

# GREENWASHING

Greenwashing in the EU happens when companies lie or exaggerate about how eco-friendly their products or services are, just to make themselves look better for the environment. They do this to take advantage of people who want to buy sustainable products, but in reality, they might not be as green as they claim.



## Some key facts about Greenwashing:

Greenwashing is like brainwashing, but for the environment. It's when companies trick people into thinking their products or services are eco-friendly when they're not. Shockingly, a study by the European Commission found that **42% of environmental claims might be false or misleading.**

Companies use sneaky tricks like vague terms—**"eco-friendly," "green," or "sustainable"**—without proving it. They might say their products are "carbon neutral" but have no real plan to back it up. Some even claim items are repairable or recyclable when they aren't.

In 2024, EU introduced the **Greenwashing Directive** and other laws to stop misleading claims. These rules aim to make companies prove their environmental promises and protect consumers from being duped.

**75% of consumers** in Europe are willing to pay more for sustainable products, making them vulnerable to greenwashing tactics.

Source: [europarl.europa.eu](https://europarl.europa.eu), [air-label.com](https://air-label.com)



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