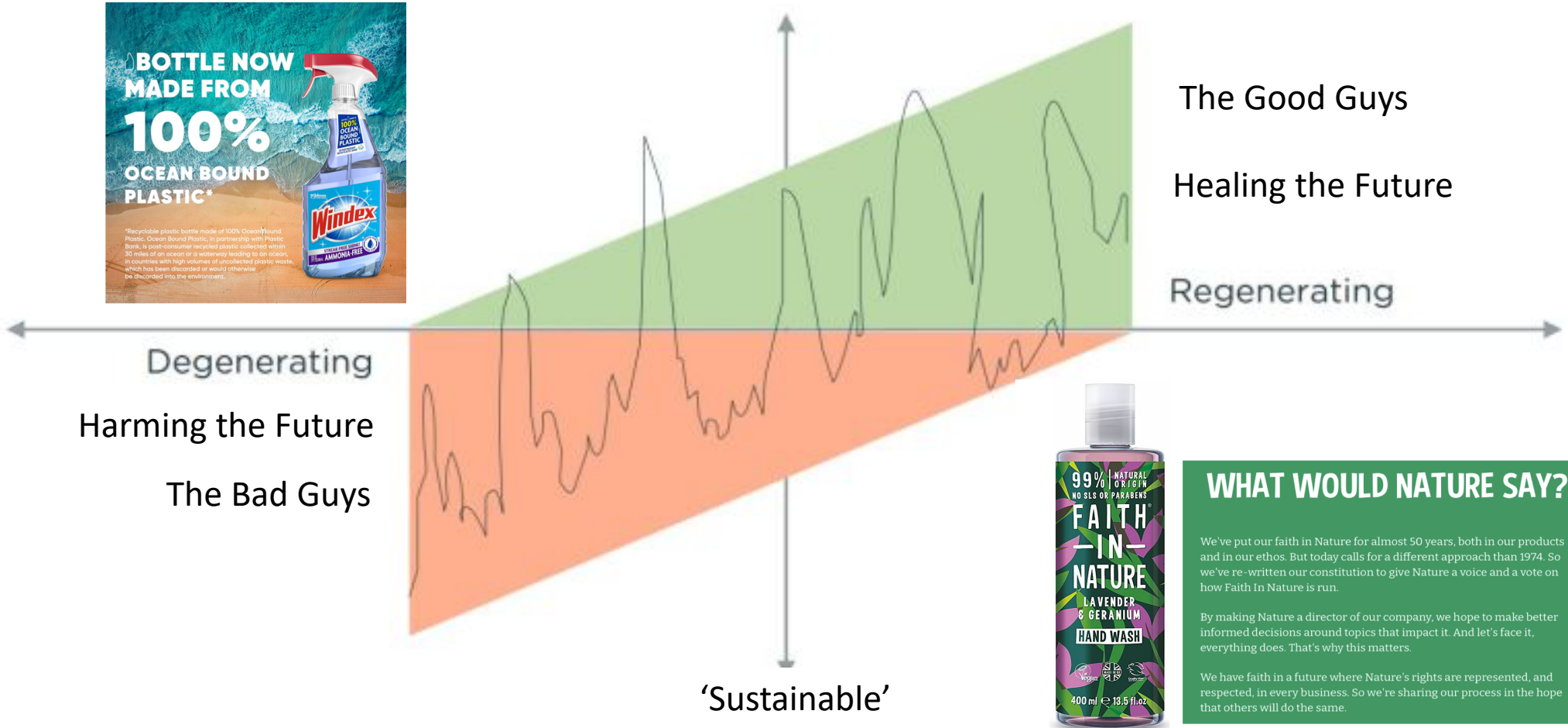
ing up a world of opportunity

# Greenwashing is damaging & preventing a nature-positive future





# Greenwashing is damaging – diverting from well meaning enterprise



## Action we can take

### Legislation NOT just more individual awareness.

European Parliament banned product campaigns claiming to be "sustainable" "climate-neutral," "biodegradable," "eco," or "natural" without certified proof.

Examples of possibly deceiving labels



Examples of reliable certifications

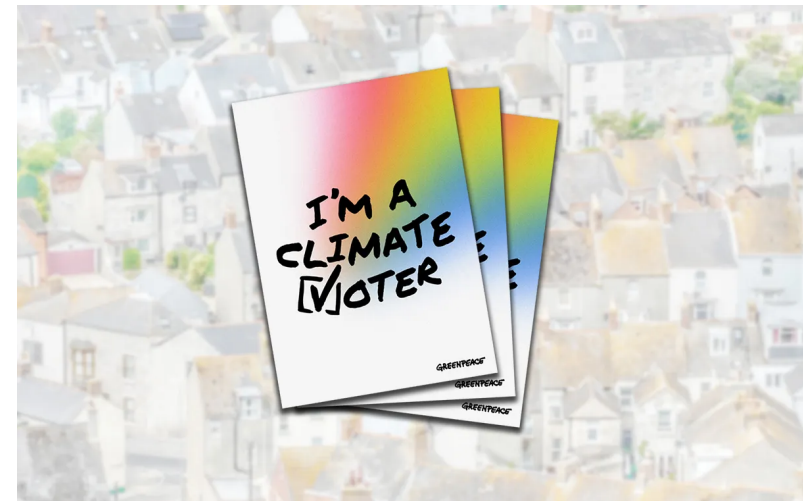


<https://alivetoeearth.org/what-is-greenwashing-5-tips-to-spot-and-avoid-it>

## UK Elections

Rare Opportunity to raise anti-greenwashing conversations with candidates

- On our doorstep,
- In correspondence
- In Hustings



Be a Climate Voter - #VoteTheEnvironment