

Introduktion til Greenwashing - et forskningsperspektiv

Axelborg, 30. November 2023

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Greenwashing er IKKE en undtagelse....

“Over **95 percent of products** surveyed by TerraChoice in 2008/2009 committed at least one of the TerraChoice “Seven Sins of Greenwashing”
(Delmas and Burbano, 2011, p. 64)

“**Over half (58%) of executives** say their organization is guilty of greenwashing — conveying a false impression or giving misleading information that says a company’s products or practices are more environmentally friendly than they actually are. This is especially true in North America, where 72% of respondents believe that their organization has overstated its sustainability efforts.”
(Harris Poll for Google Cloud, 2022, p. 5)

“National consumer protection authorities had reason to believe that in **42% of cases** the claims were exaggerated, false or deceptive and could potentially qualify as unfair commercial practices under EU rules.”

(European Commission, 2021, Press Release)

“Using the UK Competition and Markets Authority’s new guidelines on green claims, we found that, of the 39% of products accompanied by a sustainability claim, a shocking **59% flouted green-claims** guidelines in some way.”

(Synthetics Anonymous, 2021, p. 11)

Et Eksempel...

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Gary R
26 Aug

https://
rocked-



Business All Industry Technology Transport Retail

[Newsmaker] Innisfree forced to clarify 'paper bottle' packaging after customer discovers plastic bottle inside

By Yim Hyun-su

Published : Apr 8, 2021 - 15:31 Updated : Apr 8, 2021 - 18:54



Back to List More article by this Writer



Innisfree's plastic bottle covered with a "Hello, I'm Paper Bottle" label. (Capture from Facebook group No Plastic Shopping)

http://www.koreaherald.com/view.php?ud=20210408000987&np=1&mp=1

Erin Biba @erinbiba
This is what we mean when we talk about greenwashing (the irony of this being laundry detergent isn't it LOL). The soft plastic inside this bottle is actually less recyclable than hard plastic (which is also basically not recyclable).



9:23 PM · Jul 14, 2021 · Twitter for iPhone

Washing
<https://twitter.com/erinbiba/status/1415391598628769792>

<https://apparelinsider.com/adidas-greenwashing/>

s/consumers-sue-allbirds-in-

washing' case

Written by Simon Glover [Print](#)

Greenwashing i Danmark...?

<https://www.csr.dk/forbrugerombudsmanden-politianmelder-virksomheder-greenwashing>

CSR.dk

Environment Social Governance Kommunikation Rapportering Strategi og ledelse

Governance

Forbrugerombudsmanden politianmelder to virksomheder for greenwashing

Efter en varsling for seks måneder siden har Forbrugerombudsmanden nu politianmeldt to virksomheder for at begå greenwashing.

<https://borsen.dk/nyheder/baeredygtig/virksomheders-mindste-gronne-skridt-under-anklage-i-landsret>

BØRSEN SENESTE NYT KURSER

BÆREDYGTIG

Danish Crown vil frifindes i principiel sag ved Vestre Landsret

Hvor grøn skal en gris være for at kunne kaldes klimakontrolleret? Danish Crown vil frifindes i sag om greenwashing af svinekød, som kan få afgørende betydning for virksomheders grønne markedsføring



<https://finans.dk/erhverv/ECE15361956/flere-forhandlere-har-fjernet-loevens-hulebrand-fra-hylderne/>

FINANS

Coloplast B 803,00 -0,17% Danske Bank 175,50 -0,90% Demant 284,00 -0,32% DSV 1.029,00 -2,46%

ANNOUNCE

Op til 50%
15% ekstra
næsten alt
Shop nu →

Cyber Monday

Boozt

17/03/2023 KL. 15:51

ERHVERV

Flere forhandlere har fjernet "Løvens Hule"-brand fra hylderne

Det danske brand Copenhagen Cartel slår sig op på at genbruge plastic fra verdenshavene. En fortælling, der tilsyneladende ikke holder vand, og det får nu store forhandlere til at fjerne brandet både online og i butikkerne.

KORT NYT Antallet af greenwashing-anklager i voldsom vækst

Antallet af anmeldelser for greenwashing, som Forbrugerombudsmanden har modtaget, er steget eksplosivt fra 2019 til 2022.

<https://markedsforing.dk/artikler/note/antallet-af-greenwashing-anklager-i-voldsom-vaekst/>

Definitioner af Greenwashing

“(…) the act of **misleading** consumers regarding the environmental practices of the **company** (firm-level greenwashing) or the **environmental** benefits of a **product or service** (product-level greenwashing).” (Delmas and Burbano, 2011, p. 66)

“(…) **symbolic information** emanating from within an organization without **substantive actions**.” (Walker and Wan, 2012, p. 231)

“(…) the practice of making **unsubstantiated or misleading claims** about a firm’s **environmental impact** (…)” (Berrone et al., 2017, p.363)

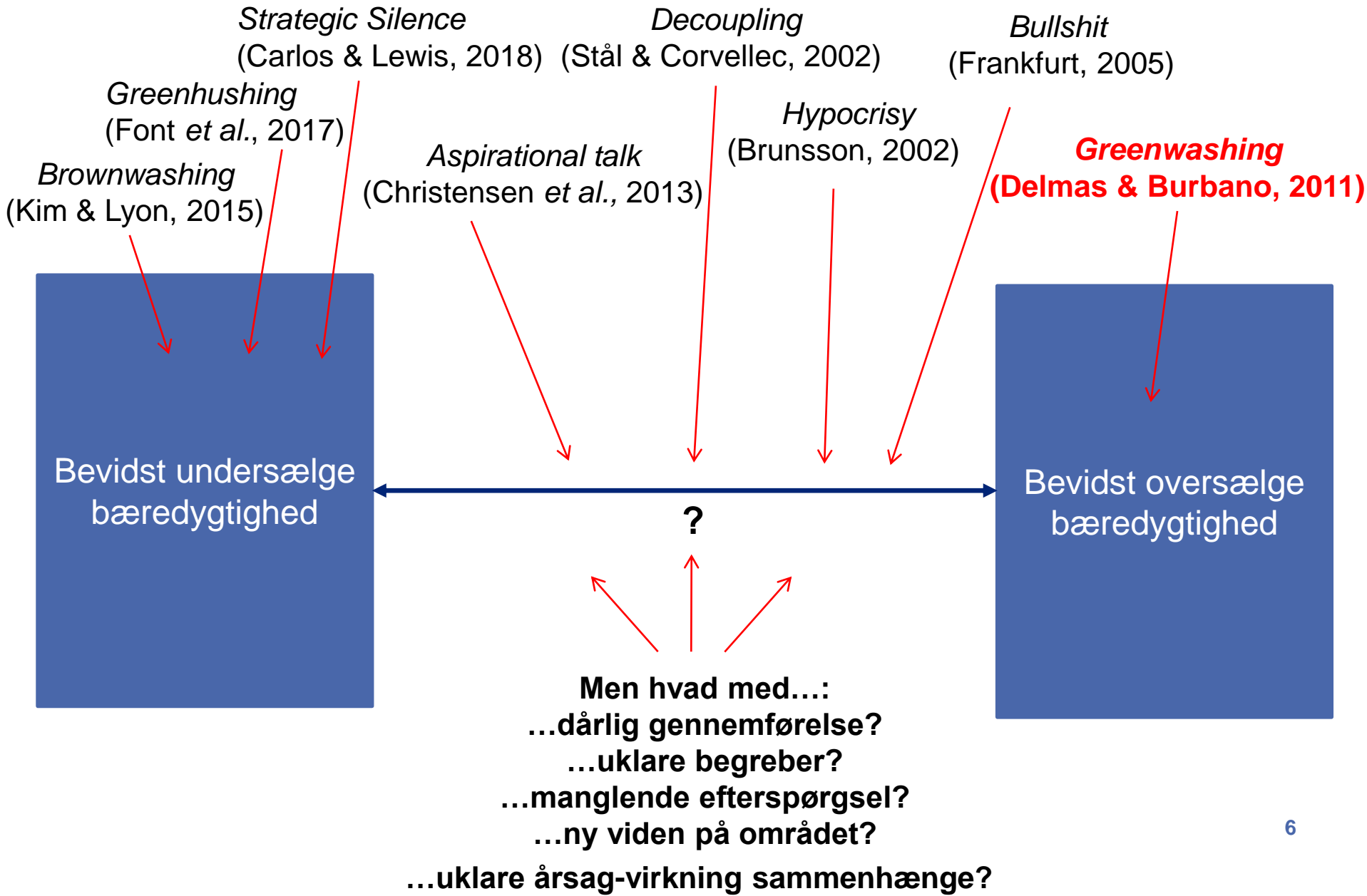
“(…) any communication that **misleads** people into adopting overly positive beliefs about an organization’s **environmental performance, practices, or products**.” (Lyon and Montgomery, 2015, p. 226)

“(..) a communication practice that consists of the **deliberate** and voluntary disclosure of environmentally **misleading** (or even false) information by a firm and which the public understands to be **deceptive**”. (Ferrón-Vílchez et al., 2021, p. 860)

“(…) the practice of making **unsubstantiated or misleading claims** about a firm’s **environmental impact** (…)” (Berrone et al., 2017, p.363)

“(…) a symbolic communication gesture to create an **unfounded and misleading pro-environmental or pro-social image** (…)” (Seele and Schultz, 2022, p. 1072)

Andre begreber...



Former for Greenwashing....

"The harder it is to verify a claim, the more likely it is to be exaggerated"
(Peattie 2001, p. 195).



1. Fluffy language

Words or terms with no clear meaning, eg 'eco-friendly'

2. Green products v dirty company

Such as efficient light bulbs made in a factory which pollutes rivers



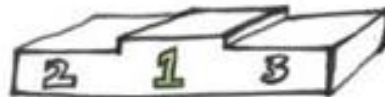
3. Suggestive pictures

Green images that indicate a (unjustified) green impact, eg flowers blooming from exhaust pipes



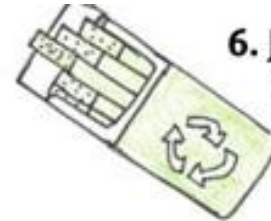
4. Irrelevant claims

Emphasising one tiny green attribute when everything else is un-green



5. Best in class?

Declaring you are slightly greener than the rest, even if the rest are pretty terrible



6. Just not credible

'Eco-friendly' cigarettes anyone? 'Greening' a dangerous product doesn't make it safe

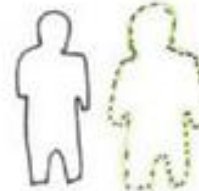
7. Gobbledygook

Jargon and information that only a scientist could check or understand



8. Imaginary friends

A 'label' that looks like third-party endorsement...except it's made up



9. No proof

It could be right, but where's the evidence?



10. Outright lying

Totally fabricated claims or data



Og et par stykker ekstra...

Tilfældige tal: (f.eks. usammenhængende oplysninger om ressourceforbrug, der tilfældigvis er tilgængelige)

Ukomplette data (f.eks. information om resultater, som det er vanskeligt at vurdere betydningen af)

'Nemme' certificeringer (f.eks. standarder og mærker med lave krav og tvivlsom kontrol).

Hyggeprojekter (f.eks. gode enkeltinitiativer der ikke har noget med kerneforretningen at gøre).

Mærkelige totaler (f.eks. Slå indsats over flere år på tværs af landegrænser i en masse organisationer sammen for at virke imponerende)

Flosker (f.eks. "bæredygtighed er integreret i hele organisationen" eller "CSR er en del af vores DNA")

Horisonten: (f.eks. "Vi er på en rejse" , "Det er en proces" eller "Det er et langt, sejt træk", "I 2050 vil vi være klimaneutrale").

Hvad kan man gøre...?

- 1. Avoid exaggeration** - don't say more than the facts support.
- 2. Avoid general or imprecise claims** - e.g. "sustainable", "ethical", "green" - they are simply too broad to be able to document.
- 3. Figures must be up to date** - don't communicate a goal such as "reduce CO2 by 30% compared to 2015" - use 2020 or 2021 as your baseline.
- 4. Documentation** - ensure you can document the claims and that the documentation is available to customers, for example on a web page or in an appendix.
- 5. When using a certificate** - explain what it means. Don't assume the customer has accurate knowledge.
- 6. If you do make a broad claim** - e.g. your product is "a greener alternative" - then you need to document all the environmental angles of both your product and the alternative products.
- 7. Proportionality** - your marketing needs to be in proportion to the effort you are making. Don't launch a massive campaign about a small environmental benefit.
- 8. Don't create your own certification** if there is already a similar one. This makes it easier for the customer.
- 9. Special circumstances** - if your product is recyclable or biodegradable only under special circumstances (e.g. professional disposal) then you must say so.
- 10. Your suppliers** - if you are using claims made by your suppliers then you are responsible for verifying their accuracy.

Kvikguide til virksomheder om miljømarkedsføring

2021

<https://www.forbrugerombudsmanden.dk/media/56731/kvikguide-om-miljoemarkedsfoering.pdf>

Greenwashing

Kan markedsføring bidrage til den grønne omstilling i stedet for at lægge røgsler ud?

Diskussionsoplæg

17. april 2023



<https://iloveglobalgoals.org/wp-content/uploads/Greenwashing-Diskussionsoplaeg-iLGG-og-TAENK.-april-2023.pdf>

Greenwashing rejser mange spørgsmål...

- Hvorfor egentlig kun virksomheder?
- Hvorfor skal vi tro på dem, der anklager virksomheder for greenwashing?
- Hvor meget afvigelse er acceptabel uden en fælles målestok for bæredygtighed?
- Hvad med visualiseringer?
- I hvilket omfang er virksomheden ansvarlig for andre f.eks. leverandører og kunder)?
- Hvor meget betydning skal vi tillægge "motivet"?
- Hvor fremtidsoptimistisk må man være, før det er greenwashing?
- Har alle virksomheder lige stor risiko for at blive ramt af greenwashing-anklager?
- Hvad taler folk egentlig om, når de taler om greenwashing?



Case eksempel: Greenwashing debatten på Twitter (nu 'X')

Netop udgivet artikel...

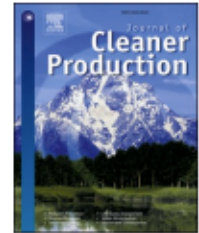
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journal homepage: www.elsevier.com/locate/jclepro



Greenwashing debates on Twitter: Stakeholders and critical topics

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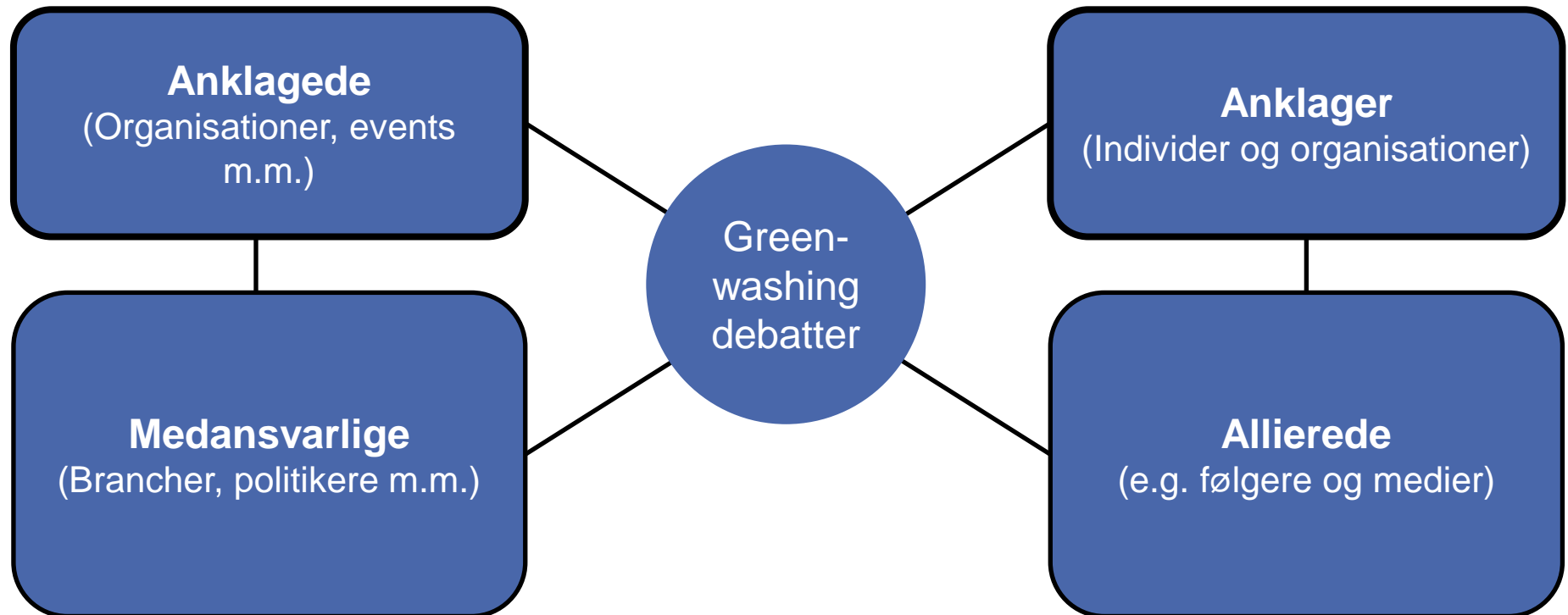
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ABSTRACT

This study explores how the concept of greenwashing has evolved on social media and identifies the most dominant themes and stakeholders shaping these debates. Drawing on the extant literature on greenwashing and stakeholder theory, an in-depth empirical analysis was conducted on how greenwashing debates unfolded during 2006–2022 on the Twitter (now 'X') platform. The analysis is based on 496,276 unique tweets, which provide a detailed account of the main themes and stakeholders involved in online greenwashing debates. The findings indicate that greenwashing debates on social media are dominated by a limited number of themes, sectors, companies, and stakeholders. Over the last 10 years, three companies have consistently been in the top-10 list of tweets addressing greenwashing. Likewise, greenwashing debates on social media are often propagated by small groups of individuals, non-governmental organisations, and media outlets. This study provides new insights into the issues and stakeholders dominating greenwashing debates on social media and highlights the dynamic interplay between the accusers, accused, accomplices, and allies involved in these discussions.



- Knap 500.000 tweets (2006-2022)
- Søgning på 'greenwash', 'greenwashing', og 'greenwashed'
 - Kun tweets på engelsk
- Både automatisk og 'håndholdt' analyse.
 - Diverse forbehold...

Eksempler på Tweets...

*"#COP26 has been named the must excluding COP ever. This is no longer a climate conference. This is a Global North **greenwash** festival. A two week celebration of business as usual and blah blah blah."*

(Greta Thunberg)

*"Evidently hardly any plastic has ever been recycled and the entire project was essentially **greenwash** marketing by the plastics (big oil) industry so you'd feel less guilty about consuming it and they could keep making giant profits!"*
<https://t.co/Ze2bkqZQ2G> "

(claytoncubitt)

*"Gentle reminder that cement is the world's single biggest industrial source of carbon, and that slapping some trees on a building doesn't make it 'eco' – it's just **greenwashing** ♡"*
<https://t.co/d4cc4Bwnb7> "

(speechleyish)

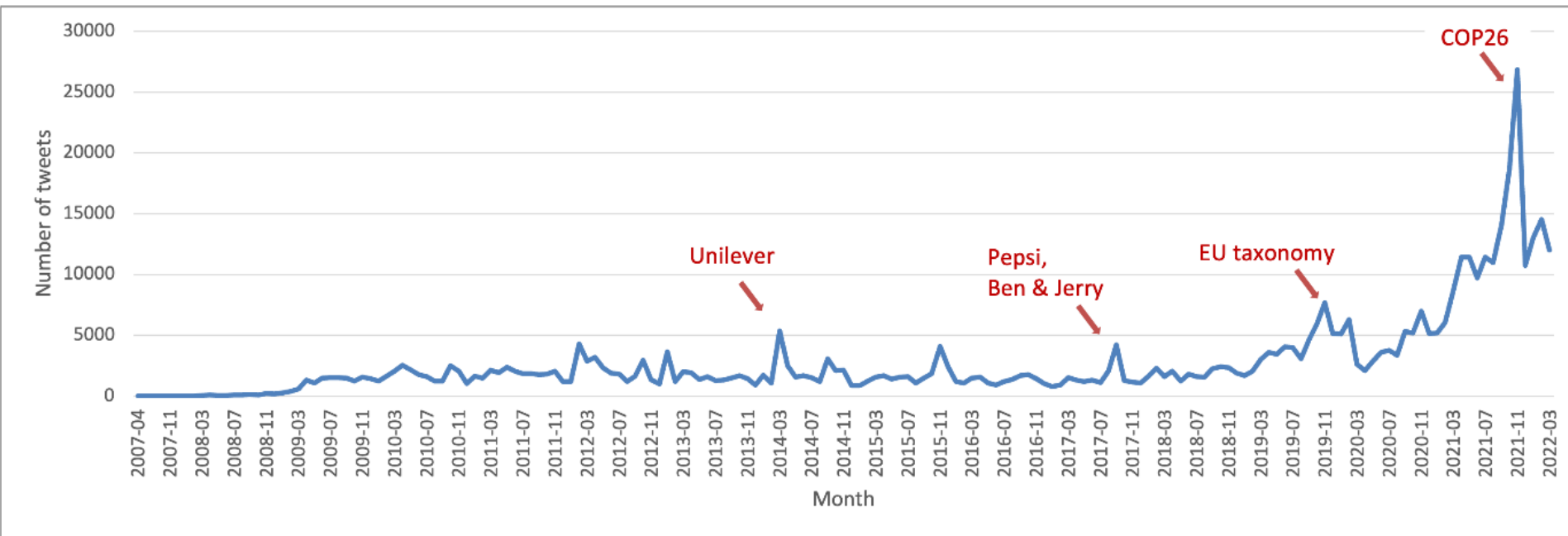
"Stop reporting Andrew Forrest has "donated \$70 million" to bushfire relief.

The true figure is \$10 million.

*The other \$60m includes a \$50m donation to his own foundation for **greenwashing**, plus \$10m to "mobilise volunteers"*

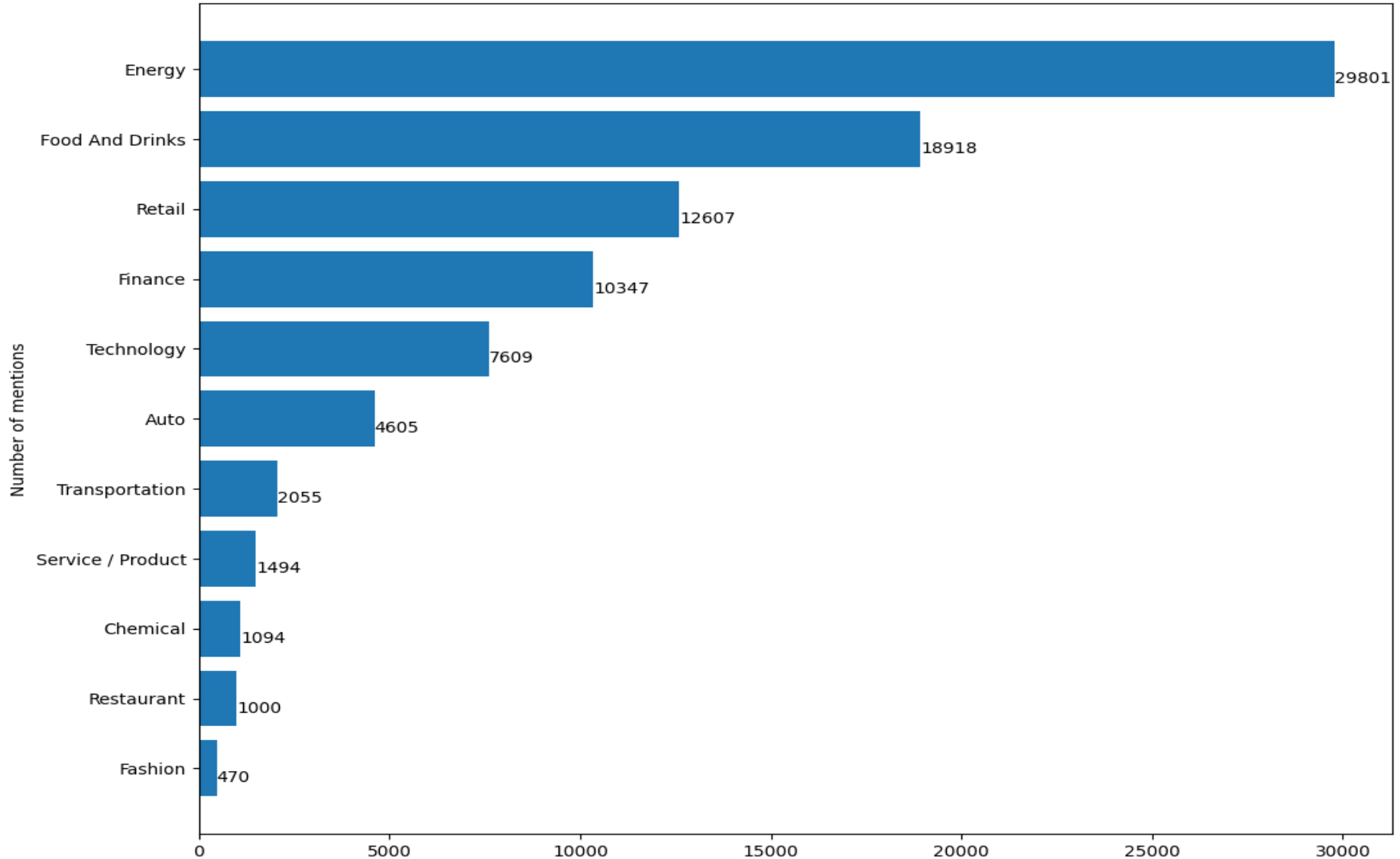
(beneltham)

Udvikling i greenwashing debatten...

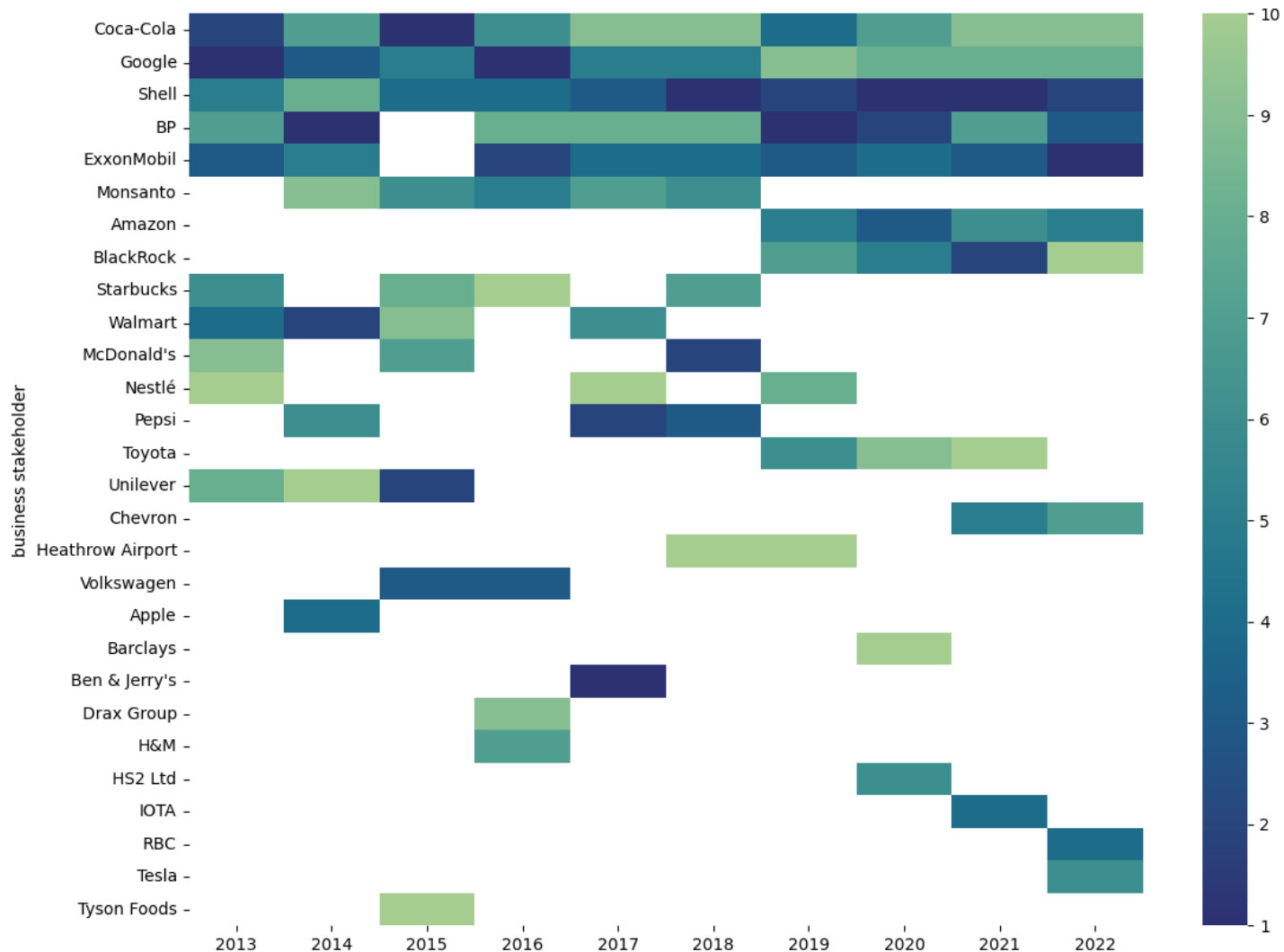


Hvilke sektorer bliver ramt af anklager om greenwashing?

Number of mentions per business subcategory



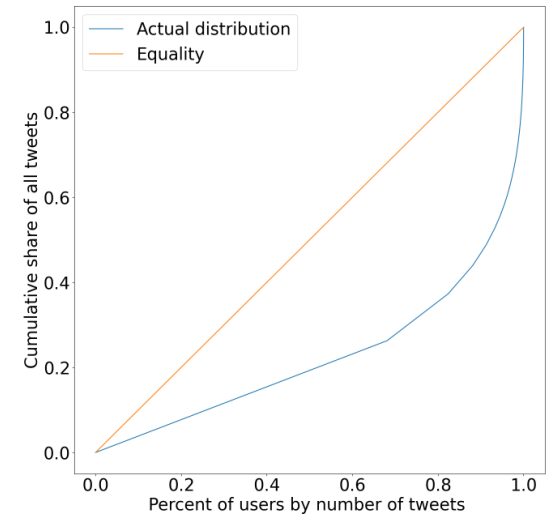
Årlig Top-10 liste over virksomheder



Annual top-10 business stakeholders by a number of occurrences in the collected tweets, ranked by position on an annual Top 10 list

Anklagerne...

- Det er få aktører, som dominerer diskussionerne om greenwashing. Nærmest elitær (se "Lorenz kurven" til højre).
- Nogle tweets kan få meget stor opmærksomhed og nå ud i mainstream-medier.
- Man kan næsten tale om en "Greta Thunberg" og en "Guardian" effekt.
- Kampagner kan dog også have en effekt.
- Et problem...?



<https://nyheder.tv2.dk/udland/2022-11-11-greta-thunberg-dropper-klimatopmoede-og-kalder-det-greenwashing>

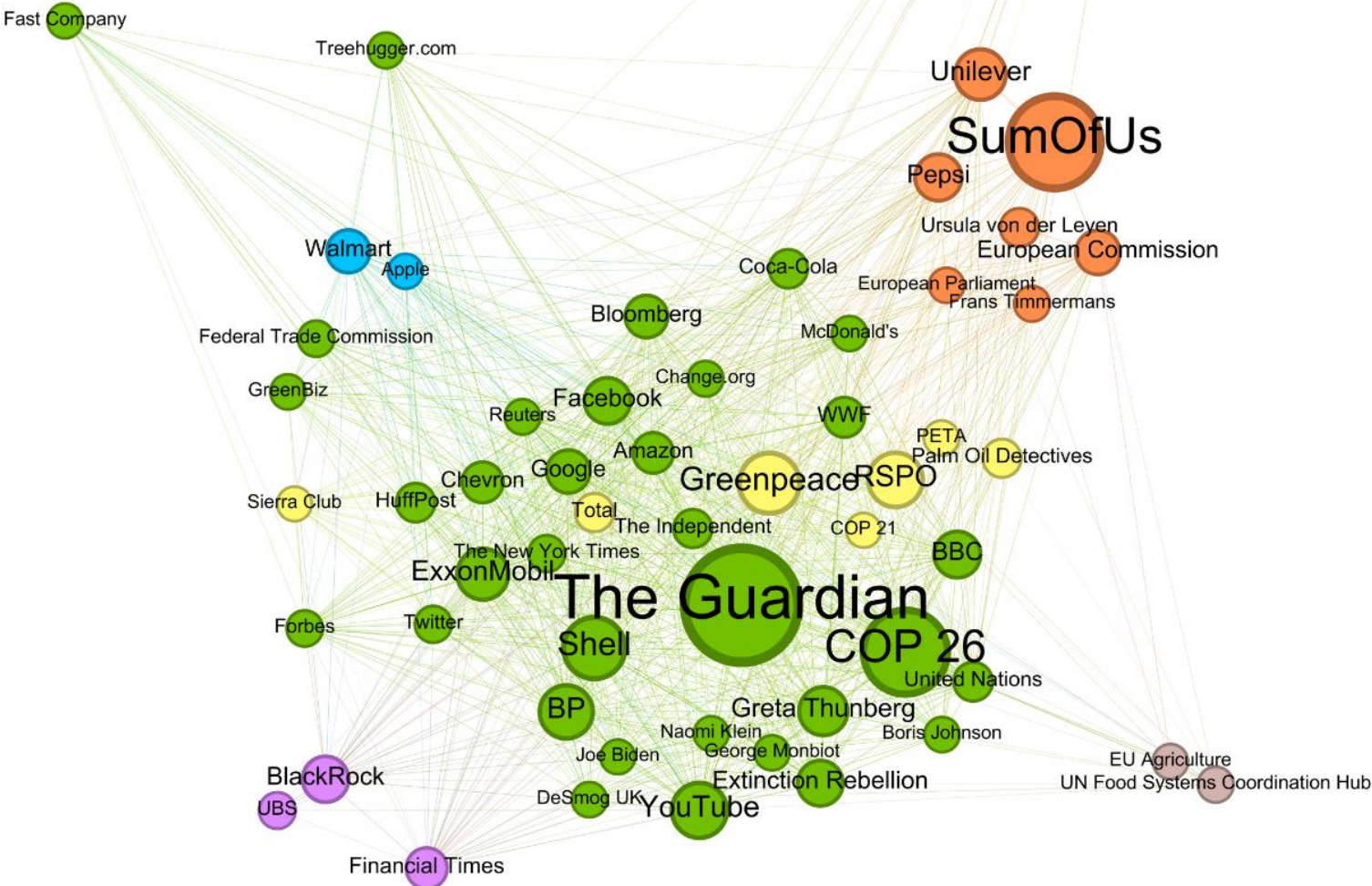
Greta Thunberg dropper klimatopmøde og kalder det greenwashing

11. nov 2022 kl. 15.51

Del artikel



Links mellem stakeholders



Opsummering...

- Selektiv kommunikation, vildledende oplysninger og tomme løfter er almindelige. Meget kommunikation handler om at oversælge.
- Der er en masse gråzoner mellem helt åbenlys og bevidst greenwashing – og noget andet...
- Hvis man vil forstå greenwashing bliver man nødt til både at forstå anklageren og den anklagede.
- Greenwashing diskussioner er domineret af nogle få aktører – både anklagede og anklagere.



Tak for opmærksomheden!

Spørgsmål og kommentarer...?