

GREENWASHED

THE TRUTH ABOUT 95% OF SO-CALLED GREEN PRODUCTS

Greenwashing: The marketing tactic of misleading consumers about a product or service's environmental friendliness

A 2010 STUDY BY TERRACHOICE, AN INDEPENDENT TESTING AND CERTIFICATION ORGANIZATION, REVEALED:



OUT OF 5,296 PRODUCTS, ONLY 265 WERE REALLY AS GREEN AS THEY CLAIMED

95%

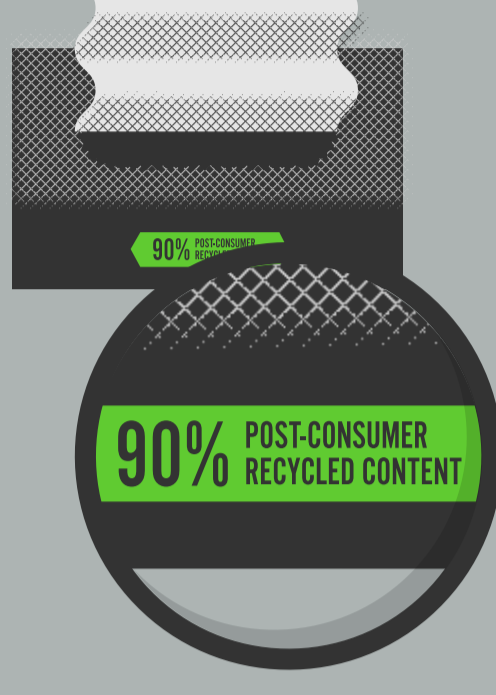
OF "GREEN" PRODUCTS ARE BEING GREENWASHED

SEVEN COMMON WAYS COMPANIES GREENWASH

NO PROOF

№ 1

No third-party certification – consumers have no way of validating marketing claims.



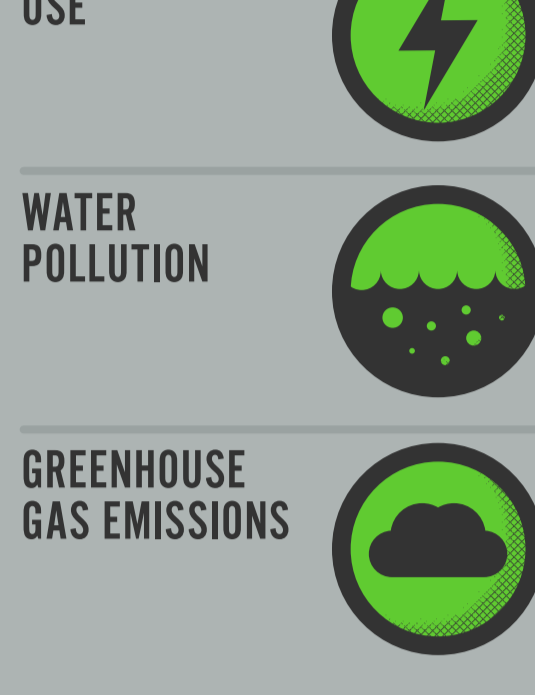
HIDDEN TRADE-OFF

№ 2

From a Sustainably Harvested Forest ≠ Environmentally Preferable Product.



These production factors may be equally or more significant:



SMOKE & MIRRORS

№ 3

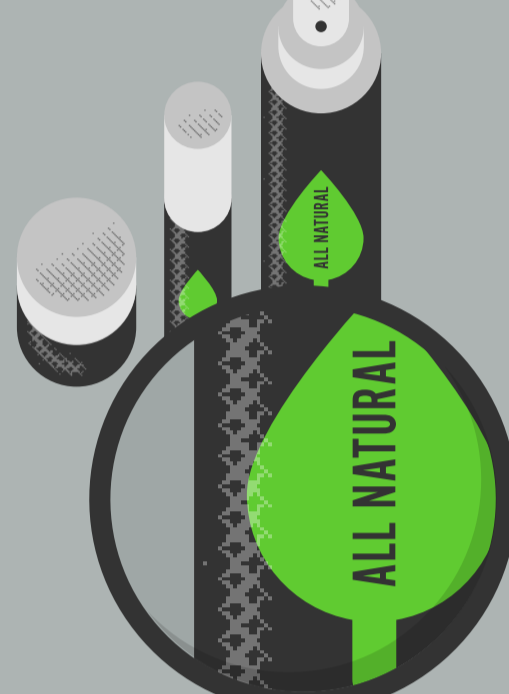
While a fuel-efficient SUV is better than a Hummer, it mainly shifts attention away from the environmentally unfriendly heart of the product.



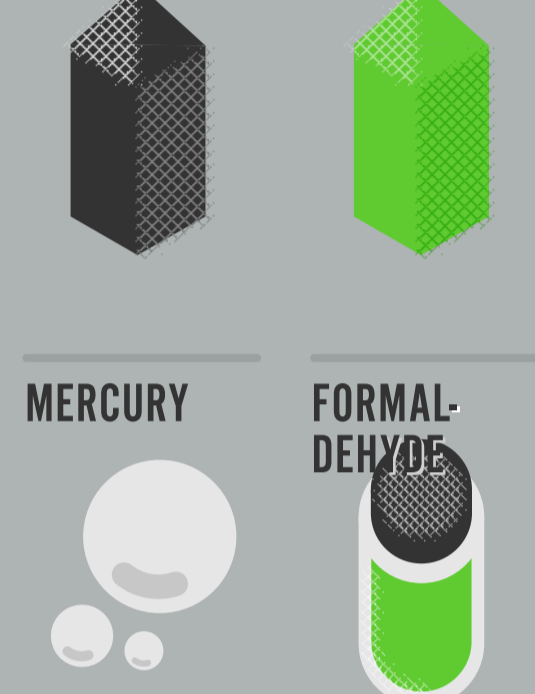
VAGUENESS

№ 4

"All-natural" doesn't always mean "healthy."



"All-natural" materials alarmingly include:



FALSE LABELS

№ 5

Beware of "green" logos: they often don't represent legitimate organizations.



IRRELEVANT

№ 6

This is misleading—CFCs are already banned by law.



BOLD LIES

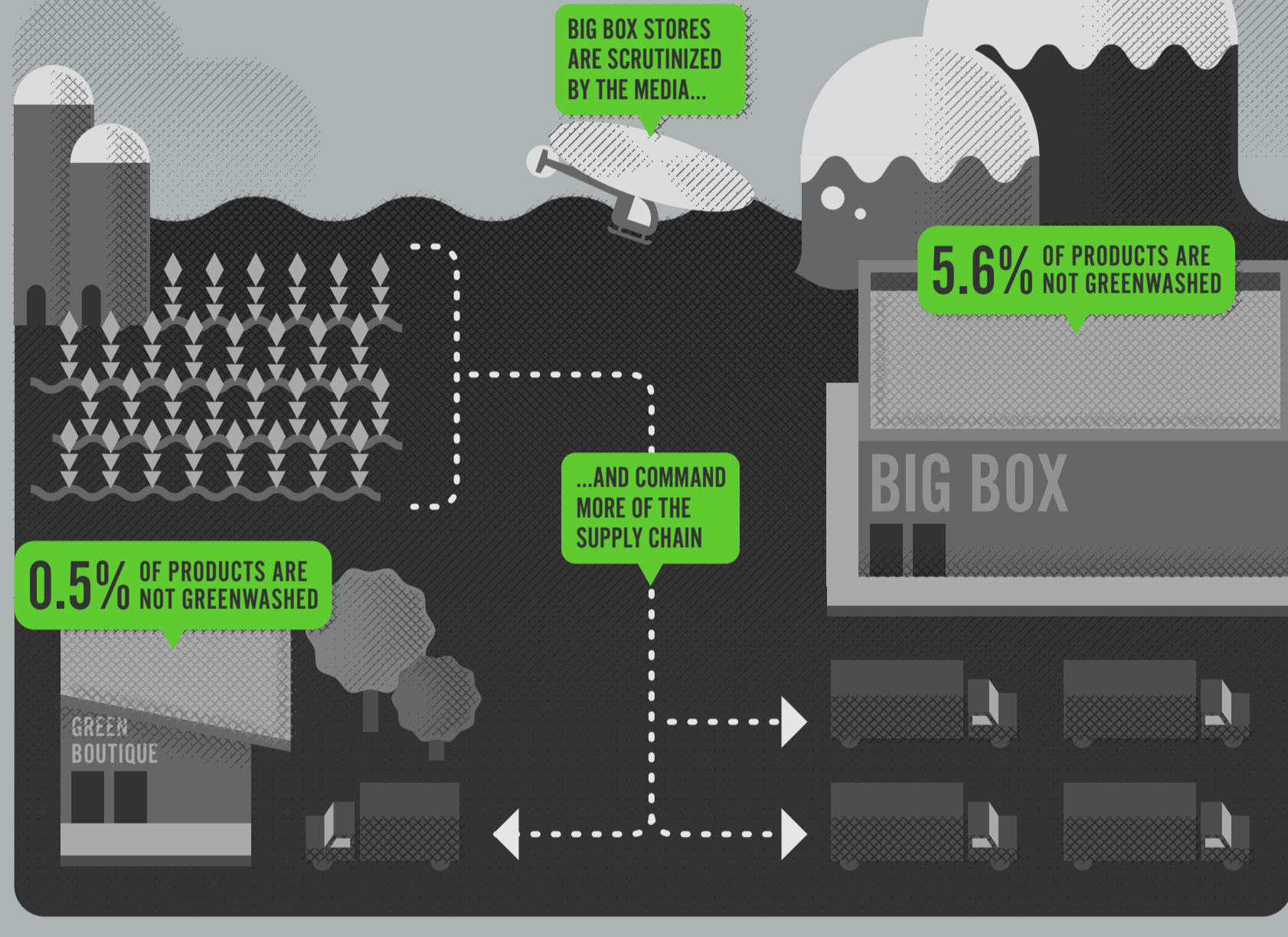
№ 7

With lax government oversight, many companies slap seemingly legitimate labels on poorly tested products.



HOW CONSUMERS CAN AVOID THESE TRAPS

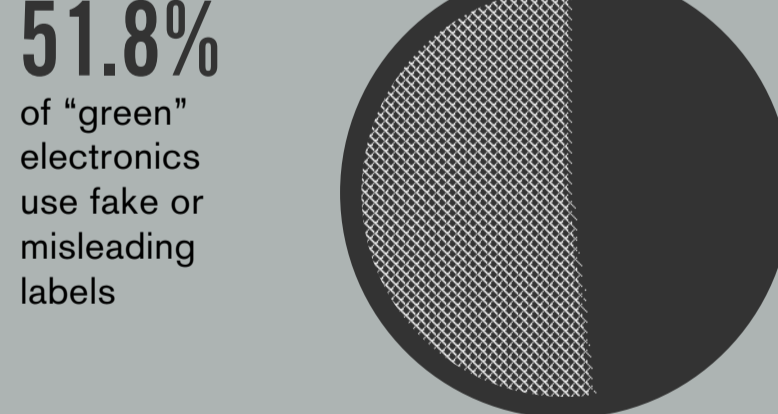
1 SHOP AT BIG BOX RETAILERS



2 BEWARE THESE FOUR INDUSTRIES

ELECTRONICS

BEWARE: FALSE LABELS



NO GOOD NEWS: Not a single "green" electronic product in the study was greenwashing free.

DIY CONSTRUCTION PRODUCTS

BEWARE: THE HIDDEN TRADE-OFF

The most common advertised benefits:



THE GOOD NEWS: 31.7% of DIY construction products now use legitimate eco-labels.

TOYS & BABY PRODUCTS

BEWARE: NO PROOF

Lots of products claim to be BPA-free, but they use new, little-understood plastics that may also be dangerous. BPA-free and phthalate-free marketing claims rose between 2009 and 2010:



THE GOOD NEWS: Most flattening is exaggeration rather than flat-out lies.

HOUSEHOLD CLEANING PRODUCTS

BEWARE: VAGUENESS



THE GOOD NEWS: 32% of cleaning products use certification by legitimate eco-labels.

3 LOOK FOR THESE LOGOS

OVERALL GREENNESS



FOOD QUALITY & STANDARDS



ENVIRONMENTAL STANDARDS



ENERGY EFFICIENCY



INDOOR AIR QUALITY



MarketingDegree.net
FOR MORE INFO, CHECK OUT TERRACHOICE'S FULL REPORT AT SINSOFGREENWASHING.ORG