

What is Greenwashing?

Greenwashing is the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

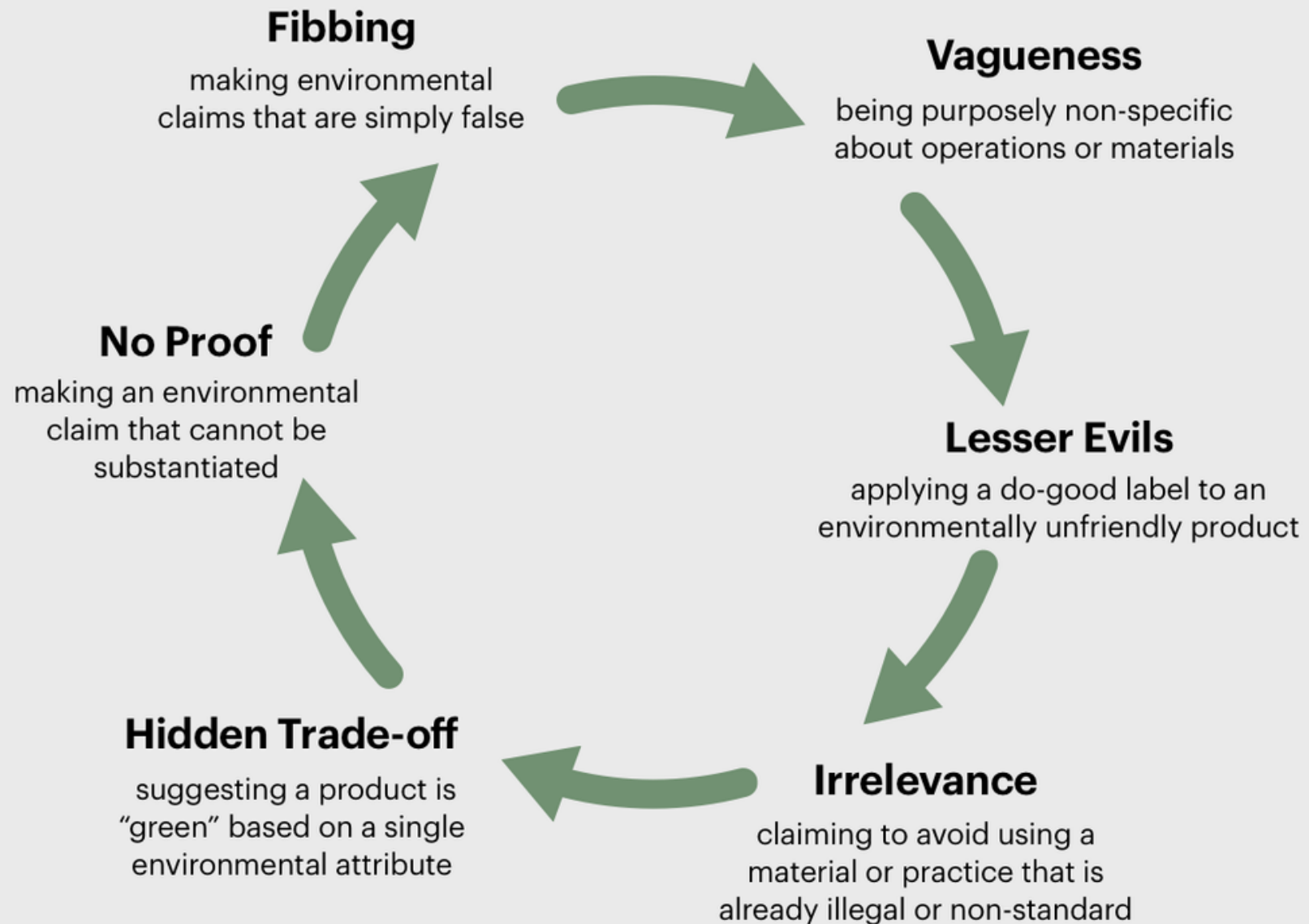
Consumers may be led to believe that their products are biodegradable or ethically sourced.

It causes consumers to support companies that destroy the planet and ecosystems unknowingly.



Greenwashing causes consumers feeling discouraged by any sustainability efforts a company may make, which can potentially risk hurting the incentive-based, market-driven green product development.

The 6 sins of Greenwashing



Life Cycle Assessment (LCA)
serves as a robust and objective
tool to **counter greenwashing and**
provide evidence-based claims for
sustainability.

LCA assesses the entire life cycle
of a product or service, from raw
material extraction to production,
use, and end-of-life disposal.



It allows for comparisons between different products or processes within the same industry.

This means that companies making false or exaggerated claims about their environmental performance can be exposed when compared to more sustainable alternatives.