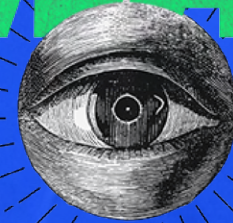


# **GREENWASH WATCH**



## **TOOLKIT**

**The Greenwash Swatch was used at Cannes Lions Festival for Creativity to identify and call out different ‘shades’ of greenwashing, and it is licensed under the Creative Commons license [here](#).**





**GREENWASH WATCH**



**CREATIVES FOR CLIMATE**

**OVERCROWDING**  
 moving on safety in numbers and the fact that the crowd will

**BLINDING**  
 highlighting something green - to draw attention away from

**DEFLECTING**  
 implying that the consumer is at fault and shifting the blame on to them

**REHASHING**  
 under-reporting or hiding sustainability credentials to evade scrutiny from investors

**REINVENTING**  
 regularly changing environmental, social and governance (ESG) targets before they are met

**REWRITING**  
 regularly changing environmental, social and governance (ESG) targets before they are met

Share on socials  
 #greenwashwatch #creativesforclimate

movement of creatives  
 using their skills to drive change  
[www.creativesforclimate.community](http://www.creativesforclimate.community)

Based on definitions developed  
 by Planet Tracker in their  
 Greenwashing Hydra report.

**CREATIVES FOR CLIMATE**

**GREENWASH WATCH**






# GREENWASH WATCH

01  
GREENWASHING

## #GREENCROWDING

Relying on safety in numbers and the fact that the crowd will move at the speed of the slowest

02  
GREENWASHING

## #GREENLIGHTING

Spotlighting something green - to draw attention away from unsustainable practices, operations or products

03  
GREENWASHING

## #GREENLABELING

Marketing something as sustainable, but closer examination reveals the claim is misleading

04  
GREENWASHING

## #GREENSHIFTING

Implying that the consumer is at fault and shifting the blame on to them

05  
GREENWASHING

## #GREENHUSHING

Under-reporting or hiding sustainability credentials to evade scrutiny from investors

06  
GREENWASHING

## #GREENRINSING

Regularly changing environmental, social and governance (ESG) targets before they are met



Use these six shades of greenwashing to:

- 1) Identify greenwashing
  - 2) Snap a pic
  - 3) Share on socials
- #greenwashwatch #creativesforclimate

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# GREENWASH WATCH

Two globes, each with a human eye superimposed on it, are positioned below the word "WATCH". The globes are rendered in a grayscale, textured style, and the eyes are detailed with eyelashes and pupils. Short, radiating lines around the globes suggest a bright or intense light source.

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