

The dark consequences of greenwashing

The sustainability of products and services is becoming increasingly important to lure customers and investors. Therefore, it can be very tempting to make bold statements about this in order to gain a competitive edge. However, if ecological claims are false, misleading or non-verifiable, which thus amounts to greenwashing, the intended positive effect might backfire big time. In other words, painting too rosy a picture can have dark consequences.

This article is available in Dutch and French.

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