**BTS NDRC OBLIGATOIRE SESSION 2024**

**Greenwashing: All You Need to Know in 2024**

You've probably heard about green products. They're all over the internet and the shelves of our stores with labels that say things like “eco friendly”, “all-natural”, “organic”, etc ... The list of environmental claims goes on. But, these terms are not always meaningful and unfortunately, most of these so-called green claims are not much more than marketing jargon.

Why have misleading environmental claims become a problem? Well, **as more and more consumers become aware of the risks of climate change and try to adopt more environmentally conscious behaviours, businesses sensing opportunity are starting to jump on the green marketing bandwagon1**.

Unfortunately, some companies are trying to unfairly profit from the green marketing trend, and are actually making false claims. They market a product (or service) as environmentally friendly, or created using sustainable practices, but in reality these environmental marketing claims are totally fabricated. This is what's known as greenwashing. The only thing they've changed is their marketing strategy: the company uses environmental claims, to deceive their customers who are trying to be environmentally conscious and want to do their part by buying ethical products.

The goal of greenwashing is to make a profit, not to benefit the environment in any way. Companies that use greenwashing tactics to market their products or services are simply taking advantage of the growing consumer demand for eco-friendly products. Their only aim is to sell their product or service, and green marketing helps them to achieve this.

Consumer trends show us that people with more green concerns want to reduce their carbon footprint, and they're doing this by changing their purchasing habits. Instead of buying what they've always bought they're swapping out these products in favour of those with environmental benefits. Certain companies are taking advantage of this, and using it as an opportunity.

‍Greenwashing is different from green marketing, which refers to companies that sell products or services based on legitimate environmental claims.

1 : bandwagon= movement.

https://greenly.earth/en-us/blog/company-guide/updated, December 20, 2023