

COMMUNICATE CONFIDENTLY WITHOUT GREENWASHING

(or greenhushing, for that matter!)

Communicating your company's sustainability performance builds stakeholder trust through transparency and is a vital part of the global green transition. Yet, there has never been so much fear around doing so. No company wants to be accused of greenwashing, so the tendency is to keep quiet, but then you risk greenhushing. Sometimes it might feel like you can't win!

Purple IVY's greenwash-check

Whether you are an in-house marketing team, a sustainability manager or even an external communications agency, we guide you to align with increasing EU green claims regulations and empower you to communicate without fear of greenwashing accusations.



Greenwash-check services:

- Training and workshops on the dos and don'ts of making green claims.
- A green-claims roadmap to define the near and longterm focus for communications and resource planning.
- Existing communications overhaul to identify where you might be unintentionally greenwashing.
- Ongoing support to communicate sustainability effectively.

Why do a greenwash-check?

- Ensure transparency.
- Build stakeholder trust (customers, investors, employees, etc.).
- Align with EU regulations (Green Claims Directive, EU Taxonomy and CSRD).
- Reduce risk of fines for false claims or potential market share loss in light of such claims.

QUICK GUIDE

What is greenwashing?

Misleading or false claims (intentionally or not) about the sustainability performance of a product, service, process or the whole business without rigorous evidence to back it up.

What is greenhushing?

When a fear of greenwashing accusations means companies hold back from communicating their sustainability efforts, impacting how the company or product is perceived.

What is a green claim?

Claims in advertising, online or other channels that suggest a product, service, process, brand or business has a positive or no impact on the environment or is less damaging than a previous version or a competitor.

What is the EU Green Claims Directive?

A directive affecting all companies operating on the EU market from 2024 forbidding claims that don't meet requirements around evidence, comparisons and general communications.

OUR EXPERTS

Purple IVY Associate Rowan Drury leads the greenwash-check initiative. With her background in marketing & communication, and environmental policy, she knows what it takes to speak to your audience while staying in line with regulations. She works with clients to help create a credible and influential voice through their sustainability communications.

Our other Purple IVY Associates specialise in areas including sustainable finance, double materiality, sustainability strategy and management, social impact and more.

Find out more at www.purple-ivy.se.

GET IN CONTACT

Reach out to discuss a tailor-made greenwash-check solution.



Rowan Drury
rowan@purple-ivy.se