



5 Simple Rules to Avoid Greenwashing

Don't overpromise: Avoid broad, unqualified claims like “We’re a sustainable company” unless your entire operation truly aligns with that statement. In most cases, it’s more effective (and more honest) to focus on specific, verifiable actions you’re taking. Today’s audiences are quick to spot greenwashing, and vague claims can erode trust rather than build it.

Instead of: “We’re a sustainable company”
Say: “We reduced our data transfer volume by 40%, cutting energy use.”

Be transparent: If you’re in the early stages of improving your sustainability practices, say so. Transparency isn’t a weakness, it’s a strength. When you openly share that you’re testing new approaches or navigating challenges, it shows humility and a genuine commitment to learning. This helps build credibility with partners, customers, and stakeholders.

Be audience-aware: What resonates in one part of the world might not land the same way in another. Sustainability messaging that’s effective in Europe (where ESG expectations and regulatory frameworks are more mature) may come across as overly technical or even irrelevant in markets where these issues are newer or less regulated. Always tailor your message to the local context, taking cultural norms, awareness levels, and regulatory environments into account.

Back up claims with evidence: Back up your sustainability claims with data wherever possible. Link to internal progress reports, share performance metrics, or refer to third-party certifications and validations. This gives your audience something to trust and shows that your efforts are more than just talk.

Example: “Our 2024 emissions report, verified by a third party, shows an 18% reduction year-over-year.”

Small steps matter: You don’t have to be perfect to be credible. Sustainability is an ongoing effort. Share the small wins, admit the setbacks, and highlight your next steps. A statement like “We’re not there yet, but we’ve started” often carries more weight than trying to sound flawless.

 **Avoid vague terms like “eco-friendly,” “green,” or “sustainable” unless you can explain how and why.**