



WHAT IS
GREEN

*Ambiguity in
Sustainability Economics*

GREEN **WASHING**
in the fashion & food industry



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Who we are & what to expect

What actually is **'green'**? Which product is environmentally friendly?

Consumers around the world ask themselves this question almost daily, while companies around the world try to answer it with new products and green marketing!

Sometimes, however, this is done not to protect the planet, but to maximize profits. This targeted advertising of sustainability and nature conservation without it actually being implemented is called **greenwashing**.

We want to inform **how and why** greenwashing takes place in the fashion and food industry's conscious marketing with the aspects of sustainability and environmental protection and where these are actually implemented.

Our mission is to further inform why certain companies cannot fully transform themselves to become more sustainable resulting in the misrepresentation through greenwashing.

We are a small group of four students from Hamburg.

We study 'International Management' at the 'University of Applied Sciences Hamburg' and have created this content with the topic of Ambiguity in Sustainability Economics in mind.

The content is split into **4 videos**.

They are linked in the corresponding headline of each chapter.

Our watchlist!

4 chapters to keep you informed.



Click the headlines to be forwarded to each chapter's respective video content on YouTube. You can find additional information in the video description!

Introduction to Greenwashing

Click on the headline or follow this link:
<https://youtu.be/DYReAdVa-TI>

What is **greenwashing**? In our introduction the concept of greenwashing is explained in its most basic form.

Stores offer a wide variety of products, many of them labelled as 'green'. But how many are what they promise?

How does consumer behavior influence **green-marketing** and **-washing**?

The 7 Sins of Greenwashing

Click on the headline or follow this link:
<https://youtu.be/-joSgk03cOo>

The **7 Sins of Greenwashing** give you a tool to spot and evaluate greenwashing for yourself in your day-to-day life.

The topic of **ambiguity** is broached explaining the different nuances greenwashing has, in preparation for the following two chapters.

The Fashion Industry

Click on the headline or follow this link:
<https://youtu.be/WaLDkFjAUjE>

Fashion and sustainability? Is that possible? We talk about the **environmental friendliness** in the (fast-)fashion industry.

There exist several barriers to mobilizing sustainable fashion that hinder the much-needed change the fashion industry calls for.

Fast and slow fashion are impacted alike, and we talk about how **well-intended consumer demands** harm the environmentally-friendly companies.

The Food Industry

Click on the headline or follow this link:
https://youtu.be/nDov_A9k1z0

The food industry is **highly competitive**, reacting strongly to the demand for quality food. We talk about the **thin line between profits and sustainability** and how greenwashing damages this environment.

Food quality labels and similarities to the fashion industry are thematized.

Recommendations to shop more sustainable

1 Check your products!

Does the product give additional information to its claims?

Are the product's claims verifiable and relevant?

Do you find hints for the commission of greenwashing?

Check yourself! 2

Think about your relation to price vs. sustainability. Are you willing to pay a premium to help the environment? Great!

Research local ways to shop more sustainable!



3 Be involved!

Show your sustainability and share your knowledge!

(You can even send our content to all your friends!)

With changing consumer behavior towards avoidance of greenwashed products, true-environmentally-friendly companies regain their competitive advantage, and the change continues!

