

LET'S
TALK
ABOUT

Greenwashing



Using external communication tactics to make the customers believe that the company's products/operations are environment friendly without substantiating those claims with any actual facts or data.



TECHNOLOGY FOR IMPACT

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Greenhushing



Staying silent about the organization's green credentials or underreporting them to avoid scrutiny.



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Greenrinsing



Treating sustainability as a moving target and revisiting/ revising goals and deliverables often before achieving any of them.



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Greenlabelling



Using deceptive and misleading terminology or symbols to brand something as environment friendly when in reality it is not.



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Greenshifting




Shifting the blame on the consumer and implying that it is up to them to do something for the environment.



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Greenlighting



Placing the spotlight on a particularly green aspect of the business to draw attention away from other business activities or processes that are harmful to the environment.



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