

# 5 STEPS TO AVOID GREENWASHING AT YOUR COMPANY

## 1 ACT

Revisit the sustainability strategy and set clear, realistic, measurable, and traceable goals with a long-term vision and a timeline to achieve set milestones. Have a robust and future-proof plan of action. The goals, timeline, and progress must be shared on the company's website and included in the regular performance reports.



## INFORM 2

Take into account the entire lifecycle of the product while talking about its environmental impact. Include verifiable facts about its various aspects such as sourcing, production, waste management, carbon emission, recyclability as a part of packaging and other forms of customer communication.

## 3 EDUCATE

Curate/Develop and release educational content about processes and measures adopted to achieve sustainability. Most consumers are aware about recycling but don't fully comprehend the climate terminology such as carbon neutrality.



## SPECIFY 4

Communicate in a way that the consumer can fully comprehend and verify the information being provided across all mediums of external communication. Instead of calling something 'eco-friendly', 'conscious' or 'sustainably produced' mention what exactly makes it eco-friendly, conscious, or sustainable.

## 5 BE HONEST

Embrace transparency and honesty across communication as the expectation from consumers is not for companies to become perfect overnight but for them to be transparent about what they are doing to get where they need to be.

