

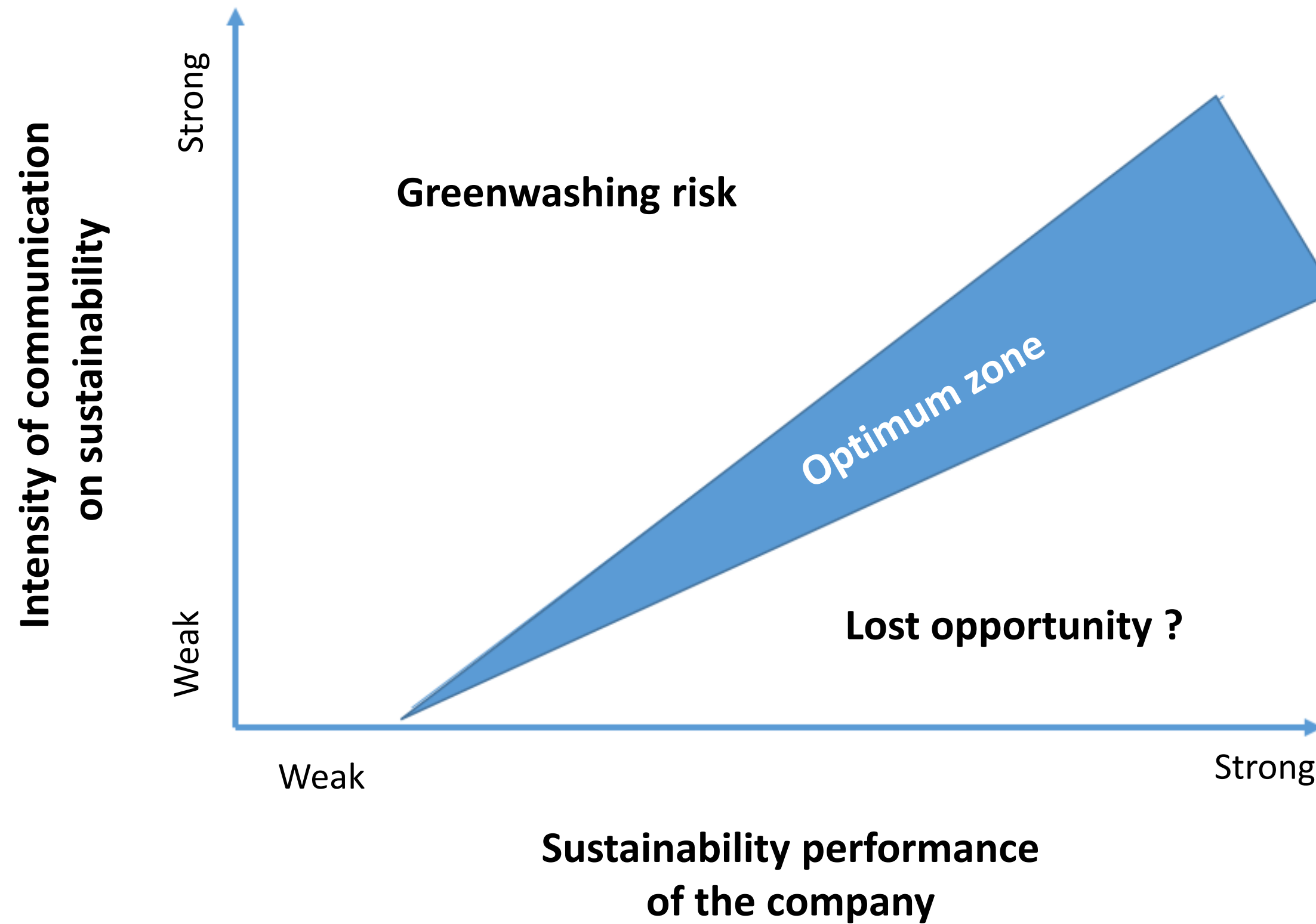
Greenwashing ?

Greenwashing is designed “to make people believe that your company is doing more to protect the environment than it really is.”

- Cambridge Dictionary



Conceptual framework



Why is that a problem?

- Ethics
 - May slow ecological transition down
- Destroys credibility of all sustainability claims



How do experts perceive sustainability communication?

‘... a considerable share of environmental claims (53.3%) provide vague, misleading or unfounded information about products’ environmental characteristics across the EU and across a wide range of product categories ...’



How do consumers perceive sustainability communication?

Here's what we have learned from testing 100 Belgian commercials:

- 81% of sustainability ads lack credibility
- only 13% of sustainability ads create brand preference
- 63% of sustainability claims are not understood by consumers
- 83% of sustainability claims are considered greenwashing

Reality is bad but perception is worse than reality !



How do consumers perceive sustainability communication?

The Sustainable Credibility Deficit

Only **6,4%**
of consumers believe companies
are telling the truth when they talk
about their climate actions

Only **7,7%**
of consumers believe companies
are telling the truth when it comes
to their social actions

WHY IS THIS?

Greenwashing

59% of corporate communication
on sustainability is considered
greenwashing

The storytelling

of sustainable products does not
follow the same rules as storytelling
of conventional products

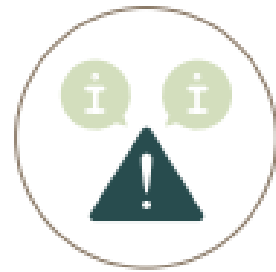


Regulatory Framework



Translation in guidelines (Belgium)

The 6 principles to avoid greenwashing in commercial claims



1. Honesty

Claims must not be likely to mislead, and the basis for them must be clear.



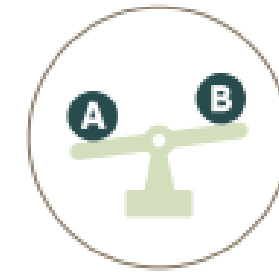
4. Full lifecycle

Marketers must base general environmental claims on the full lifecycle of their product or business.



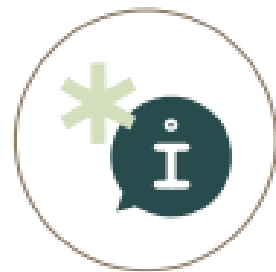
2. Evidence

Marketers must hold robust evidence for all claims likely to be regarded as objective and capable of substantiation.



5. Comparisons

Products compared in marketing communications must meet the same needs or be intended for the same purpose.



3. Information

Marketing communications should must not omit material information. In some cases, it is possible to use alternative means to make the information readily accessible.



6. Compliance

Marketers must include all information relating to the environmental impact of advertised products that is required by law or self-regulation codes applied by the JEP.

This checklist is based on Chapter D of the ICC Code (https://www.jep.be/sites/default/files/rule_recommendation/2018_icc_publicite_et_marketing_code_de_communications.pdf) and on the « ICC Framework for responsible environmental marketing communications ».





& communicatie centrum
centre de la communication



CODES / RÈGLES

Le Jury d’Ethique Publicitaire (JEP) base ses décisions d’une part sur les dispositions légales (loi sur les pratiques de commerce, législation par catégorie de produits et services,...) et d’autre part sur les dispositions autodisciplinaires (codes, règles, recommandations).

En plus des codes élaborés à l’initiative des secteurs professionnels respectifs, le Jury est lui-même à l’origine de plusieurs règles en matière de publicité.

CODES GÉNÉRAUX

[Code de la Chambre de Commerce Internationale](#)

[Table de concordance Code ICC 2018-2011](#)

CODES SECTORIELS

[Convention en matière de publicité et de commercialisation des](#)

CODES INTERSECTORIELS

[Code de la publicité écologique](#)

Future legislation

European Green claims Directive (probably as of 2026):

The proposal includes:

- clear criteria on how companies should prove their environmental claims and labels;
- requirements for these claims and labels to be checked by an independent and accredited verifier
- new rules on governance of environmental labelling schemes to ensure they are solid, transparent and reliable.

The proposed Directive furthermore requires companies to provide clear and accurate information about the environmental impact of their products or services. It also prohibits unsubstantiated or vague environmental claims.

A claim is defined as any message or representation, not required by applicable law, that states or implies a positive impact on the environment.

Source: KPMG



LA MER, ENCORE PLUS IRRÉSISTIBLE



CROISIÈRES D'ÉTÉ
-50%
POUR LA
2^{ÈME} PERSONNE**



DÉCOUVRIR LE
MONDE EN GRAND

msccroisieres.be



*Compensation des émissions carbone de la flotte
**Offre soumise à conditions

Example



*Compensation des émissions carbone de la flotte
**Offre soumise à conditions



Example

The Belgian regulator agreed that while MSC was allowed in principle to communicate about his commitment to a compensation scheme, the average consumer was likely to interpret the logo, with its absolute wording, much more generally than the compensation scheme in question would allow for. Belgian regulator JEP also found that the logo itself was likely to be interpreted as coming from an independent third party, rather than being the advertiser's own creation and **upheld the complaint**.

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MSC
CROISIÈRES

DÉCOUVRIR LE
MONDE EN GRAND

msccroisieres.be

100%
CROISIÈRES CARBONE

*Compensation des émissions carbone de la flotte
**Offre valable à conditions



Example



Example



Example



The Jury considered that the visual representing the globe, in the centre of which appears the Amazon, between two protective hands to suggests that the consumption of the promoted coffee would favor the protection of the planet.



Example



Example



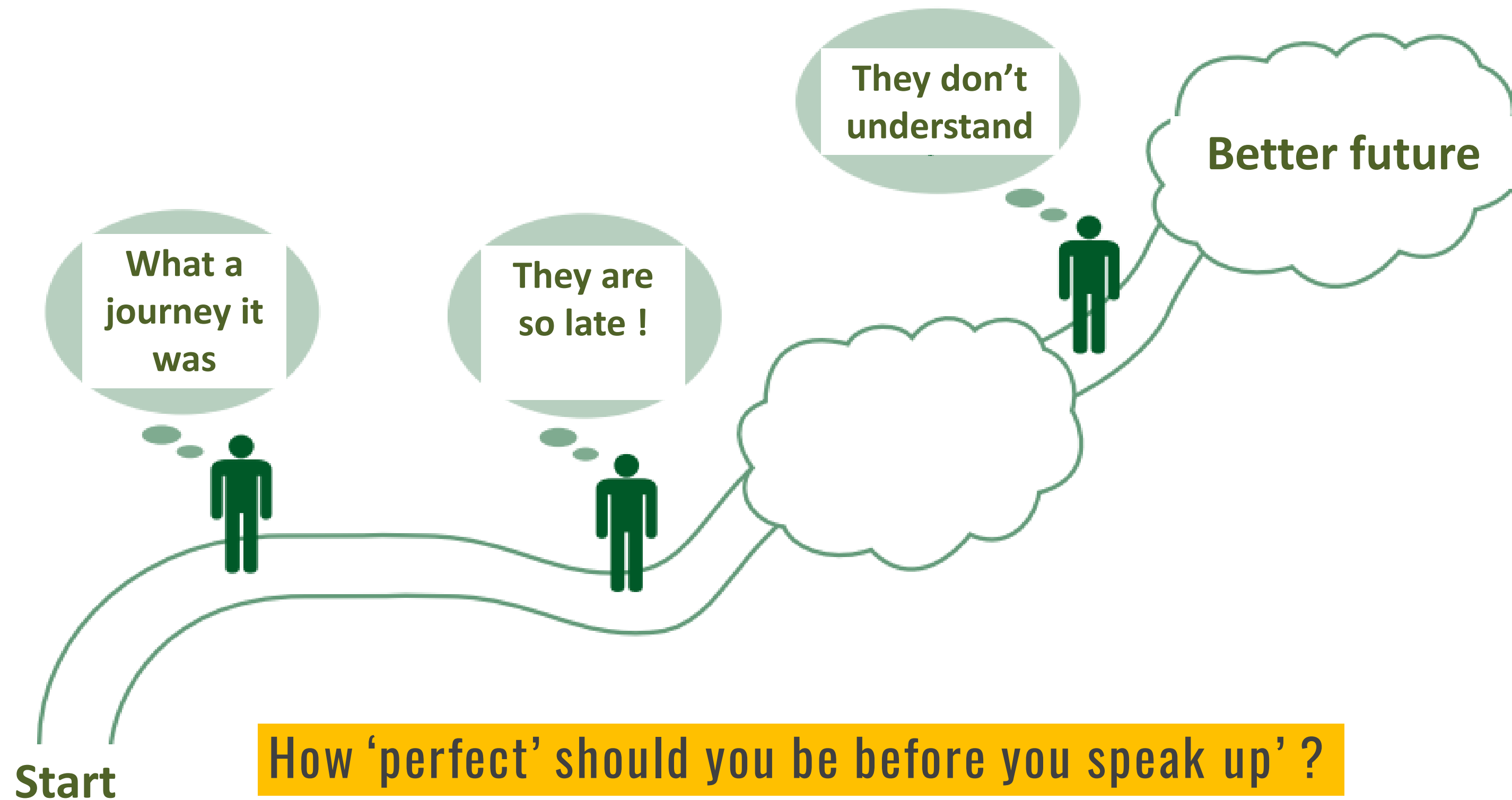
Several types of greenwashing



A cycle of greenwashing ?



Always someone else's greenwasher ?



Why ?





Thank you !