

Greenwashing

Going green isn't as easy as simply buying products that claim to be eco-friendly. Hi, I'm Rebecca Brighton and welcome to watchmojo.com. And today we're speaking with environmental writer Adrian Vasil to learn more about the concept of greenwashing.

Greenwashing is when a company claims to be green but isn't or is exaggerating the amount ... is exaggerating just how environmentally friendly they are. And I'm telling you the problem is so it's spread like it's a pandemic. The amount of products that are making green claims are actually up actually 176% for the last 2 years

And when a study was done on big box stores across the continent they found that other products making green claims 98 percent we're guilty of exaggerating the greenness in some way or another. And it seems of them are just making things up like they say they're CFC free which is better for the ozone layer but guess what CFCs have been banned for 20 years so everybody seems to free. It's really not a big take advantage and they could still be made with another ozone-depleting chemical that is so there's a lot of budging going on I mean I've seen some products that say they're great for the environment because they are tree free but meanwhile they're made with 100% non recycled plastic

Journalist : could you give us a couple of tips on what to look for ?

Tip #1 to avoid never judge a book by it's cover so just because it has the word nature recycled eco-friendly whatever friend doesn't mean it actually is.

Number 2 is to actually look for specifics. If it says contains recycled content mmmh that's really vague, it doesn't really mean anything so see what exactly you know what level of recycled content it has. If it says 80% alright that's good, 5% or doesn't tell you a percentage, then move on to the next product.

And three look for ingredient lists, so the companies that are at least willing to tell you what exactly they're made of are a bit more transparent and at least being honest with you so you can technically look up that ingredient if you wanted to be serious about the research. So if for cleaning products they don't list the ingredients, immediately move on to the next product because they're hiding something from you.

Finally, you know, look for third-party certification. Don't believe the product it they say they're biodegradable unless it says it's bio degradable according to these International standards. So look for these trusted seals like, green sales a good one, eco logos. But again some seals look official for the company could have just made it up in the company meeting. You know you make sure that it actually gives you more information if the seal is just a circle that says eco-safe and it doesn't tell you anything else then it's probably not a real seal, it's probably pretty bogus

Thank you very much / thank you for having me