

Domande Risposte Impostazioni



HANDS ON!!

feedback on the project "SapereConsumare" Le Mani in Pasta

Surname Name *

Testo risposta breve

NAME THE ACTIVITY YOU WERE INVOLVED IN

Testo risposta breve

what did you produce?

Testo risposta lunga

when did you carry out the activity?

Testo risposta breve

who did you work with?

Testo risposta breve

what did you do practically?

describe in max 10 phases the activity

Testo risposta lunga

In what aspects is your product

- Sustainable

Testo risposta lunga



HANDS ON 2

Can you spot the greenwashers?

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Non condiviso

What is the point of green marketing?

- To help a brand develop a social media marketing strategy for poorly selling products
- To illustrate a company's socially and environmentally responsible practices
- To help companies better sell products in varying shades of green
- To trick consumers into thinking something is eco-friendly when it might not be

Network rail advertises freight trains as a green alternative to lorries. But is the destination greenwashing?

Image description: Network rail advert for freight transportation. Text reads: "Red Lorry, Yellow Lorry, Red Lorry, Yellow Lorry, Green Train." and then "We Mean Green. Every freight train removes 76 lorries from our roads. Get on board."

- Yes, it's greenwash!
- Nah, they pass – not greenwash.

Soft drinks giant Coca-cola launched their Life drink as a lower sugar alternative to classic coke. Was it greenwashing?

Image description: An open glass bottle of Coca-cola life, with its forest green label, stands upright on a field of grass on a sunny day

- Yes, it's greenwash!
- Nah, they pass – not greenwash.

Lexus tells us to put your carbon foot down. Is it greenwash?

Image description: Lexus hybrid SUV advert shows a large 4 by 4 car with blurred background colours that makes it look like the car is zooming along a road. Headline text reads: "Put your carbon foot down."

- Yes, it's greenwash!
- Nah, they pass – not greenwash.

What is the importance of education as a characteristic of green marketing?

- It directs the way your promotions should go.
- It helps to set pricing and placement for products.
- It helps integrate a socially responsible corporate culture.
- It explains product benefits to curious consumers.

A company that says its product is eco-friendly when it really isn't could be accused of _____.

- greenwashing
- green cleaning
- green merchandising
- green advertising

Which of these is an example of greenwashing?

- A company building a facility with solar panels.
- An auto manufacturer skirting (avoiding - not doing) emissions tests.
- A grocery store selling reusable grocery bags.
- A consumer buying eco-friendly appliances.

MATERIALI

What Is Greenwashing? How It Works, Examples, and Statistics

By ADAM HAYES

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<https://www.investopedia.com/terms/g/greenwashing.asp>

What Is Greenwashing?

Greenwashing is the process of conveying a false impression or misleading information about how a company's products are environmentally sound. Greenwashing involves making an unsubstantiated claim to deceive consumers into believing that a company's products are environmentally friendly or have a greater positive environmental impact than they actually do.

In addition, greenwashing may occur when a company attempts to emphasize [sustainable](#) aspects of a product to overshadow the company's involvement in environmentally damaging practices. Performed through the use of environmental imagery, misleading labels, and hiding tradeoffs, greenwashing is a play on the term "whitewashing," which means using false information to intentionally hide wrongdoing, error, or an unpleasant situation in an attempt to make it seem less bad than it is.

KEY TAKEAWAYS

- Greenwashing is an attempt to capitalize on the growing demand for environmentally sound products.
- Greenwashing can convey a false impression that a company or its products are environmentally conscious or friendly.
- Critics have accused some companies of greenwashing to capitalize on the socially responsible or environmental, social, and governance (ESG) investing movement.
- Genuinely green products or businesses back up their claims with facts and details.

How Greenwashing Works

Also known as "green sheen," greenwashing is an attempt to capitalize on the growing demand for environmentally sound products, whether that means they are more natural, healthier, free of chemicals, recyclable, or less wasteful of [natural resources](#).

The term originated in the 1960s, when the hotel industry devised one of the most blatant examples of greenwashing. They placed notices in hotel rooms asking guests to reuse their towels to save the environment. The hotels enjoyed the benefit of lower laundry costs.

More recently, some of the world's biggest carbon emitters, such as conventional [energy companies](#), have attempted to rebrand themselves as champions of the environment. Products are greenwashed through a process of renaming, rebranding, or repackaging them. Greenwashed products might convey the idea that they're more natural, wholesome, or free of chemicals than competing brands.

Companies have engaged in greenwashing via press releases and commercials touting their clean energy or pollution reduction efforts. In reality, the company may not be making a meaningful commitment to [green initiatives](#). In short, companies that make unsubstantiated claims that their products are environmentally safe or provide some green benefit are involved in greenwashing.

Products that are actually eco-friendly can benefit from [green marketing](#), which highlights the environmental benefits of the product and company making it. However, if a company's green marketing activities are found to be false, the company may be accused of greenwashing and be hit with penalties, bad press, and reputational damage.

How the Federal Trade Commission (FTC) Helps Protect Consumers

Of course, not all companies are involved in greenwashing. Some products are genuinely green. These products usually come in packaging that spells out the real differences in their contents from competitors' versions.

The marketers of truly [green products](#) are only too happy to be specific about the beneficial attributes of their products. The website for Allbirds, for example, explains that its sneakers are made from merino wool, with laces made from recycled plastic bottles, and insoles that contain castor bean oil. Even the boxes used in shipping are made from recycled cardboard.¹

The U.S. [Federal Trade Commission \(FTC\)](#) helps protect consumers by enforcing laws designed to ensure a competitive, fair marketplace. The FTC offers guidelines on how to differentiate real green products from the greenwashed:²

- Packaging and advertising should explain the product's green claims in plain language and readable type in close proximity to the claim.
- An environmental marketing claim should specify whether it refers to the product, the packaging, or just a portion of the product or package.
- A product's marketing claim should not overstate, directly or by implication, an environmental attribute or benefit.
- If a product claims a benefit compared with the competition, then the claim should be substantiated.

Examples of Greenwashing

The FTC offers several illustrations of greenwashing on its website, which details its voluntary guidelines for deceptive green marketing claims.² Below is a list of examples of unsubstantiated claims that would be considered greenwashing.

- A plastic package containing a new shower curtain is labeled "recyclable." It is not clear whether the package or the shower curtain is recyclable. In either case, the label is deceptive if any part of the package or its contents, other than minor components, cannot be recycled.
- An area rug is labeled "50% more recycled content than before." In fact, the manufacturer increased the recycled content to 3% from 2%. Although technically true, the message conveys the false impression that the rug contains a significant amount of recycled fiber.
- A trash bag is labeled "recyclable." Trash bags are not ordinarily separated from other trash at the landfill or incinerator, so they are highly unlikely to be used again for any purpose. The claim is deceptive because it asserts an environmental benefit where no meaningful benefit exists.

What are some other types of greenwashing?

One common form of greenwashing is to include misleading labeling or bury environmentally unsound practices in the fine print. This can include use of terminology such as "eco-friendly" or "sustainable," which are vague and not verifiable. Imagery of nature or wildlife can also connote environmental friendliness, even when the product is not green. Companies may also cherry-pick data from research to highlight green practices while obscuring others that are harmful. Such information can even come from biased research that the company funds or carries out itself.

How can you spot greenwashing?

If greenwashing is going on, there is often no evidence to back up the claims that a company is making. Sometimes verifying can be difficult, but you can look to third-party research and analyst reports, as well

as check the product's ingredients list. True green products will often be certified by an official vetting organization, which will be clearly labeled.

Why is greenwashing bad?

Greenwashing is deceitful and unethical because it misleads investors and consumers that are genuinely seeking environmentally friendly companies or products. Often, green products can be sold at a premium, making them more expensive, which can lead consumers to overpay. If greenwashing is revealed, it can seriously damage a company's [reputation](#) and brand.

The Bottom Line

[Environmentalism and environmental, social, and governance \(ESG\) criteria](#) have become important considerations for some investors. This has led many businesses to focus on becoming more eco-friendly by reducing waste, cutting emissions, recycling, and using [renewable energy](#), among other efforts. However, some companies can instead cut corners and claim that they are doing these things to gain favor when, in reality, they are not. Greenwashing is an unethical practice that can mislead investors and the general public.

WHAT IS ETHICAL BANKING?

An ethical bank has a core set of principles and beliefs that are concerned with monitoring the social and environmental impact of its investments and loans. These banks still seek profit, but only in ways that follow these ethical concerns and models of conduct. They ensure that their internal structures adhere to these ideals to promote transparency about where and how their finances flow. They screen their clients so that the bank is not indirectly supporting companies that damage the environment, exploit employees, discriminate against minorities or arm vulnerable communities. They may give loans to disadvantaged groups, support environmental and socially aware start-ups, strengthen local populations by investing in affordable housing and the greening of cities, and also give money to charities and scholarships. In conclusion there is no fixed definition or formal certification for what an ethical bank is, each bank can freely determine its own list of ethical standards and promote strategies that enable it to call themselves an ethical institution.

