



From Green Sprouts to Grown Concerns: The  
Rise of Greenwashing in FMCG

NZFGC Annual Conference

TOBIAS TRIPP



TOITŪ  
E N V I R O C A R E



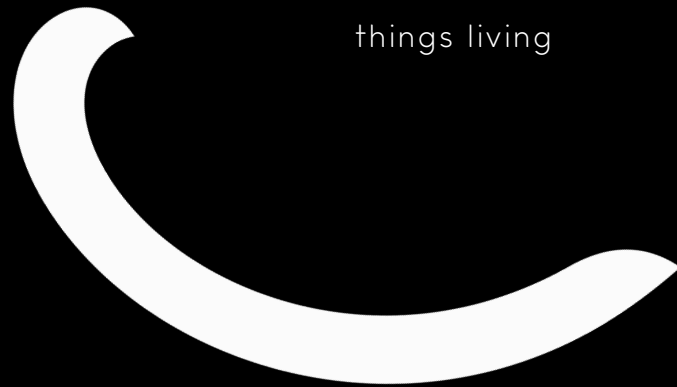
TOITŪ TE WHENUA  
Hold fast to the land

TOITŪ TE MANA  
Hold fast to our pride



TOITŪ TE MAURI

Hold fast to all  
things living







The future we want to see

## OUR VISION

For all organisations to  
have a net positive impact  
on the environment.



What we are here to do

## OUR PURPOSE

Help organisations shift  
their impact on the  
climate and environment  
from negative to positive,  
at pace.

900+ BUSINESSES BUILDING ON  
THE INCREDIBLE MOMENTUM OF  
TOITŪ TOGETHER.

17%

overall average  
emissions reduced by  
members in 2021/22.

38%

average emissions  
reduced by members  
over 5 years.

265MT

3,300 certified greenhouse gas  
emission inventories between  
2001 to 2022, making up over  
265 million tonnes.





IPCC WARNING

The pace and scale  
of climate action are  
insufficient to tackle  
climate change





# There is hope

#1

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There are  
options  
available now

#2

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Need to be  
designed for  
diverse contexts

#3

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We need to  
scale up  
actions quickly



# Current landscape

1/.

The conscious  
consumer

2/.

Pressured  
businesses

3/.

Growing legal  
requirements

# Consumer insights

84%

Would be more likely to buy from a company that practices sustainable advertising

87%

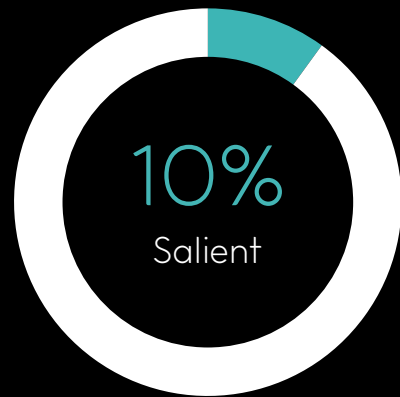
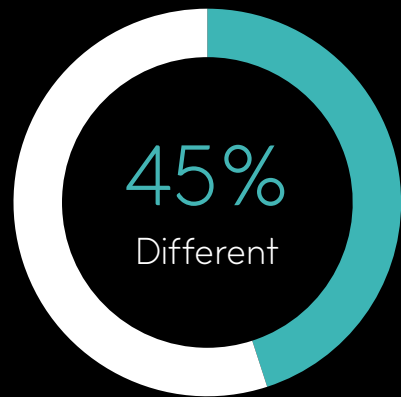
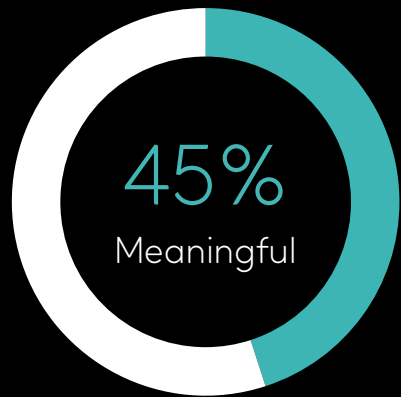
Are willing to change which products and services they buy to actively embrace green living

65%

Of consumers say they worry brands are involved in social issues just for commercial benefit

# Choosing a brand

Consumer choice and response driven by:



# Greenwash

*noun*

gri:nwɒʃ/

(see also greenwashing)

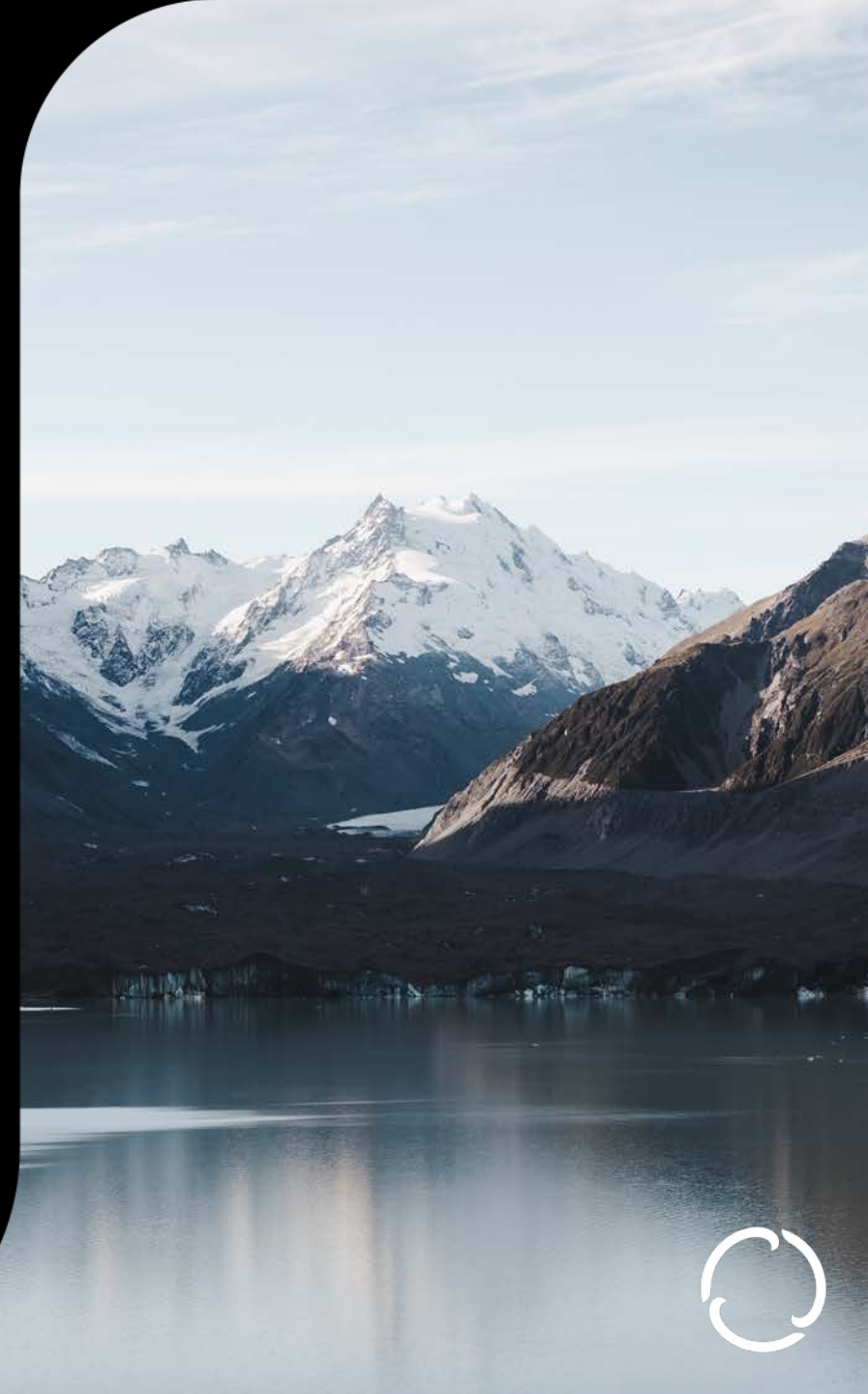
Disingenuous or misleading  
environmental claims  
– *Toitū Envirocare*



Source – planet tracker

# Types of greenwashing

- + Vague claims or not validated/unproven environmental assertions
- + Unclear language or oversimplification
- + Statements to convey the impression to that a product had no negative impact on the environment
- + Lack of easily accessible adequate explanation or evidence of the claims
- + Own brand eco logos and labels not associated with third-party assurance to international standards
- + Hiding or omitting certain information to appear more eco-friendly



# Issues or opportunity for...



The environment

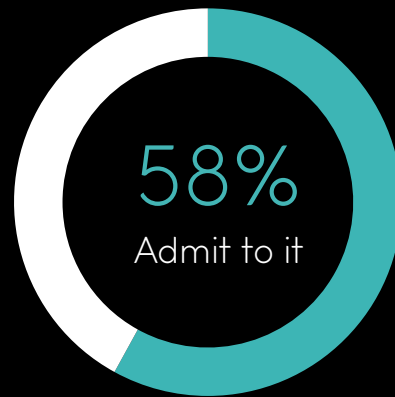
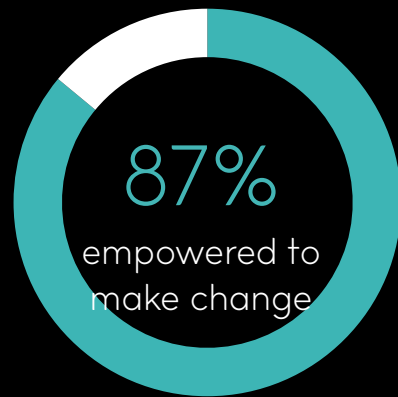
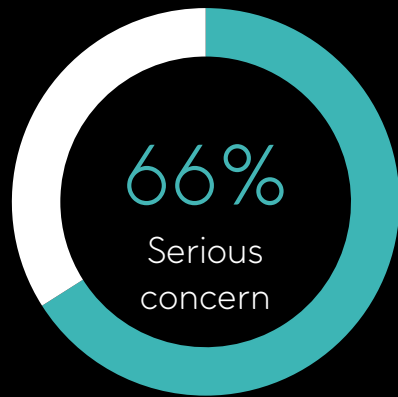
Brand

Compliance to evolving regulation and law



# Views from the top

How executives feel towards greenwashing



# Authentic and transparent claims

Use clear and precise language

Walk the talk, or don't talk at all

Claim only what you can prove

Be wary of comparisons

Choose imagery & graphics wisely

Involve your stakeholders



Third  
party  
assurance



Who's  
doing it  
right?

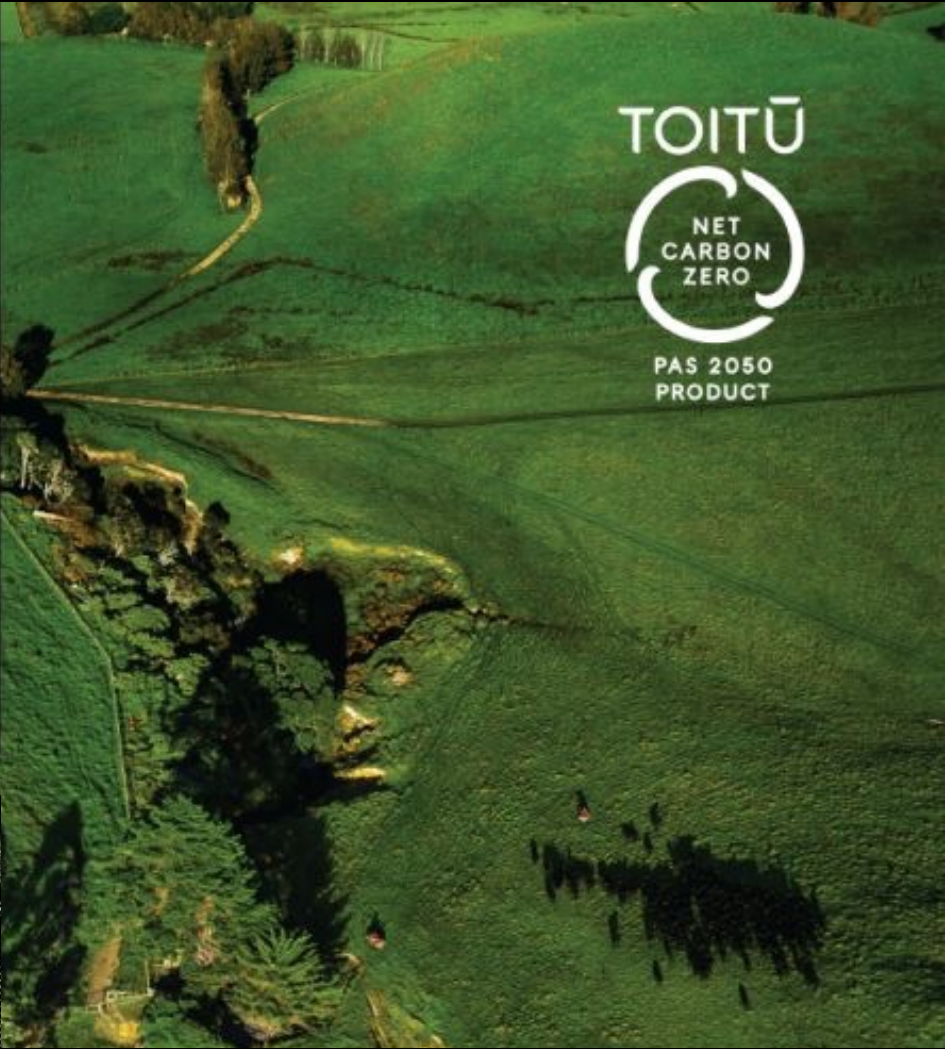


Who's doing it right?



Who's doing it right?

# NET CARBON ZERO BY NATURE™ BEEF





Inspire change.  
Mark progress with us.

Create a brighter  
future.

TOITŪ  
E N V I R O C A R E



Ngā Mihi