

What is Greenwashing?

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About Greenwashing:

What is it?

- It is the process of **conveying a false impression** or misleading information **about how a company's products are environmentally sound**.
- Greenwashing **involves making an unsubstantiated claim to deceive consumers into believing that a company's products are environmentally friendly** or have a greater positive environmental impact than they actually do.
- In addition, greenwashing may occur when a **company attempts to emphasize sustainable aspects of a product to overshadow** the company's involvement in **environmentally damaging practices**.
- Companies can also greenwash initiatives with **vague claims that don't provide real data or scientific validation for the claims**.
- **For example**, a car vendor claims that a vehicle is eco-friendly because it is more fuel-efficient, while failing to mention or consider the larger industrial impact of vehicle manufacturing on the environment.

What is the International Sustainability Standards Board (ISSB)?

- It was created in 2021-22 to **develop a worldwide standard for sustainability reporting**.

- It is **part of the independent International Financial Reporting Standards (IFRS)** foundation, which also writes accounting rules used in more than 100 countries.
 - **The mission of the ISSB is to develop**—in the public interest—**a comprehensive global baseline of high-quality sustainability disclosure standards** to meet investors' information needs.
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Source: [New rules aim to clamp down on corporate greenwashing](#)

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