

sight. The potential of the technology is enormous: it will be possible to deliver electricity to the most remote places.

Thus, we can conclude that the rational use of natural resources is a modern trend. The concept of a “green economy” does not replace the concept of sustainable development, but it is recognized that achieving sustainability is based almost entirely on obtaining economic entitlement.

A 2010 World Wildlife Fund (WWF) report shows that the Living Planet Index has gone down by 30 % since 1970. In contrast, the ecological impact of humanity has almost doubled. By 2030, we are unlikely to have enough resources to maintain our current standard of living.

As the ancient Indian saying goes: “Nature is not what we inherited from our ancestors, but what we borrowed from our descendants”.

To curb the dangerous trend we can influence a climate change in various ways: by cycling more than using fuel-driven vehicles, by recycling things, especially, those which are made of plastic, by using resources more sustainably.

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GREENWASHING: HOW TO SPOT AND STOP

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The rising of global awareness of environmental and social issues has prompted companies to place a greater emphasis on promoting their sustainability credentials.

This has led to claims of “greenwashing”.

Greenwashing is a common unfair method designed to make products seem more sustainable than they are. It’s essentially a way to convince customers that a company is making positive environmental choices, often through eco-conscious verbiage designed to convince shoppers that the product is more natural, wholesome, or free of toxins than competitors.

Two questions that needs to be asked, however, are whether how to spot and stop greenwashing.

Greenwashing has changed over the last 20 years, but it’s certainly still around. As the world increasingly embraces the aspiration of greener practices, corporations face an influx of litigation for misleading environmental claims.

“The core theme has stayed the same”, said Philip Beere, vice president of marketing at Sightline Payments. “The No. 1 violation is embellishing the benefit of the product or service”.

Beere said he believes greenwashing is rarely caused by malicious plots to deceive – usually it’s the result of overenthusiasm.

Nowadays, marketers are more enthusiastic: According to GreenPrint’s 2021 Business of Sustainability Index, 64 % of Gen X consumers would spend more on a product if it comes from a sustainable brand (that figure jumps to 75 % among millennials).

There is a possibility check company activities via “the seven sins of greenwashing”, established by TerraChoice. This study on environmental claims helps consumers to detect greenwashing.

- “No proof” describes environmental claims not backed up with factual evidence or third-party certification. An example would be claiming that a certain percentage of a product comes from consumer-recycled content, without providing supportive factual data or details.

- “The hidden trade-off” it’s means that an environmental issue is seemingly solved, but this solution contributes to another concerning issue.

- “Vagueness” is described as the use of “fluffy-language”. Terms like “all-natural” or “eco-friendly”, “green” are vague and do not represent a product’s environmental impact. Often misunderstood by consumers, vague attributes are not necessarily sustainable.

- “Worshipping false labels” describes the creation of false certifications or labels to mislead consumers. Fake certifications mislead consumers into believing a product or service went through a legitimate green screening process.

- “Lesser of two evils”. A claim that may be true within the product category but that risks distracting the consumer from the greater environmental impacts of the category as a whole. Organic cigarettes or fuel-efficient sport-utility vehicles could be examples of this sin.

- “Fibbing” describes an environmental claims that are simply false. A hypothetical example would be saying that a diesel car causes zero carbon dioxide emissions.

- “Irrelevance” committed by making an environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products.

For organizations, there are several ways to avoid or stop greenwashing that leadership can consider – assuming, of course, that the organization has good intentions and isn’t deliberately trying to mislead anyone about its environmental commitments.

First of all organizations shouldn’t use generic terms that don’t have a specific meaning. For example, saying a product is eco-friendly is generic and doesn’t specifically identify how the product or service is green. In that case when

companies making specific claims, it's imperative that organizations use data. The data should support the claim and numerically detail the effects of the actions being taken. For example, Ikea want to make healthier and more sustainable living easy. There was a strategy come from Ikea, which is People & Planet Positive. It encourages consumers to be environmentally conscious.

Their sustainability ambitions and commitments are set for 2030 in line with the UN Sustainable Development Goals. The strategy will be reviewed annually to secure alignment with the total IKEA strategic framework.

Using pictures from nature to some how evoke environmental friendliness can be a form of greenwashing when not backed by specific, data-driven claims. The last way – Fact-based statements that are truthful should be the standard for any and all types of marketing or claims about the environment. False statements will be discovered.

Greenwashing is all about misdirection, showing one thing that distracts you from what is really going on. Many companies use greenwashing by accident, as they don't have the expertise to know what is truly environmentally beneficial, and what is not.

In general, the correct understanding by society of greenwashing and its negative effect allow to influence the actions of companies. Nowadays more organizations and individuals are adopting sustainable design and zero waste living practices, and entire communities are banning disposable plastics. It's important to be able to quickly identify instances of greenwashing, and replace them with truly sustainable practices both as a costumers and as an employee. This will bring the entire marketplace to a higher standard and helping the community make better purchasing choices.

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**DUTY IS NOT A PUNISHMENT,
BUT A WAY TO A HAPPY FUTURE**

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“The earth is overfull” are the realities of our planet. Now the human condition is co-operated with a lot of environmental, social and economic problems. The number of produced and consumed products is growing exponentially, what cannot be said, in turn, about the general situation of welfare, the situation of resources and nature [1].