

Combating **Greenwashing** Through Responsible Marketing and Communications



**Introducing greenwashing,
its importance, detection,
avoidance, and the Charter's
expectations.**

What is Greenwashing?

Misleading claims about
the environmental benefits
of a product, service, or
company practices.

JCDecaux



**Climate
change
doesn't do
borders.**

So in the UK, we're helping
to plant 2 million trees which
will lock in 1.25 million tonnes
of carbon over their lifetime.

Search HSBC Sustainability



HSBC UK | Opening up a world of opportunity



65.3

**million tonnes of
carbon dioxide
annually**



**40% of claims made online
could be misleading
consumers**

**Terminology creating
uncertainty and eroding trust**

'Offsetting' - 71%

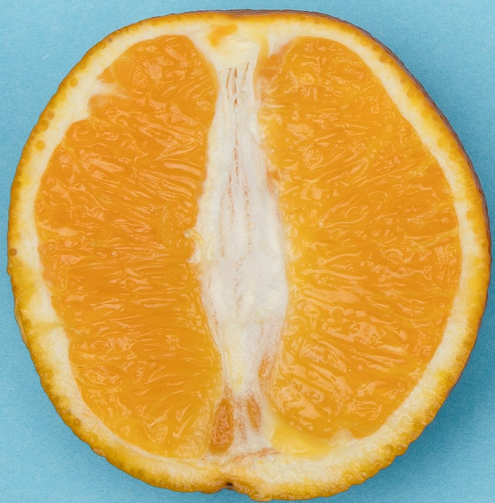
'Environmentally friendly' - 63%

'Carbon neutral' - 63%

'Sustainable practices' - 57%

'Ethical' - 41%

'Biodegradable' - 32%



- **Omissions**
- **Exaggeration**
- **Vague claims**
- **Irrelevant information**



74%

**Believe it can
lead to a loss of
reputation**

57%

**Would remove a
supplier from the
supply chain**

Reasons to Avoid Greenwashing



72%

Would pay a
higher price
for a product

Trust - Maintain stakeholder trust

Compliance - Meet regulatory requirements

Reputation - Enhance brand image

Impact - Support real progress

How to Spot Greenwashing



Check Claims - Look for vague or unverified claims

Evidence - Demand scientific proof

Consistency - Establish claims are consistent

Transparency - Look for openness about practices

How to Avoid Greenwashing



Honesty - Be truthful about efforts and impacts

Specificity - Use specific and measurable claims

Verification - Use third-party certifications and audits

Education - Train teams on sustainability

The Anti- Greenwash Charter



Transparency
Accountability
Fairness
Honesty

Review current practices & procedures

Publish a Green Claims Policy



How to Use this Template

Please use this template as inspiration for your Green Claims Policy. We strongly recommend you include all the sections to make your policy is comprehensive.

Blue text box is our explanation of the section and should not be part of your policy. Roman text should be used for standard text and italicised text is an example of how to customise to fit your needs.

Greenwash Charter,
Good standards
The purpose
is we
ensure
services

Allow independent certification

Compliance Certificate.

select first.

Signatory: Select First

Campaign: Explore the World with Cities from Louis de Poortere

Description: Promotion of Ecorugs, a 100% recyclable rug range for the commercial market.

Publication Date: June 26, 2024

Auditor: Zacc Tullett

Overall Compliance Rating: **Compliant**



antigreenwashcharter.com

antigreenwashcharter.com

Perkins&Will



“Ensuring the **accuracy of our claims has always been important but in putting together our Green Claims Policy we were prompted to **think more deeply** about the ways in which we communicate.”**

CHARLES LAW, TIMBER DEVELOPMENT UK

DANKE!

THANK YOU!

MERCI !

GRAZIE!

GRACIAS!

DANK JE WEL!



