



# **GREENWASHING: CASE STUDIES IN THE NEWS**

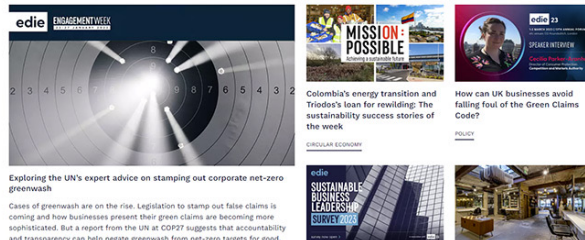
Sarah George

# A LITTLE ABOUT EDIE.NET

News & views  
Analysis & reports

Multimedia

Events & awards



# Engagement Week 2023

Follow Tag

Brought to you by the award-winning edie content team, **Engagement Week 2023 (23 – 27 January)** is our themed week of editorial content and events dedicated to supporting sustainability, energy and CSR professionals in getting to grips with the everchanging sustainability reporting landscape and drive stakeholder engagement through captivating communications.



## ENGAGE 2023: The Sustainability Reporting and Communications Sessions

Hosted during edie's third annual Engagement Week, this online event offers up an afternoon of live, interactive webinar presentations and discussions – all dedicated to helping sustainability, ESG and communications professionals understand the everchanging sustainability reporting landscape and drive stakeholder engagement to accelerate climate action.



How can UK businesses avoid falling foul of the Green Claims Code?

POLICY



Exploring the UN's expert advice on stamping out corporate net-zero greenwash

CLIMATE & NATURE



From calories to climate: Are carbon labels for food and drink about to go mainstream?

CLIMATE & NATURE



Better Business Roundtables: edie completes series with focus on engagement and collaboration

CLIMATE & NATURE

# CASE STUDY 1: PERSIL IS 'KINDER'

Headline: "Greenwashing: Unilever laundry detergent ad campaign banned in the UK"

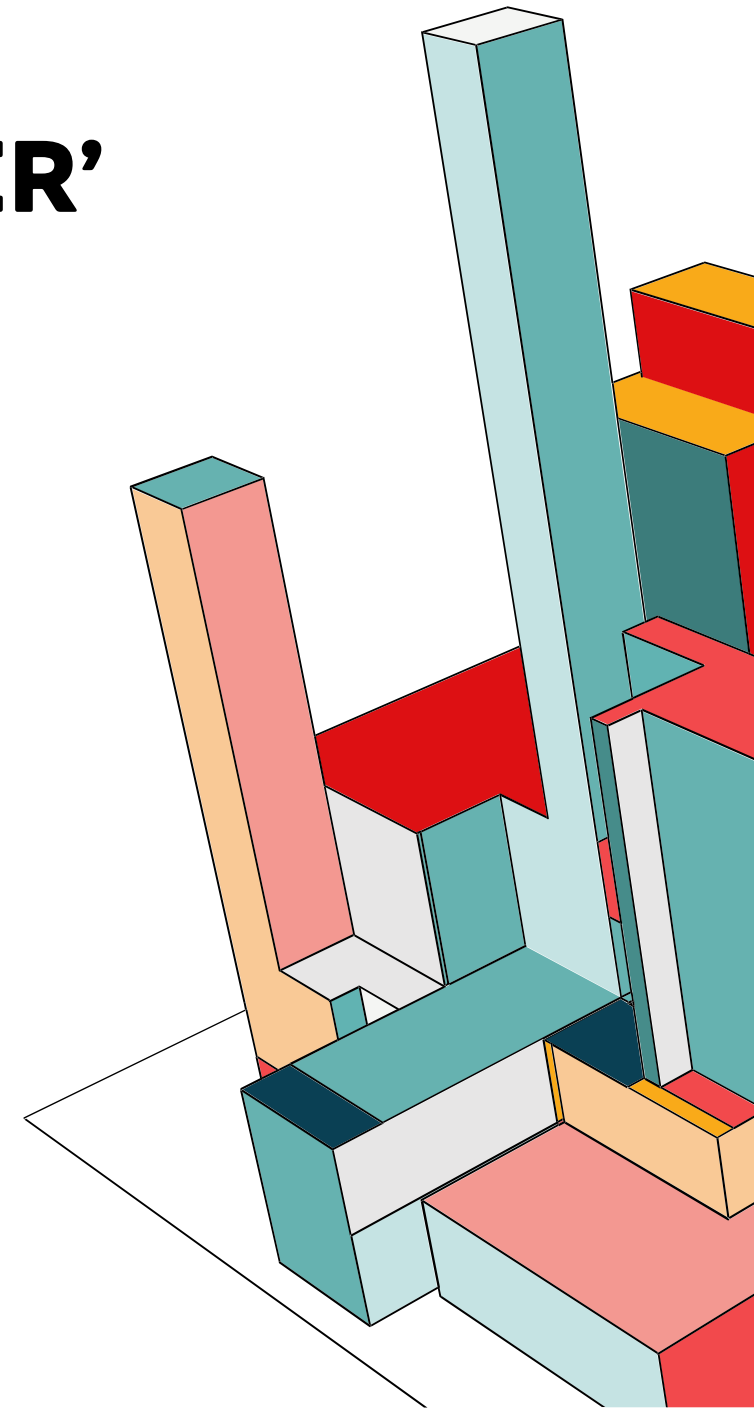
WHEN: August 2022

BRAND: Persil, owned by Unilever

WHAT: TV and online video adverts, campaign launched in 2022

CAMPAIGN TAGLINE: "Tough on stains, kinder to the planet"

ASA RULING: Campaign does not explain how the full life-cycle of product is more sustainable than its predecessor or competitors.





# CASE STUDY 2: AN 'INNOCENT' MISTAKE

Headline: Plastic-washing: innocent Drinks TV advert banned in the UK

WHEN: February 2022

BRAND: innocent Drinks, owned by The Coca-Cola Company

WHAT: TV and online video adverts, campaign launched in 2021

CAMPAIGN TAGLINE: "We're fixing up the planet"

ASA RULING: Campaign could give shoppers the impression that innocent has a net-positive environmental impact. Innocent said the ad refers to a 'we' to encourage the public to take action.



# CASE STUDY 3: HSBC'S ENERGY FINANCE

Headline: HSBC sees UK ad campaign banned on greenwashing grounds

WHEN: October 2022

BRAND: HSBC

WHAT: Out-of-home advertising launched in early 2021

TAGLINE: 'Climate change doesn't do borders'

ASA RULING: Important information on HSBC's overall financing, including fossil fuel finance, was deliberately excluded to highlight smaller pieces of finance going to tree planting and low-carbon technologies.



# COMMON THEMES

- Vague claims
- Different interpretations
- Missing information



**edie 23**  
1-2 MARCH 2023 | 13TH ANNUAL FORUM  
etc.venues 133 Houndsditch, London

**SPEAKER INTERVIEW**

**Cecilia Parker-Aranha**  
Director of Consumer Protection  
Competition and Markets Authority

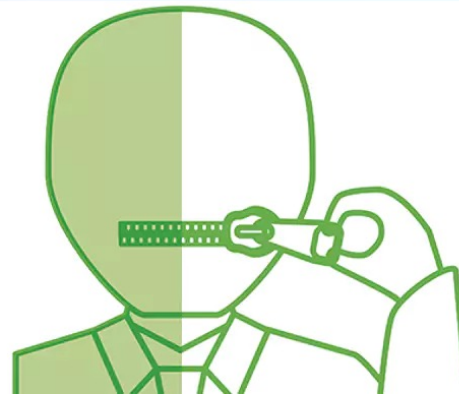
<https://www.edie.net/how-can-uk-businesses-avoid-falling-foul-of-the-green-claims-code/>

# WHY GREENHUSHING ISN'T THE ANSWER

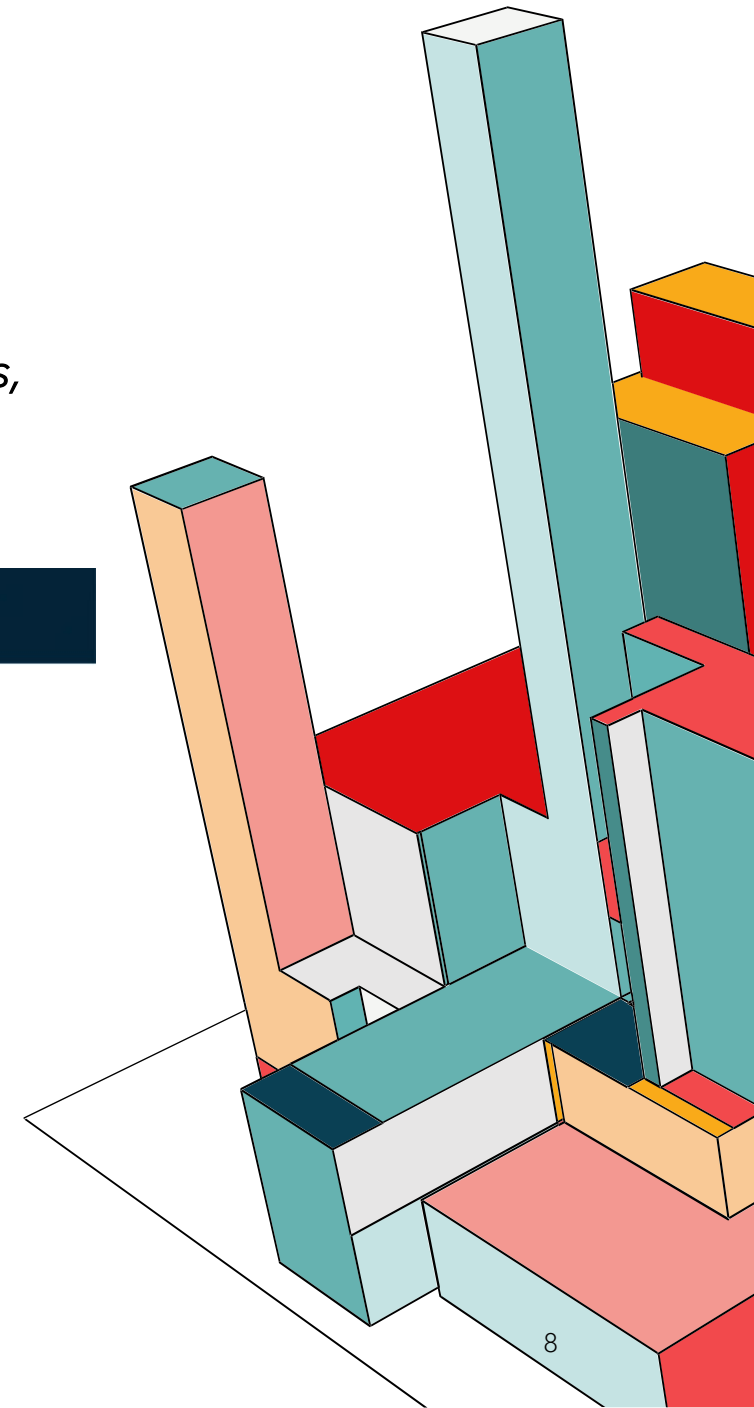
*"Communicating little or no information on environmental targets, initiatives, plans or progress"*

- Forthcoming disclosure requirements
- Collecting good data
- Setting appropriate targets
- Reputational risk

edie ENGAGEMENTWEEK  
23-27 JANUARY 2023



Our recent feature: <https://www.edie.net/what-is-greenhushing-and-why-is-it-a-risk-for-sustainability-professionals/>





# CASE STUDY 4: BUXTON



NO. 1 BRITISH NATURAL MINERAL WATER  
**BUXTON**<sup>®</sup>

BRITISH & PURE

STILL 50cl

STILL 75cl

SPARKLING 50cl

**ALL OUR BOTTLES ARE NOW MADE FROM OTHER BOTTLES\***

\*EXCLUDING CAPS AND LABELS

# CASE STUDY 5: TONY'S CHOCOLONELY

**So.. is there illegal labour in our supply chain?**

The short answer is yes, but we have never said differently, and we are glad we know about it because then we can eradicate it. We actively look for instances so we can solve them. We have a Child Labour Monitoring and Remediation System (CLMRS) in place across all 7 cocoa cooperatives that we source from in Ghana and Ivory Coast. Last year we found 387 cases of illegal child labour and remediated 221. Most big chocolate companies do not know how many cases of illegal labour there are in their cocoa supply chain and therefore they cannot work to remediate them, this is only made possible because we have a 100% traceable supply chain (as validated by PWC in our [annual reports](#)).



# THANK YOU

edie.net

[sarahgeorge@fav-house.com](mailto:sarahgeorge@fav-house.com)

<https://www.linkedin.com/in/sarah-george-5332a28b/>

