



7 Deadly Sins of Greenwashing

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Greenwashing is making false or dubious claims about whether a product or service is green, or how green it is.

Most consumers are wary of greenwashing these days, so don't get caught committing these sins that eco-designer and consultant Michael Anshel sees most often.

- Hidden trade-offs: Don't focus on one thing, like energy efficiency, and disregard another, like a product's toxicity.
- No proof: You should have a third-party review of your claims.
- False claims: Don't lie.
- Vagueness: Don't stretch the truth with claims like "all natural" that includes naturally occurring mercury, for example.
- Lesser of Two Evils: Don't say, "Sure it's toxic, but it's also energy efficient!"
- Irrelevance: Don't take something good, like LED lighting, and make its ecological virtues irrelevant by overusing.
- Label Worship: Anshel cites the NAHB's "Green Approved" product label as one that is available to many products and does not indicate a green certification.