

ESG | SERIES

GREENWASHING VS **REAL** IMPACT

Are companies truly sustainable...
or just saying they are?



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WHAT IS GREENWASHING ?

Greenwashing is when companies pretend to be eco-friendly but don't actually help the environment.

They use labels like “**green**” or “**natural**” to attract customers without real action.

It misleads people and hides the company's true environmental impact.



SIGNS OF GREENWASHING

- Vague claims like **“eco-friendly”** without clear meaning
- No proof or data to support what they say
- More marketing than real action
- Misleading labels or images to look environmentally friendly



WHAT **REAL ESG** LOOKS LIKE

- Clear goals with data
- Transparent reporting
- Long-term commitment
- Real action, not just claims



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WHY IT MATTERS

Greenwashing misleads people and hides the truth behind fake eco claims.

Real ESG builds trust, shows honesty, and creates real, lasting change.



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THINK **BEFORE** YOU TRUST

Don't just believe the claims
look for the proof.



Follow **DevInsights** for
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