

The greenwashed version	What you really want to convey	A credible green claim
<p>"Our goal is net zero." ❌</p> <p>"We are a net zero business" ❌</p> <p>"We aim for net zero by 2040." ❌</p>	<p>You want to reduce emissions in a way that aligns with keeping warming below 1.5°C. The most credible way to do this is to set a science-based target. A company cannot claim to be net zero until it has achieved its long-term science-based targets.</p>	<p>"Our emissions reduction plan is validated by the Science-Based Targets Initiative (SBTi)." ✔️</p> <p>"Following the SBTi guidelines, we report progress against our emissions targets every year." ✔️</p>
<p>"Our shop/factory runs on 100% renewable power." ❌</p>	<p>You have prioritised supporting renewables by switching to a green supplier tariff, although it wasn't the cheapest.</p>	<p>"We have chosen the greenest supplier tariff possible for our energy, even though it means paying a little more." ✔️</p>
<p>"Our energy is 100% renewably sourced." ❌</p>	<p>You are trying to cut emissions through investing in on-site renewables. But it's better to be specific, without claiming that your business is fossil-fuel-free.</p>	<p>"Our Merseyside factory has three wind turbines." ✔️</p> <p>"Solar panels are an important part of our energy mix – we have had them on the factory roof since 2012." ✔️</p>
<p>"We are proudly carbon neutral – all our emissions are offset." ❌</p>	<p>You are working hard to cut the emissions from the activities of your business, and also contributing to activities that help the earth's natural carbon sinks. But the credibility of offsetting is seriously in doubt at the moment and could undermine the credibility of your own green claims. Rather than buying carbon credits to support an overseas project, support a local project and build connections to it without claiming that this cancels out your emissions impact.</p>	<p>"We have cut emissions by 10% since 2021, but we know there is still a long way to go." ✔️</p> <p>"Wetlands do the important job of absorbing carbon from the atmosphere, so we are donating a portion of our profits to a local wetland conservation charity." ✔️</p> <p>"As part of our commitment to the environment, we are giving our staff one day a month to work on a local tree-planting project." ✔️</p>
<p>"We are cancelling the impact of our emissions through investment in carbon reduction technology." ❌</p>	<p>Your business is looking to the future by exploring new technologies that have the potential to help the climate. But there is no technology currently in existence that can offset the current level of emissions, so it is misleading to claim that technology offsets or cancels out your emissions. Be specific about the technology investment without claiming that it offsets the emissions from your activities.</p>	<p>"This year we invested £1 million in an experimental carbon capture & storage technology." ✔️</p> <p>"We are ringfencing 5% of the budget for research into sustainable transport fuels." ✔️</p>