A woman with long dark hair and bangs, wearing a dark grey blazer over a white top, is looking down at a tablet computer she is holding. She has a slight smile. The background is a bright, modern office space with a large window and a vertical green wall on the right.

greenly

White paper

Principles for responsible **corporate** **communication**

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01

Introduction: The Risks & Challenges of Greenwashing



Definition & Impact



Regulatory & Reputational Risks



Why This Guide?

Consumers increasingly expect companies to measure and improve their impact on society and environment: 86% of European consumers want to be better informed about the sustainability of the products they purchase (European Parliament, 2024). Likewise, a Simon-Kucher study shows that 71% of consumers are willing to pay more for brands committed to climate action. In an effort to manage their supply chain impacts, B2C companies typically pass down these expectations to their B2B suppliers. In some sectors, Environmental, Social and Governmental claims have thus become a key sales argument for both B2C and B2B companies. In addition, ESG claims can help facilitate employee retention and hiring, foster co-beneficial business collaborations, limit regulatory pressure by reassuring lawmakers that companies are proactively tackling issues, and lower cost of capital as ESG issues are increasingly perceived as financial liabilities by investors.

86% of European consumers

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80% of global investors

now apply sustainability criteria in their investment decisions

For instance, according to a Deloitte/Tufts survey, 80% of global investors now apply sustainability criteria in their investment decisions. Companies with robust ESG practices are therefore more likely to attract capital, benefit from stronger investor relationships, and achieve higher market valuations. Moreover, employees are increasingly making decisions based on environmental performance. A Deloitte survey found that 30% of employees would consider switching jobs to work for a company with stronger sustainability practices. Overall, ESG claims to promote public trust that corporations will act responsibly and not only prioritise profit.

This trust is effectively broken when a company engages in Greenwashing. Greenwashing is the practice where a company or organization exaggerates or misrepresents its environmental initiatives to appear more sustainable or eco-friendly than it really is. This often involves using vague language, misleading visuals, or selective disclosure of information to create a positive environmental image, even if the underlying practices do not substantiate those claims.

Engaging in Greenwashing can create defiance and effectively negate any of the benefits of ESG claims presented above, or even reverse them. While this already constitutes a significant financial liability, regulation can also jump in and further punish companies. Legal action aims to limit the reach of the greenwashing marketing assets and to compensate from the revenue acquired through malpractice. For instance, Wisdomtree was fined 4 million dollars by the SEC for falsely advertising the investment strategy of three funds to have considered ESG factors (Mirza, 2024).

Expert Yves Cappelaire, invited to our webinar “How can you communicate your CSR strategy responsibly?”, explains this difference using the terms “soft law” and “hard law”.

Hard law

Hard law encompasses the legal and regulatory obligations that govern CSR communication, including anti-greenwashing rules and compliance requirements.

Soft law

Soft law refers to the expectations and pressures of stakeholders, customers, the media, NGOs, investors, and social networks, which, while not legally binding, can have a faster and stronger impact on reputation and therefore on business. Understanding this duality means recognizing that communication can be technically compliant while still being discredited if it is not perceived as sincere, substantiated, and consistent with the company's actual actions.

While notorious greenwashing cases typically concern companies that deliberately engaged in the practice, Greenwashing can also result from corporate clumsiness. Indeed, well-intentioned but misguided, naive, or ignorantly deceptive companies are also attacked by activists under anti-Greenwashing laws.

This is best illustrated by the recent attacks on the French SNCF sustainability claims (Woessner, 2022).



What's Greenhushing and why is it damaging

Greenhushing refers to the practice of deliberately downplaying or underreporting a company's environmental initiatives. Companies may choose to remain quiet about their sustainability efforts to avoid potential scrutiny, reduce the risk of being accused of greenwashing, or prevent setting public expectations that they might not always meet. For example, a large manufacturing firm might invest significantly in energy-efficient technologies and waste reduction programs but opts not to highlight these achievements in its marketing materials or annual reports, thereby minimizing public attention to its environmental performance. Specific instances of greenhushing are challenging to identify due to their concealed nature, and should not be confused with corporations reducing their sustainability claims after greenwashing accusations.

E&Y nevertheless estimates a fifth of companies declined to publicly release their sustainability goals in 2023, a three fold increase compared to the previous year (Lefebvre, 2023).

This trend could have serious consequences. When corporations hold back on communicating their sustainability commitments, they miss out on key business benefits like product differentiation, enhanced customer trust, smoother hiring processes, better fundraising opportunities, and improved regulatory foresight. More critically, if greenhushing becomes widespread, it could slow global progress toward sustainability goals. Early movers play a vital role in paving the way, and their public commitments drive broader corporate action. Reduced communication may also diminish public interest and scrutiny on ESG issues, and without mandatory reporting, fewer voluntary disclosures mean less accountability.

In short, greenhushing benefits neither corporations nor society: responsible corporate communication is essential.

02

The Legal Landscape: Greenwashing Regulations & Compliance



EU & Global
Regulations



Consequences of Non-Compliance: Case studies
of companies facing penalties or backlash.

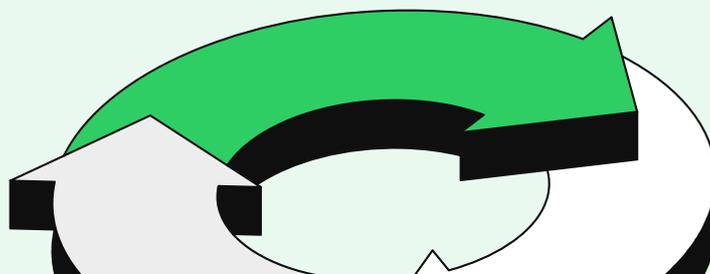
EU & Global Regulations

Europe

As green corporate claims become more and more frequent, regulation has been rapidly extended to define and establish penalties for greenwashing.

In the European Union (EU), the proposed Green Claims Directive aims to standardize environmental claims. Its goal is to combat greenwashing by requiring that any claim be scientifically substantiated, verified by an independent third party, and presented in a clear, transparent way to consumers. The directive also seeks to limit the proliferation of unreliable private eco-labels by introducing strict transparency and verification rules. The directive imposes penalties for non-compliance, including fines, confiscation of revenues, and temporary exclusion from public procurement ([Green Claims Directive, 2024](#)). However, recent talks in the European Commission threaten the adoption of the directive ([Petrequin, 2025](#)).

The European CSRD and ESRS, whose scope have recently been rediscussed by the European Commission through Omnibus I (European Commission, 2025), define a staple of corporate responsibility. The Corporate Sustainability Reporting Directive (CSRD), adopted in 2022, significantly expands non-financial reporting requirements for companies operating in the EU. It obliges thousands of firms, including many listed SMEs, to publish detailed information on their environmental, social, and governance (ESG) impacts. To harmonize and ensure comparability, the European Commission introduced the European Sustainability Reporting Standards (ESRS), mandatory from the 2024 financial year for large companies. The ESRS propose a set of indicators for each ESG topic that define how to adequately measure and track corporate performance, effectively suggesting companies should focus their communication on them. These standards are built on the principle of double materiality, requiring disclosure of both the company's impacts on society and the environment, as well as the financial risks posed by sustainability issues. Double materiality defines a method to establish what ESG topics are relevant to corporations, effectively paving the way to determine which topics a company should address when making green claims ([CSRD Directive, 2022](#)). However, in May 2025, the implementation of the CSRD was postponed.



SFDR (Sustainable Finance Disclosure Regulation):

European framework regulating so-called sustainable financial products, imposing transparency requirements on ESG criteria and products labeled as sustainable (File, 2023).

European Taxonomy:

It provides a clear classification of economic activities considered sustainable, to help investors avoid misleading environmental claims (File, 2023).

ESMA Labels for sustainable funds:

New rules governing the use of ESG-related terms in investment fund names have been published on May 14, 2024. Indeed, all ESG funds must have a minimum proportion of 80% of investments that meet their sustainability characteristics or a sustainability objective (ESMA, 2024).

UK

In the United Kingdom (UK), while there is no specific anti-greenwashing legislation, existing laws such as the Consumer Protection from Unfair Trading Regulations 2008 prohibit misleading environmental claims. The Competition and Markets Authority (CMA) enforces these regulations and has published a Green Claims Code to guide businesses, a practical guide to ensure that companies' environmental claims comply with consumer protection law. Additionally, the Financial Conduct Authority (FCA) introduced anti-greenwashing rules in May 2024, requiring sustainability claims by regulated firms to be fair, clear, and not misleading.

USA

In the United States, the Securities and Exchange Commission (SEC) has been actively cracking down on greenwashing in the financial sector. The SEC's Division of Enforcement has targeted firms making exaggerated or false sustainability claims, imposing significant fines (Rambo, 2024). This might however come undone given the recent push towards deregulation in the US.

Additionally, the Federal Trade Commission (FTC) has published the Green Guides since 1992 to provide guidance on environmental marketing claims. These guidelines explain how companies can avoid deceptive claims when using terms such as "recyclable," "compostable," "biodegradable," or "non-toxic." The most recent version dates from 2012, but the FTC launched a review process in 2022 to modernize the guides in light of new technologies and practices.

Other regulations

Furthermore, the Australian Securities and Investments Commission (ASIC) has intensified its efforts against greenwashing, initiating federal court cases and issuing infringement notices totaling over \$123,000 in the 15 months leading up to June 2024 (ASIC Newsroom, 2024). The Competition Bureau, in collaboration with the Canadian Standards Association, discourages companies from making vague environmental claims (Government of Canada, 2025). In June 2024, Germany's Federal Constitutional Court ruled that companies using terms like "climate neutral" in advertising must clearly define them (Bardehle Pagenberg, 2024). The Norwegian Consumer Ombudsman enforces strict guidelines against greenwashing, particularly targeting automakers that describe their vehicles as "green," "clean," or "environmentally friendly." (KPMG Law, 2024).



Overly broad claims

Claims like "eco-friendly" must be clearly qualified to specify the particular environmental benefits.

Misleading certifications

Self-created eco-labels or certifications that are not from recognized third-party bodies are illegal.

Omissions

Companies cannot omit critical information that would lead consumers to overestimate the environmental benefits of a product.

Unqualified recyclable claims

If a product cannot be recycled in most communities, claiming it is "recyclable" without qualification is prohibited.



General and vague claims

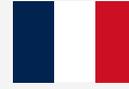
Words like "green", "sustainable", or "environmentally friendly" cannot be used unless supported by scientific evidence.

Misleading comparisons

It is illegal to make environmental comparisons with competitors if the metrics are not clear or verifiable.

Self-declared eco-labels

Any label or claim without official certification will be banned. Third-party verification is required for any environmental benefit claim.



Unsubstantiated claims

Companies cannot make vague or unverified claims like "eco-friendly" or "green" without solid scientific proof.

Misleading visuals or labels

Using self-declared labels or symbols implying ecological benefit without third-party certification is prohibited.

Omission of information

It is forbidden to leave out relevant details that could mislead consumers about the actual environmental impact of a product.

Fossil fuel ads

Certain advertisements promoting fossil fuels are outright banned.

All in all, regulation in Western countries thus aims to crack down on misleading sustainability claims by setting requirements for clarity, relevance and substantiation of green claims. Although requirements vary by regulation,

there is an emerging global consensus that green claims must be clear, evidence-based, transparent, comprehensive, and free from implausible assumptions.

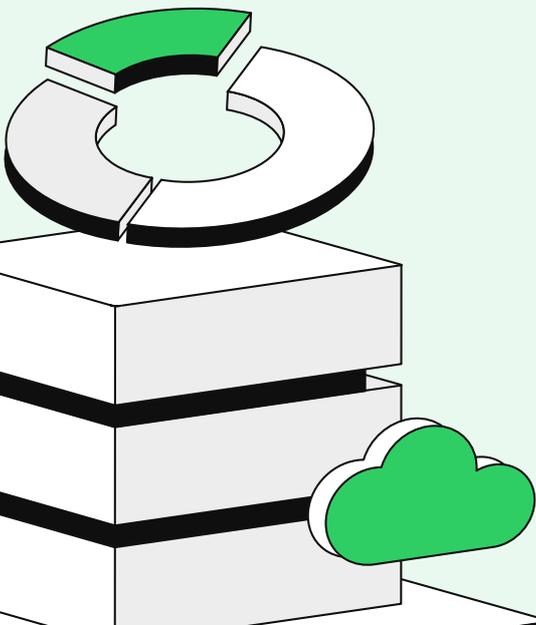
Consequences of Non-Compliance

In September 2023, the SEC fined Deutsche Bank's asset management arm DWS \$25 million for misleading ESG disclosures, including \$19 million specifically for greenwashing (SEC, 2023). Likewise, in September 2024, Australia's Federal Court ordered Vanguard to pay a record AUD 12.9 million for misleading ESG exclusion claims (ASIC, 2024). The last section of this article dives deeper into two cases of greenwashing penalties.

Limitations to Carbon neutrality claims

In this context, several jurisdictions have enacted regulations to ensure that companies using "carbon neutral" labels do not mislead consumers. Indeed, "carbon neutral" statements have been widely regarded as misleading due to the extensive use of low-quality carbon offsets and sometimes restrictive carbon accounting perimeters.

For example, in the United States, the Federal Trade Commission's revised Green Guides (2012) require companies to substantiate any carbon neutrality claims with clear, documented proof, helping to prevent deceptive marketing practices. In the European Union and Australia, regulators mandate that firms undergo rigorous third-party verification and provide comprehensive disclosures when labeling their products or operations as carbon neutral. Similarly, in France, the DGCCRF (Direction générale de la concurrence, de la consommation et de la répression des fraudes) alongside the Ministry of Ecological Transition has established guidelines that compel companies to demonstrate the authenticity of their carbon neutral claims, ensuring that such labels are both meaningful and transparent.]



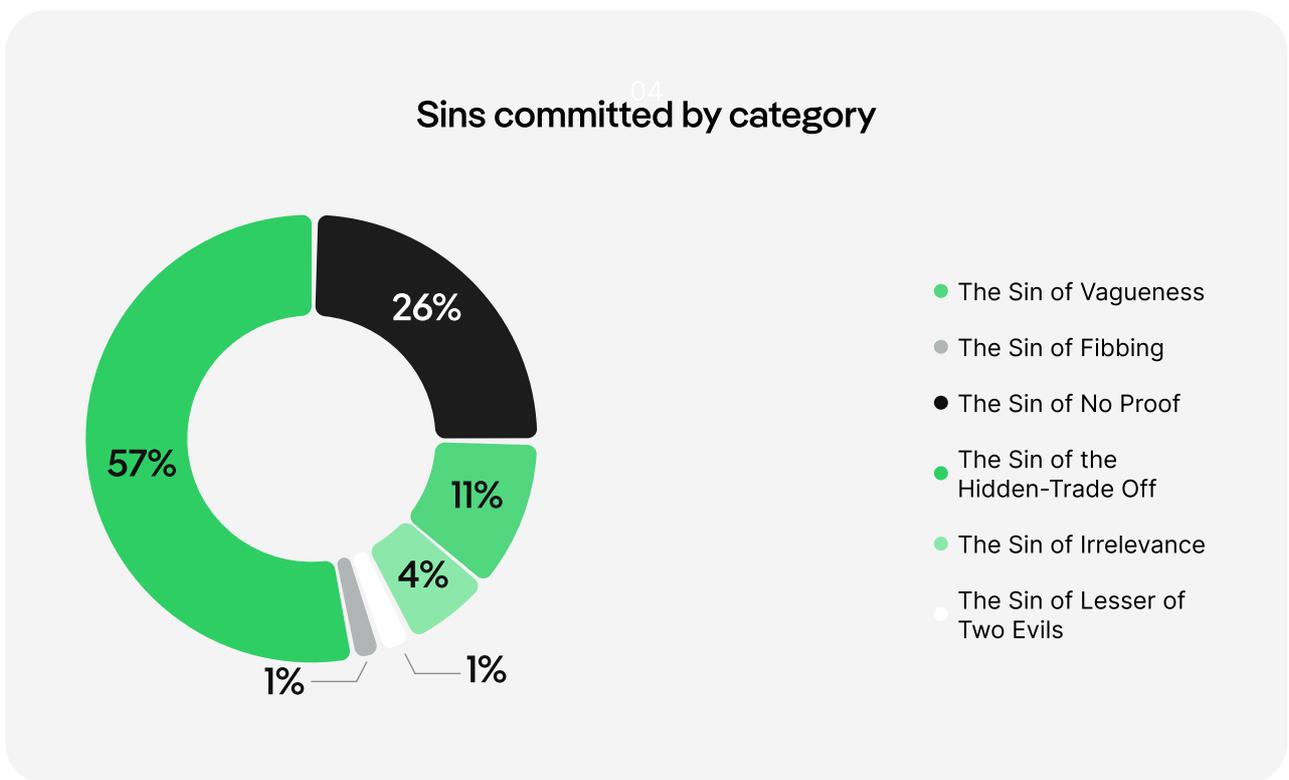
03

Identifying & Avoiding Greenwashing in Sustainability Communication

This regulation boom has been preceded and extended, as often, by the work of NGOs, auditors and thinktanks trying to define and measure the frequency of greenwashing.

In particular, the independent customer protection company Underwriters Laboratories (UL) suggested greenwashing could be identified using the “7 sins of greenwashing”. Greenwashing, as defined by Underwriters Laboratories, occurs when companies mislead consumers about the environmental benefits of a product or service. This can take many forms, including vagueness, using unclear terms like "eco-friendly" without context, and hidden trade-offs, where claims focus on one green aspect while ignoring other significant environmental harms. Another form is making claims with no proof, lacking third-party verification or certification. Irrelevance misleads consumers by promoting claims that are technically true but meaningless in context. The lesser of two evils occurs when a product is marketed as a greener choice while still being fundamentally unsustainable. Fibbing involves outright false claims about environmental benefits, while worshipping false labels misleads consumers with fake or unverified certifications. Recognizing these seven "sins" of greenwashing helps consumers and businesses distinguish genuine sustainability from deceptive marketing.

In 2007, they conducted a study on common household consumption items and concluded almost all green claims actually suffered at least a pitfall. The most common one was the sin of the hidden-trade off, followed by the sin of no proof and the sin of vagueness ([TerraChoice Environmental Marketing Inc., 2007](#)).



The definition of greenwashing and approach to assess it is, however, not consensual. In particular, there have been rising voices criticising the opacity and financial interest UL has in the development of the green communication consulting market ([Makower, 2010](#)).

All in all, while the term “greenwashing” is used broadly in both popular and scholarly contexts, there remains no single agreed-upon definition, reflecting its multifaceted nature ([Lyon and Montgomery, 2015](#)).

Ambitious definitions like the one proposed by UL nevertheless can serve as a practical checklist to identify potential weak points:

01 Vagueness:

Can you clearly define all the terms used in your communication? Are there any words that are generic and that might be overinterpreted? Is your communication style factual and concise?

02 Hidden Trade-offs:

Does your communication clearly list all the social and economical impacts of the decision you advertise? If not, are the omitted impacts substantial?

03 No Proof:

Is your claim supported by third-party verification and certifications? Else, do you provide sufficient transparent evidence to support it? Are all statements either a logical conclusion or properly sourced? Are all hypotheses clearly presented as such and substantiated? Are your sources credible, were they challenged previously?

04 Irrelevance:

Does your claim cover a key, material impact of your company as a whole?

05 Lesser of Two Evils:

If you are comparing two options, how credible is the alternative you are claiming to be better than? Does it represent the market average?

06 Fibbing:

Are you sure everything you claim is technically correct and true? Could conclusions change if your input hypotheses vary?

07 Worshiping False Labels:

Are you using any custom labels or label-like logos that might entice consumers into thinking your product is third party labelled?

Other initiatives help companies prevent greenwashing. For instance, ADEME identified the four main signs of greenwashing that businesses need to be aware of in order to avoid them:



Promoting behaviors that are contrary to the transition: advertising must not promote practices that are contrary to sustainable development objectives or denigrate positive behaviors.



The absence of evidence to justify the claim or the lack of clarity of the environmental claim, which prevents us from fully understanding the benefits of the product or approach.



A misleading promise that is disproportionate in its use of language: the advertising message must accurately and proportionally express the advertiser's actions or the properties of its products.



Misleading visual or audio elements: the use of natural elements or elements evoking nature must not mislead consumers about the environmental properties of the product or the advertiser's actions.

Above all, ADEME insists on the importance of raising awareness and training teams about the risks of greenwashing and responsible communication. According to the agency, most breaches are linked to a lack of knowledge of ethical rules ([ADEME, 2025](#)).

Likewise, the World Economic Forum highlights five ways for companies to tackle and avoid greenwashing, according to UN experts ([WEF, 2022](#)):

✓ Announce a net-zero pledge with targets

✓ Create a transition plan

✓ Increase transparency and accountability

✓ Phase out fossil fuels and scale up renewable energy

✓ Use voluntary carbon credits

Following the same idea, expert Yves Cappelaire insists on 2 aspects of this strategy:

Act before you speak:

Responsible communication is built first and foremost on evidence. This involves mapping stakeholders, prioritizing their expectations, then aligning the strategy and, if necessary, adapting the business model to make commitments credible and measurable. The message comes next, reflecting actions already taken, with verifiable objectives, plans, and results. This “evidence first” approach protects against overpromising and creates a foundation of lasting trust with the audience.

Give credibility to your words:

To give weight to communication, three main vectors must be combined. First, reporting, with clear indicators and recognized methodologies that allow for verification. Second, labels and certifications, which provide independent third-party endorsement. Finally, the product and its uses themselves, by showing how commitments are reflected in the offering, the experience, and the results achieved. The challenge is to avoid overpromising by remaining precise about the scope, evidence, and limitations, in order to foster trust rather than doubt.

Greenly's recommendations gather the following: make your green claims clear, provide evidence, tell the truth, carry out your carbon footprint assessment, engage your suppliers, be cautious with carbon offsets claims (make sure that you properly completed a carbon assessment and started a decarbonization process, before starting to talk about carbon offsetting) and ask for support to communicate about your green products or your green strategy.



Why do some assert all carbon neutrality claims are greenwashing?

Beyond regulatory constraints, activists and ESG consulting companies tend to frown upon carbon neutrality claims. When applied to carbon neutrality claims, these guidelines first suggest: All life-cycle emissions / scopes should be covered by the claim; the amount and type of offset used should be stated; and the limitations to the claims should be readily available for the customer, e.g. offset credit duration or emissions accounting exclusions.

But more importantly, the reality of corporate carbon neutrality can be discussed. Indeed, corporate carbon neutrality relies on offset bought on the voluntary carbon market. While these offsets offer an interesting mechanism for companies to finance cost efficient carbon reduction and capture and storage projects, the latest science shows very few projects are successful in doing so. For instance, the article “Systematic assessment of the achieved emission reductions of carbon crediting projects” concludes less than 16% of the carbon credits issued so far constitute real emission reductions ([Probst et al., 2024](#)); the article “Expert review of the science underlying nature-based climate solutions” points out there’s uncertainty in the effectiveness of carbon offsetting projects and calls for a review of emissions accounting guidelines for offsetting projects ([Buma et al., 2024](#)); and the article “Do Carbon Offsets Offset Carbon?” shows that half renewable energy projects financed through carbon credits would have existed even without the additional credit funding ([Calel et al., 2021](#)).

A key precedent is the class-action lawsuit against Delta Air Lines in California, ruling the company’s net zero carbon claims were insufficiently substantiated due to the poor credibility of carbon offsetting credits ([Jeong, 2023](#)).

There are further issues with carbon neutrality claims, pertaining to their fairness (which companies need to reduce their emissions vs which get to offset them given the limited availability of carbon capture and storage?), and to their potential to limit necessary emissions reduction. These limitations nevertheless go beyond greenwashing as commonly understood.



04

The Greenly Approach: Best Practices for Sustainable Communication



Transparency First



Use of Science-Based Data



Third-Party Validation & Certifications



Clear & Accessible Communication



Contextualizing Progress

Corporate environmental accounting was actually designed to maximise corporate accountability for the socio-economic impact of their activities: it defines strict measurement processes to identify material elements. As such, it thus offers significant opportunities for responsible corporate communications, if handled with care.

Greenly offers tools that accurately calculate the carbon footprint of businesses, products, or services. By providing scientifically backed metrics, Greenly helps companies understand and disclose their true environmental impact rather than making vague or misleading claims. This ensures that any sustainability efforts communicated by a company are based on credible data, reducing the likelihood of greenwashing.

At Greenly, we follow general accounting standards such as the GHG Protocol and the Bilan Carbone[®], which are developed by non profit organisations and designed to foster corporate accountability. In the wider ESG landscape, our ESG module is aligned with CSRD and ESRS requirements, which guide clients towards reporting relevant indicators on material issues.

Further, Greenly thrives to maximize the accuracy of the reported data. Greenly's emissions factor database groups 300.000 emission factors and grows dynamically. The emissions factor matching algorithm matches your data with the most relevant emission factor available to maximize the credibility and accuracy of your sustainability declarations. Lastly, automated dynamic quality checks catch likely errors as they occur to avoid communicating any flawed results.

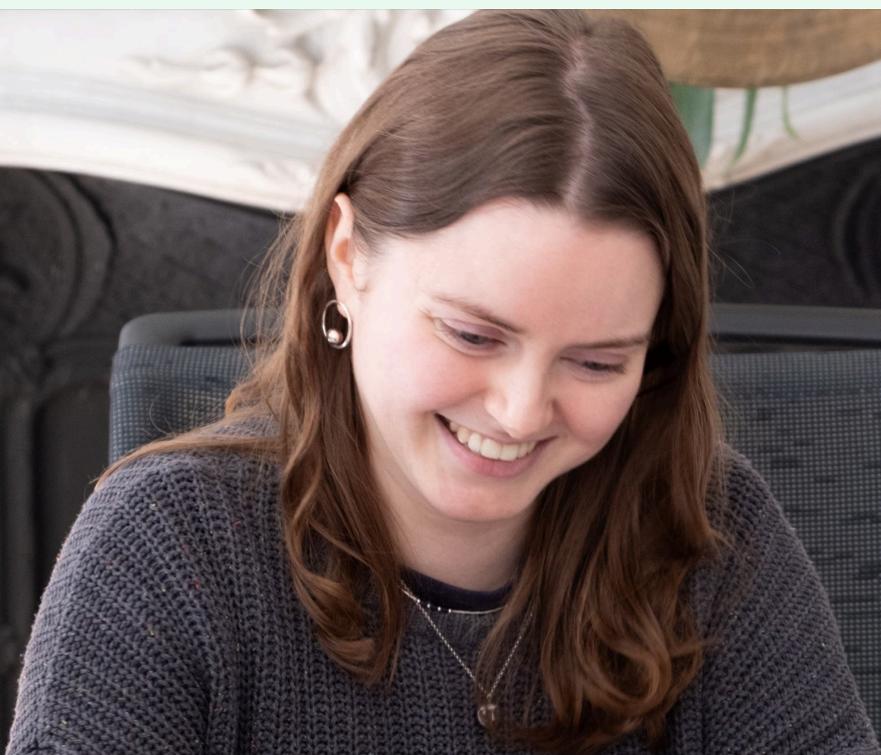
Additionally, Greenly encourages our clients to systematically be as transparent as possible when reporting carbon emissions. This is made possible by Greenly's fully auditable reports where all calculation inputs are listed and supported by sources, and any methodological choice or hypothesis is listed and clarified or backed up. Key input data, emission factors and hypotheses that significantly final results are systematically identified and clarified so that they can be transmitted to end-customers.

The LCA module can help estimate multi factor impacts to make sure solutions presented as sustainable actually do not hide major trade-offs between different environmental criteria.

While these methodological frameworks and quantities can seem too complex to communicate on, Greenly strives to raise awareness on these topics. Indeed, our media Leaf publishes instructive articles, the Greenly Academy allows clients to train on various topics while Intercom is a tool that answers to their questions regarding any topic from feature availability to policies. The support included in the Greenly offer can also help companies design and implement their communication while keeping in line with the latest methodological frameworks and the actual calculations made.

When it comes to communicating qualitative ideas, Greenly strives to help end-users avoid Greenwashing by ensuring the above guidelines are followed.

Overall, Greenly envisions sustainability as a journey rather than an absolute achievement and helps companies to communicate their achievements while acknowledging the remaining efforts to build a low-carbon economy.



05

Case Studies:
Quality vs. Poor
Sustainability
Communication

Falsified Environmental Information

On the most extreme end of greenwashing lie companies that knowingly falsified environmental information to draw more profit. An example of this is the 2015 Dieselgate, when the U.S. EPA discovered that Volkswagen had installed sophisticated “defeat devices” in over 11 million diesel vehicles worldwide. These devices detected testing conditions and temporarily reduced nitrogen oxide emissions, enabling the cars to meet regulatory standards, while in real-world driving they emitted pollutants up to 40 times above legal limits. By marketing these vehicles as “clean diesel,” Volkswagen deceived consumers and regulators, creating a false image of environmental responsibility. The fallout was immense: Volkswagen faced billions of dollars in fines, a host of lawsuits across multiple countries and severe reputational damage that forced the company to reevaluate its entire business strategy. The scandal also spurred stricter emissions regulations globally and accelerated the automotive industry’s shift toward electric vehicles, while intensifying scrutiny of corporate environmental claims and underscoring the critical need for transparency in sustainability practices ([BBC, 2015](#)).

Single-use Water Bottles & Recycled Plastic

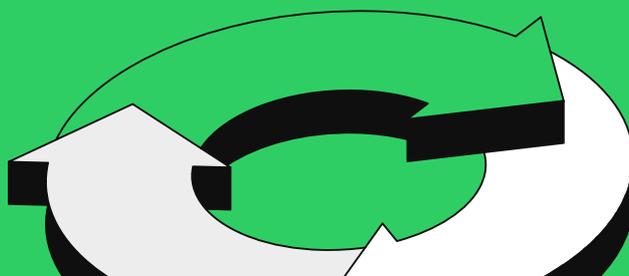
A more nuanced case is Nestlé facing accusations of greenwashing primarily through its marketing of bottled water brands like Poland Spring and Nestlé Pure Life. These campaigns emphasized environmental sustainability, with Nestlé promoting the use of recycled plastic in their bottles and highlighting efforts to reduce their environmental footprint. For example, in 2018, the company launched a campaign to highlight its goal of making 100% of its packaging recyclable or reusable by 2025 and touted its efforts to reduce plastic use in certain products. However, these claims were often overshadowed by the company’s continued reliance on single-use plastic bottles, contributing to significant plastic waste, and its ongoing water extraction operations in drought-prone areas like California and Michigan ([GreatLakesNow, 2021](#)). In 2020, Nestlé was sued for misleading consumers about the “natural” source of Poland Spring water, as plaintiffs argued that the water was being sourced from other municipal supplies, and its environmental marketing did not align with its extraction practices. The company has also faced criticism from environmental groups like Food & Water Watch and the Center for Biological Diversity for extracting large amounts of water in regions experiencing water stress, despite its eco-friendly messaging ([Food & Water Action Europe, 2013](#)). These instances demonstrate how Nestlé’s marketing of sustainability initiatives, while not entirely false, often fails to fully address the broader environmental impacts of its operations, contributing to accusations of greenwashing. This situation led Nestlé to sell its North American bottled water brands to avoid further turmoil ([Perkins, 2019](#)).



Fairphone: The Champion Of Responsible Communication

On the other side of the spectrum, a champion of responsible communication is Fairphone. The company demonstrates a strong commitment to credible, science-based, and transparent sustainability communication through a variety of concrete practices. The company publishes detailed environmental impact reports, which include third-party verified data on its carbon footprint, resource usage, and energy consumption. For example, Fairphone calculates the CO2 emissions of each phone model and shares these figures with the public. Fairphone also promotes a circular economy by designing modular phones that can be easily repaired and upgraded, reducing e-waste. Customers are encouraged to repair their devices through Fairphone’s spare parts sales and repair tutorials, a move they encourage by referring to research on the environmental benefits of extending product lifecycles.

The company holds various third party eco-certifications like Fairtrade Certified and TCO Certified, which ensure they meet high sustainability standards across production, labor, and environmental impact. Lastly, their collaboration with organizations such as the GoodElectronics Network and The Shift Project guarantees that their sustainability efforts align with the latest science and industry best practices. By offering these transparent, verifiable details and data, Fairphone effectively prevents any accusations of greenwashing, setting a high standard for accountability and authenticity in the electronics industry (Fairphone, 2025).



06

Conclusion:
Building Long-
Term Trust
Through Honest
Communication

In conclusion, responsible corporate communication is crucial in today’s business landscape, where consumers and stakeholders are increasingly attuned to the environmental and social impacts of companies. Whether through transparent sustainability reporting, clear definitions of key terms, or third-party validation, businesses must ensure their communications are grounded in science, accuracy, and accountability. As demonstrated by both the greenwashing cases of Volkswagen and Nestlé, as well as the positive example set by Fairphone, the risks of misleading claims are high, not only from a legal standpoint but also in terms of reputational damage and consumer trust. With the growing regulatory landscape and heightened public scrutiny, companies that embrace honest, clear, and evidence-backed communication will not only avoid the pitfalls of greenwashing but also foster long-term relationships with consumers, employees, and investors. In the end, the path to a sustainable future lies in responsible corporate communication that recognizes and acts upon the complexity of environmental and social challenges, paving the way for a more transparent, accountable, and trusted marketplace.

Greenly can play a pivotal role in ensuring that companies communicate their sustainability efforts responsibly and accurately. By providing robust tools for measuring and tracking carbon emissions, Greenly helps businesses gather credible, science-based data to support their environmental claims. With its comprehensive emissions factor database and dynamic quality checks, Greenly ensures that companies can report their carbon footprint with high accuracy and transparency. Additionally, Greenly’s alignment with global standards like the GHG Protocol and the CSRD ensures that companies can meet regulatory requirements while avoiding greenwashing pitfalls. The platform’s LCA module further helps businesses assess and communicate the full environmental impact of their operations, ensuring that no hidden trade-offs are overlooked. By using Greenly’s tools, companies can confidently share verifiable, transparent sustainability reports that resonate with stakeholders, avoid misleading claims, and contribute to building public trust in their environmental commitments.



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Greenly was founded with a simple mission: to make carbon accounting simple, precise, and intuitive for every company. Today, Greenly is a top-rated, industry-leading solution for carbon accounting and sustainability management, trusted by over 3,500 companies worldwide. Our platform is the highest-rated in its category, with a 4.8/5 satisfaction score on G2, Trustpilot, and Capterra.

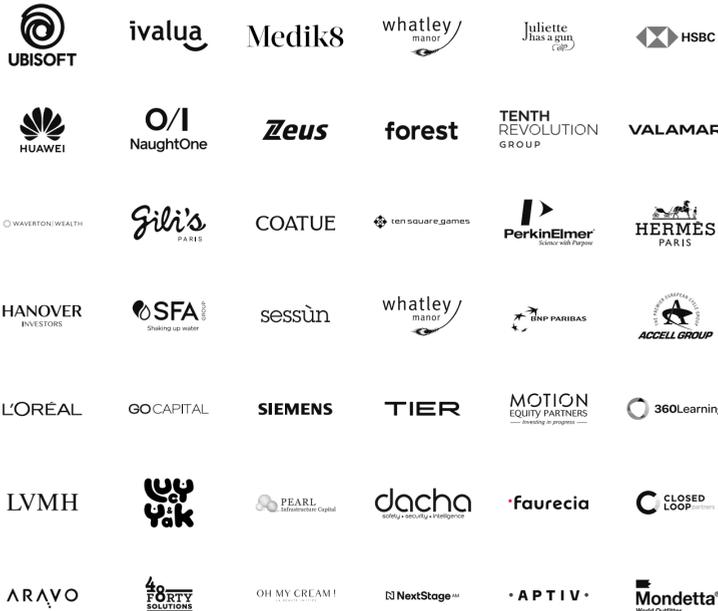
We combine a powerful, AI-driven technology platform with the deep knowledge of over 60+ in-house climate experts to deliver an unparalleled service. Our comprehensive suite provides 360-degree coverage for every climate need, including GHG & Decarbonization Management, Life Cycle Assessment (LCA), and ESG Reporting.

At Greenly, we are not just building a compliance tool; we are building a new category of Carbon Intelligence to turn historical data into a management system for the future. We are dedicated to democratizing climate intelligence and making sustainability accessible, so every organization can take part in building the Net Zero economy.

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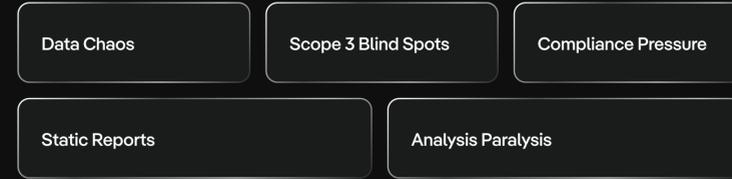


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The old world



The New World: Greenly's Vision for Carbon Intelligence

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- Instant Decarbonization Roadmaps**
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- Accelerated Life Cycle Assessments (LCA)**
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- Fluid, Interoperable Reporting**
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