

Greenwashing check



Neosys AG

Privatstrasse 10
4563 Gerlafingen

+41 32 674 45 11
info@neosys.ch
www.neosys.ch

For transparent sustainability communication

As communication about sustainability performance increases, so does the risk of greenwashing, whether intentional or unintentional. Our greenwashing check helps you to structure your internal and external ESG communication based on facts and maintain the trust of customers and stakeholders.



Greenwashing check

Typical challenges faced by our customers:

- How can your company ensure credible and fact-based sustainability communication?
- Which statements could be interpreted as greenwashing?
- How can exaggeration, vagueness or empty promises be systematically avoided in communication?

Our approach: support where you need it

We support you individually and flexibly, whether it's a selective review of your internal or external sustainability communication or a comprehensive anti-greenwashing concept.

1. Status check: recognizing greenwashing risks

We analyze your existing communication materials, such as sustainability reports, websites, products and PR campaigns, for potential risks.

In doing so, we check:

- Transparency and comprehensibility of statements
- Consistency between communication and actual measures

Result: A clear greenwashing risk report with recommendations and priorities for improvement.

2. anti-greenwashing concept: clear guidelines & processes

Based on the analysis, we work with you to develop a practicable concept that gives you security for future communication:

Communication guidelines for sustainability topics

Checklists for ESG-related statements

Integration into existing processes (marketing, product, sustainability)

Result: An internal framework for credible, compliant ESG communication.

Your contact

Lea Steinle

lea.steinle@neosys.ch

+41 32 674 45 58

Matyusha Ebrahimi

matyusha.ebrahimi@neosys.ch

+41 32 674 45 53



3. trainings & workshops: Anchoring knowledge internally

Many greenwashing incidents are not intentional, but the result of ignorance or a lack of coordination before information is published. We offer both on-site and online training to strengthen your team's communication skills.

Result: Sensitized employees with a clear compass for ESG communication.

Your benefit:

- Training and empowering your teams
- Security in communication and handling ESG data
- Minimization of legal and reputational risks
- Clear structures and guidelines for all departments involved

Your contact

Lea Steinle

lea.steinle@neosys.ch

+41 32 674 45 58

Matyusha Ebrahimi

matyusha.ebrahimi@neosys.ch

+41 32 674 45 53

