

Greenwash detective



Take this to a trade show and see how many dodgy Green claims you can spot!

- 1 **Misleading use of the prefix 'Eco'** _____
A word or name has 'Eco' stuck in front of it with no further attempt at making a Green claim
- 2 **Green by association** _____
Trees, blue skies, sunshine, smiling people: lovely environmental imagery – but that's as far as it goes.
- 3 **The unsubstantiated claim** _____
Where's the evidence?
- 4 **The hidden trade-off** _____
One Green feature distracts from some pretty un-Green aspects of the product.
- 5 **The vague claim** _____
Nice wording, but what does the claim really mean?
- 6 **The ISO 14025 EPD as green certificate claim** _____
It isn't (but the manufacturer has revealed the environmental impact of the product, so well done for that).
- 7 **The rubbish label** _____
Nice graphics – but where's the third-party certification?
- 8 **Common practice dressed up as Green feature** _____
eg If it's about recycled / recyclable metals - nearly all metals are recycled again and again. So what's the big deal?
- 9 **The token Green product** _____
A nice sustainable product in the manufacturer's collection – but what about all the other products?
- 10 **Outright fibbing** _____