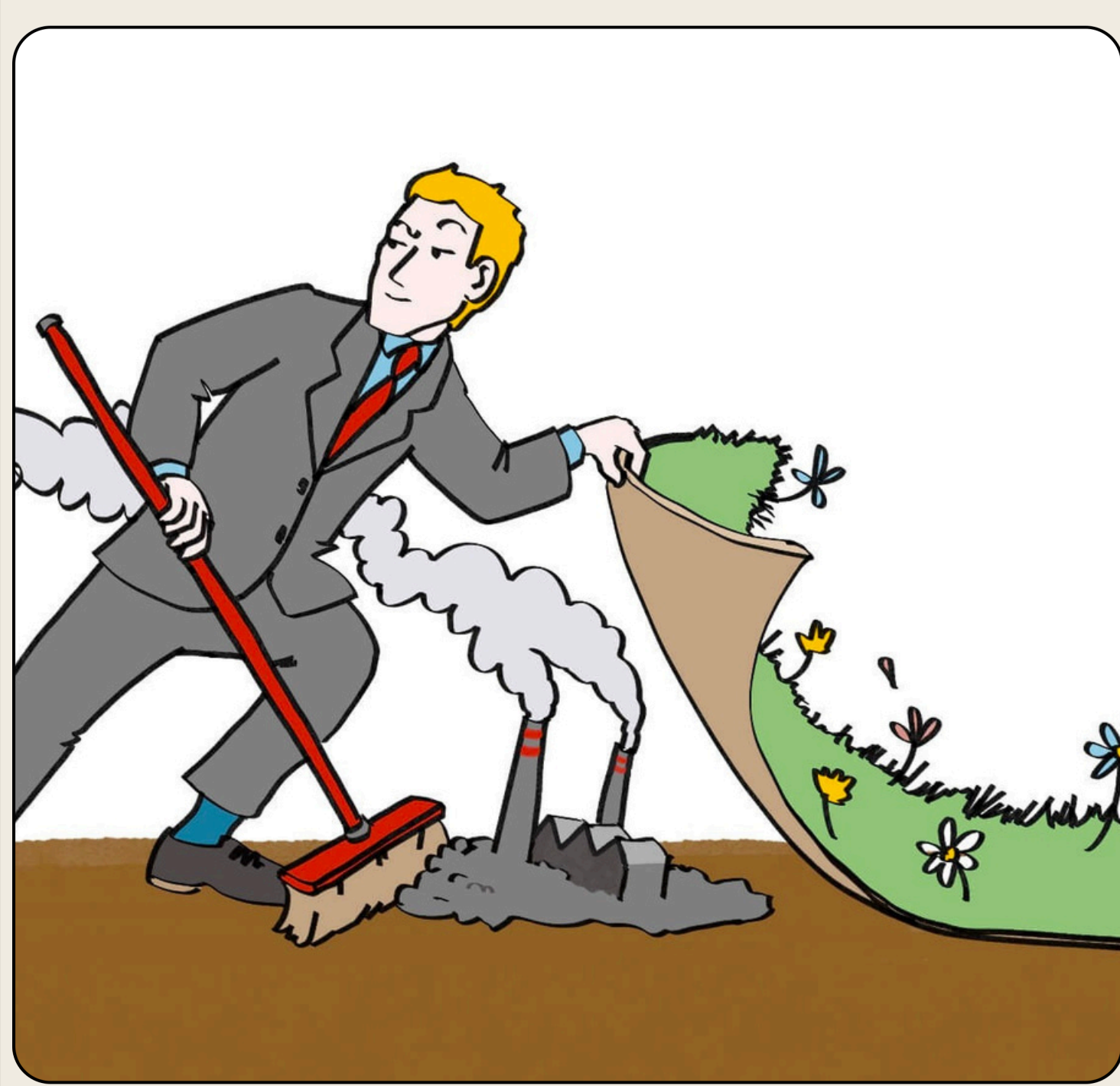


5 Questions – 5 Answers

# What is e-Greenwashing?

...to understand it better



## What is e-Greenwashing?

### Manipulation

**e-Greenwashing** is when a company— especially in the online space—promotes its products or services as “green” or “sustainable” without having real practices to support those claims.

It's a form of deception meant to take advantage of consumers' growing environmental awareness.



## Why does e-Greenwashing happen?

### Purpose?

Many companies use greenwashing to improve their image without actually making meaningful changes.

They know consumers want to make eco- conscious choices, so they use “green” messaging to boost sales, even if their business practices remain harmful to the environment.

## How can you recognize e-Greenwashing?

Here are some warning signs:

- Use of vague words like “natural,” “eco-friendly,” or “green” without clear definitions
- Lack of transparency about ingredients, production, or environmental impact
- Green visuals (leaves, earth tones, eco- symbols) with no factual backing
- Promoting small “green” actions to distract from larger unsustainable practices

## Why is e-greenwashing harmful?

Because it misleads consumers. It makes people feel like they're making responsible choices, when they're actually supporting unsustainable practices.

It also creates confusion and erodes trust in brands that are genuinely working toward sustainability.

## How can we avoid falling for e- Greenwashing as consumers?



- **Do your research:** Don't stop at the pretty words — look deeper. **Look for proof:** Certifications like Fair Trade, B Corp, Ecocert, etc., are more reliable than marketing slogans.

Choose transparent brands: Those that clearly explain ingredients, production processes, and environmental impact.

Question and doubt: If something sounds too “green” to be true — it probably is.



Do your research

Look for proof

Question and doubt



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