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How we think about greenwashing

Sustainability Tracker exists to make it easier for you to understand the difference between brands – by surfacing what brands have shared, openly and in one place. For that to work, what is on the platform has to be trustworthy. This page explains how we define greenwashing, what we do about it when we see it, and how you can flag it to us.

Our definition

Greenwashing is when a claim – or the absence of one – makes a product, service or brand seem better for the environment, people, or society than it really is.

It includes:

- **Things that are not true.** Claims without evidence, or claims that contradict the evidence.
- **Things that are vague.** Words like “green,” “eco-friendly,” or “clean” that sound positive but do not say anything specific.
- **Things that are misleading by context.** A claim that is accurate on its own but creates the wrong impression in the place it is being made.
- **Things that are misleading by omission.** Information left out that would change its accuracy or how a reasonable person understands the claim.
- **Visual claims.** Images, colours, textures and symbols that imply more than the facts support.

We use our own framework – called FACTS – to assess every claim against five tests: Fact, Appearance, Context, Transparency, Substantiation.

We encourage every brand on the platform to attach supporting evidence to the claims they make – and from 17 May 2026, we are formalising this for third-party certifications. New certifications must have supporting evidence within 3 months. Existing certifications have 12 months to comply. This change strengthens what verification on Sustainability Tracker actually means.



Sharing a commitment is not greenwashing

Sustainability Tracker is built to make it easier for brands to share their sustainability commitments – including future targets, work-in-progress initiatives, and partial achievements – openly and transparently. Disclosing a goal on the platform is the point of the platform. It is not greenwashing.

Greenwashing can happen when those same statements are used in marketing – on packaging, in ads, or at the point of sale – to imply something has already been achieved when it has not, or to encourage a purchase decision without the supporting context.

We assess claims on where and how they are being made, not just what they say.

What we do about it

When we identify a problem – whether through our own audits or a concern raised by someone else – we contact the brand privately. We do not publicly shame brands. We give them the chance to update, clarify, or remove the content.

For more serious issues, we reserve the right to take content down, take a brand's profile down, or remove a brand from the platform entirely.

How to raise a concern

If you see something on Sustainability Tracker that you think breaches this policy, email us at hello@sustainabilitytracker.com with the brand, the content, and what concerns you. We investigate every concern. You do not need to give us your name, and we will not share your identity with the brand.

We take this seriously. Trust is the only thing that makes our platform work.