

The 7 sins of greenwashing

Issued by [Mpact](#)

12 Aug 2021

Embezzling truths about sustainability may take care of the present but it will not take care of our joint future.

By raising awareness, we can hold each other accountable to make truly beneficial decisions around packaging and environmental matters. Here are seven greenwashing sins that we all, as value chain members, need to be mindful of.



Hidden trade-offs



Emphasising one environmental issue at the expense of a potentially more serious one, for commercial benefit.

Lesser of two evils



Making consumers feel 'green' about a product category that is in itself lacking in creating environmental benefit

Irrelevance



Emphasizing an unrelated but legislative-driven product issue to distract from a relevant environmental issue connected to the product.

Back-up claims



Environmental claims are not backed up by evidence or an accredited third party but advertised as such.

Vagueness



Stating "all natural" to create the assumption that a product is "green". Many poisonous products, such as arsenic and mercury, are also natural!

Fibbing



Making outright, false environmental claims, e.g.: "this bottle is recyclable" when in fact it is not.

Misleading labels

Creating or suggesting certification-like images to mislead uninformed consumers into thinking that a product has been through a legitimate green certification process. The use of nature imagery and colours also leaves most consumers to 'fill in the blanks' and make assumptions regarding the product's environmental status.



Whilst telling the truth may cost you nothing, half-truths or embezzling the truth, through the misuse of complex industry terminology, may end up costing you a fortune!

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Mpact Plastics is a leading producer of rigid plastic packaging and cling film in southern Africa. We operate out of nine production centres across the country, providing packaging from plants with relevant certifications. We service the food, beverage, personal care, home care, pharmaceutical, agricultural and retail markets. In upholding company values, and as a supporter of the circular economy, we positively contribute to industry associations, enabling various communities to participate in recycling solutions.

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Mpact is the largest paper and plastics packaging and recycling business in Southern Africa. Our integrated business model is uniquely focused on closing the loop in plastic and paper packaging through recycling and beneficiation of recyclables.

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