

Confused by?

THE GREEN VOCABULARY

Greenwashing: When companies appear more environmentally friendly than they are, thereby misleading consumers. Stick to the marketing law and make sure you can document your green claims.

Greenhushing: When companies keep quiet about their sustainable actions of fear of saying something wrong and end up in a shitstorm.

Greenrushing: When companies are saying too much, too quickly, and are quick to promote their green efforts, without having thought through goals & efforts.

SDG Rainbowwashing: When companies “adorn” themselves with the Sustainable Development Goals (SDG´s). The SDG´s are just mentioned in passing, and they are abused without any concrete action behind the use of the SDG´s.

Avoid the green pitfalls by: being honest, be documenting and transparent in all the company's green initiatives!

Danish translation

Greenwashing: Når virksomheder fremstår mere miljøvenlige end de er, og derved vildleder forbrugerne. Hold jer til markedsføringsloven og sørg for at kunne dokumentere jeres grønne påstande.

Greenhushing: Når virksomheder tier om sine bæredygtige tiltag af skræk for at sige noget forkert og derved havne i en shitstorm.

Greenrushing: Når virksomheder tager munden for fuld, og er for hurtige til at promovere deres grønne indsatser, uden at have tænkt sine mål & indsatser igennem.

SDG Rainbowwashing: Når virksomheder “pynter” sig med FN´s verdensmål. Verdensmålene nævnes i flæng, og misbruges uden at der er konkret handling bag brugen af dem.

Undgå de grønne faldgruber ved at: være ærlig, dokumenterende og transparent i alle virksomhedens grønne tiltag!