



# WHY YOU CAN'T TRUST BRANDS ANYMORE



Co-funded by  
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# GREENWASHING

Greenwashing is when companies **pretend** to be **eco-friendly** just to appear sustainable in the eyes of consumers.

Looks green... but it's not!

They use green words, images, or campaigns, but behind the scenes, there's little (or no) real environmental actions.



A person in a dark suit is using a long-handled roller to paint a tree green. The tree's trunk is brown, but the person is covering the upper part with bright green paint. To the left, another tree is painted a dull, yellowish-green. In the background, there are dark, leafy trees. On the ground, there are paint cans and a tray. The scene is set in a park-like area with a brick path and a building in the distance.

Greenwashing uses  
**specific tactics** and  
they each have a name...

# THE 7 *DEADLY* SINS

## **VAGUE LANGUAGE**

Buzzwordlike "eco-friendly" or "sustainable" with no real explanation. Sounds good, means nothing.

## **LACK OF TRANSPARENCY**

Claims without certifications, data, or third-party verification. If it's true, show us the receipts.

## **HIDING HARMFUL IMPACTS**

Brand spotlights small green features while hiding major damage.

## **VISUAL MANIPULATION**

Using nature images to look eco with no real sustainability behind it.



## **BEST IN CLASS EXCUSE**

Saying something is “greener” than alternatives that are still harmful. Less bad doesn’t mean good.

## **MISLEADING CERTIFICATIONS OR LABELS**

Made-up logos or self-declared certifications.  
“Eco-verified” but by whom?

## **ONE GOOD, MANY BAD**

Pretending to fix the problem while fueling overproduction. Take-back programs but with massive new collections means green illusion.

# RESPONSIBLE BRAND



**DON'T BUY  
THIS JACKET**

**patagonia**  
patagonia.com

## COMMON THREADS INITIATIVE

### REDUCE

**WE** make useful gear that lasts a long time  
**YOU** don't buy what you don't need

### REPAIR

**WE** help you repair your Patagonia gear  
**YOU** pledge to fix what's broken

### REUSE

**WE** help find a home for Patagonia gear  
you no longer need  
**YOU** sell or pass it on\*

### RECYCLE

**WE** will take back your Patagonia gear  
that is worn out  
**YOU** pledge to keep your stuff out of  
the landfill and incinerator



### REIMAGINE

**TOGETHER** we reimagine a world where we take  
only what nature can replace

**patagonia**  
patagonia.com



The brand Patagonia desire to position itself on the market as an activist company, both environmental and social, focusing on creating the perception of the brand as a lifestyle.

[www.patagonia.com](http://www.patagonia.com)

# UNRESPONSIBLE BRAND



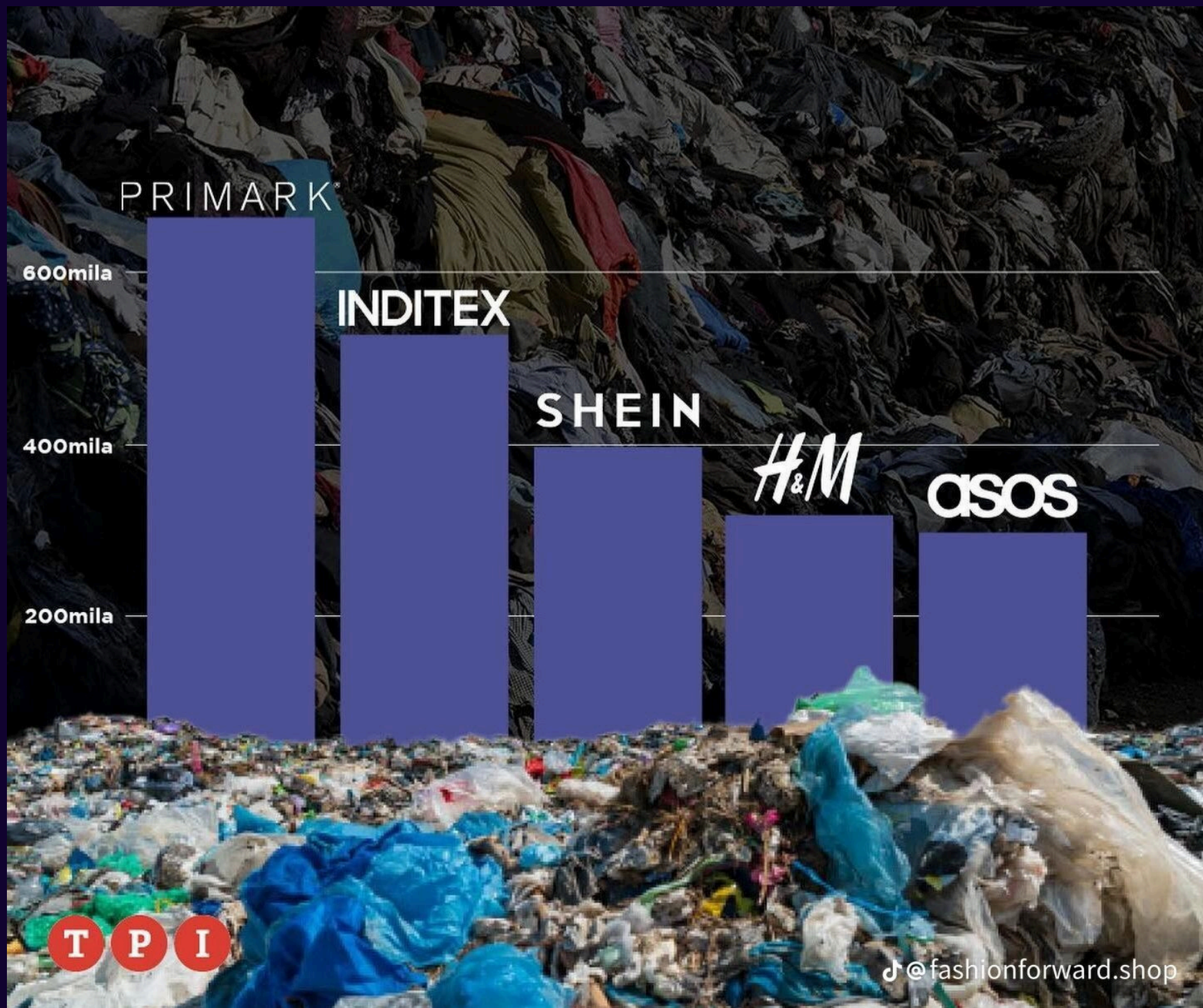
H&M FACED A "GREENWASHING"  
SCANDAL CONCERNING ITS  
CONSCIOUS COLLECTION.

The group has been accused of using **bogus environmental scorecards** and making **unsubstantiated claims** about recycled materials.

Critics argued that H&M's fast-fashion model inherently contradicted its sustainability claims.

This led to H&M removing some labels and facing legal challenges.

# SHARED RESPONSABILITIES



Carbon intensity (tCO2) per revenue in billions of dollars

# LET TECH *HELP!*

## **GOOD ON YOU**

Rates fashion brands based on sustainability, labor rights, and animal welfare.

## **FASHION TRANSPARENCY INDEX**

Ranks big brands based on how transparent they are about their supply chains.

## **CRUELTY FREE KITTENS**

Tracks which cosmetic and personal care brands are cruelty-free and vegan.

## **ETHICAL CONSUMER**

Provides ethical ratings for companies based on environmental records, workers' rights, transparency, and more.



*The journey of a thousand miles  
begins with a single step.*

Lao Tzu