

Say goodbye to greenwashing

Tell your sustainability story, transparently.

Julie Cheetham and Juliet Kinsman



Webinar Notes

We're waking up to greenwash

In short: it's about marketing your goods or services as more eco-friendly than they actually are.

Facts, data- and science-led storytelling are the ultimate antidote!

👉 Check out [Climate Science Breakthrough's](#) new campaign for inspiration.

Watch and learn: Industry heroes and zeros

We're starting to see the first greenwashing fines. Companies could face fines of up to 10% of their global turnover and individuals could be hit with penalties of up to £300,000 (\$358,000) for making misleading green claims.

👉 Have a look at [BP](#) and [Spotify](#) and their dodgy carbon credits; more recently, [H&M](#) and [Levi's](#) were hit by strikes in Bangladesh for paying below living wage. [Intrepid](#) had their knuckles rapped by ASA for greenwash after using the "people & planet friendly" phrase in an unsubstantiated way. Learn from their mistakes, and avoid unintentional greenwash.

Who's really doing good things?

👉 After 25+ years, [Cayuga Collection](#) is still a hero. [Iberostar](#) launched green hydrogen as an energy source on site. [Radisson Hotel Group](#) works to reduce, reuse, replace and recycle and share best practices in this area.

The rise in virtue signalling

👉 Watch [Futerra's Solitaire Townsend TED talk](#).

Are ad agencies, PR firms and lobbyists destroying the climate? An unnoticed industry worth two trillion dollars a year is influencing almost every carbon emission... dig in with Solitaire to find out more.



How to avoid greenwash

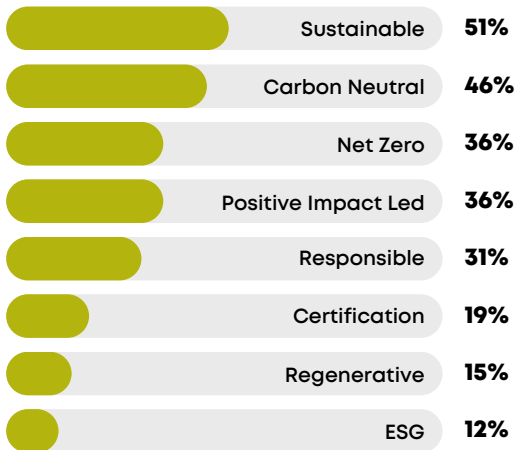
What are the best terms and labels and how do we get ahead of the clichés?



What did the audience say?

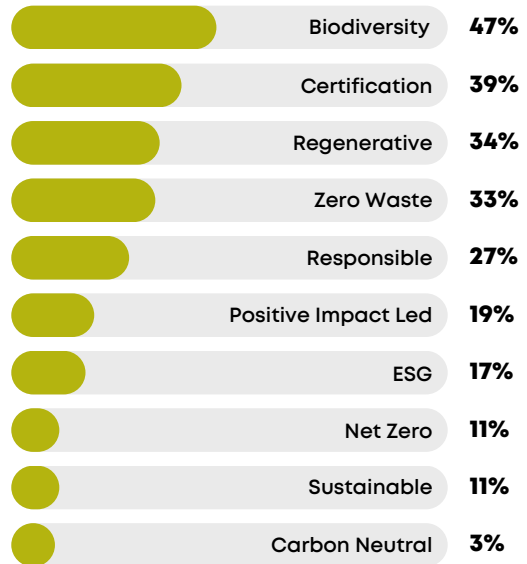
Poll 1

Which terms do you think signal greenwashing?



Poll 2

What terms do you find most important and helpful?



Let's talk about the weasel words. A weasel word, or anonymous authority, is a word and phrase aimed at creating an impression that something specific and meaningful has been said when in fact only a vague, ambiguous, or irrelevant claim has been communicated.

Want to spot smokescreen CSR from serious sustainability?



Check out [this article](#) in the Standard.

Back up those claims!

Why do we need sustainability science and data?
We can't improve things that we don't understand.
Without measuring, how will we understand our baseline and relative performance, and know where we are falling short or being exceptional?

Measuring makes your sustainability efforts credible.



The latest legislation

The only way to stay on the right side of the compliance deluge (which is good!) is to be transparent. Start monitoring and measuring now! Even if it's on an excel spreadsheet, just start so that you're on the right track.

Have a look at these EU laws:



[EU criminalises environmental damage 'comparable to ecocide'](#)



[EU to ban greenwashing and improve consumer information on product durability](#)

NB Weeva DE-WEASALS!

Listen up – Who are the voices we can trust?



What did the audience say?

Poll 3

What sources do you most trust for sustainability news?



Independent sustainable travel authorities

👉 Our [Funny Old World podcast](#) is still evergreen!



George Monbiot - [monbiot.com](#)

👉 A radical environmentalist - read his books and Guardian column! Or follow him on [TikTok](#) if that's your preferred medium.

Clover Hogan - [cloverhogan.com](#)

👉 Founder of [Force for Nature](#) - Transforming mindsets for climate action.

Shivya Nath - [LinkedIn](#)

👉 Co-author of [Mandarin Oriental's Impact Report](#) with Juliet Kinsman.



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Weeva Ambassadors

Vicky Smith - [profile](#)

👉 Founder of positive impact sustainable tourism business [Earth Changers](#).

Amanda Ho - [profile](#)

👉 Co-founder and CEO of [Regenerative Travel](#) - Amanda has spearheaded a global movement towards regenerative tourism.

Additional recommend resources

👉 [The Conscious Travel Foundation](#) - Join a global community of travel businesses on a positive impact journey.

👉 Joanna Haugen's [newsletters](#) are great.

👉 [DeSmog](#) calls out mainstream editorials - they reviewed over 2,000 opinion pieces in the Telegraph editorials and found 85% of opinion articles on environmental topics were anti-green!

👉 [Covering Climate Now](#) aims to help all news media colleagues cover the defining story of our time with the rigor and urgency it deserves.

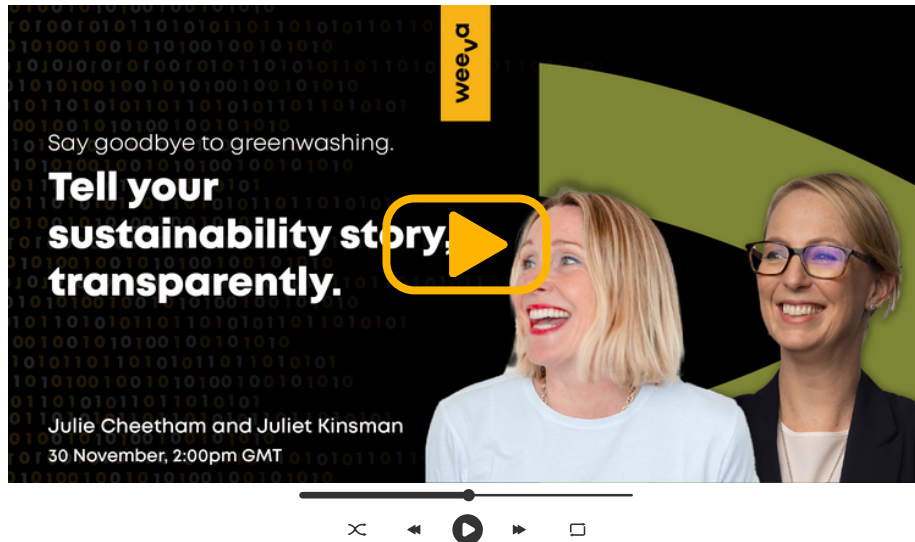
👉 A whitepaper by Neil D'Souza and Laura Nodoph: [The cost of greenwashing](#).

Key Greenwashing DOs and DON'Ts

- ✓ **DO aim to be as transparent and honest as possible.**
- ✗ **DON'T speak in complicated technical jargon – talk in 'human' terms.**
- ✓ **DO use data and science to back your claims.**
- ✗ **DON'T use 'weasel words' – terms that sound clever, but in fact are vague and ambiguous.**
- ✓ **DO explain the why and how of sustainability or give an initiative context as a climate solution.**

Watch the recording online

 weeva.earth



About our hosts



Julie Cheetham - [LinkedIn](#)
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Sustainability Journalist | Speaker | Consultant | Founder
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Now say goodbye to greenwashing for good!