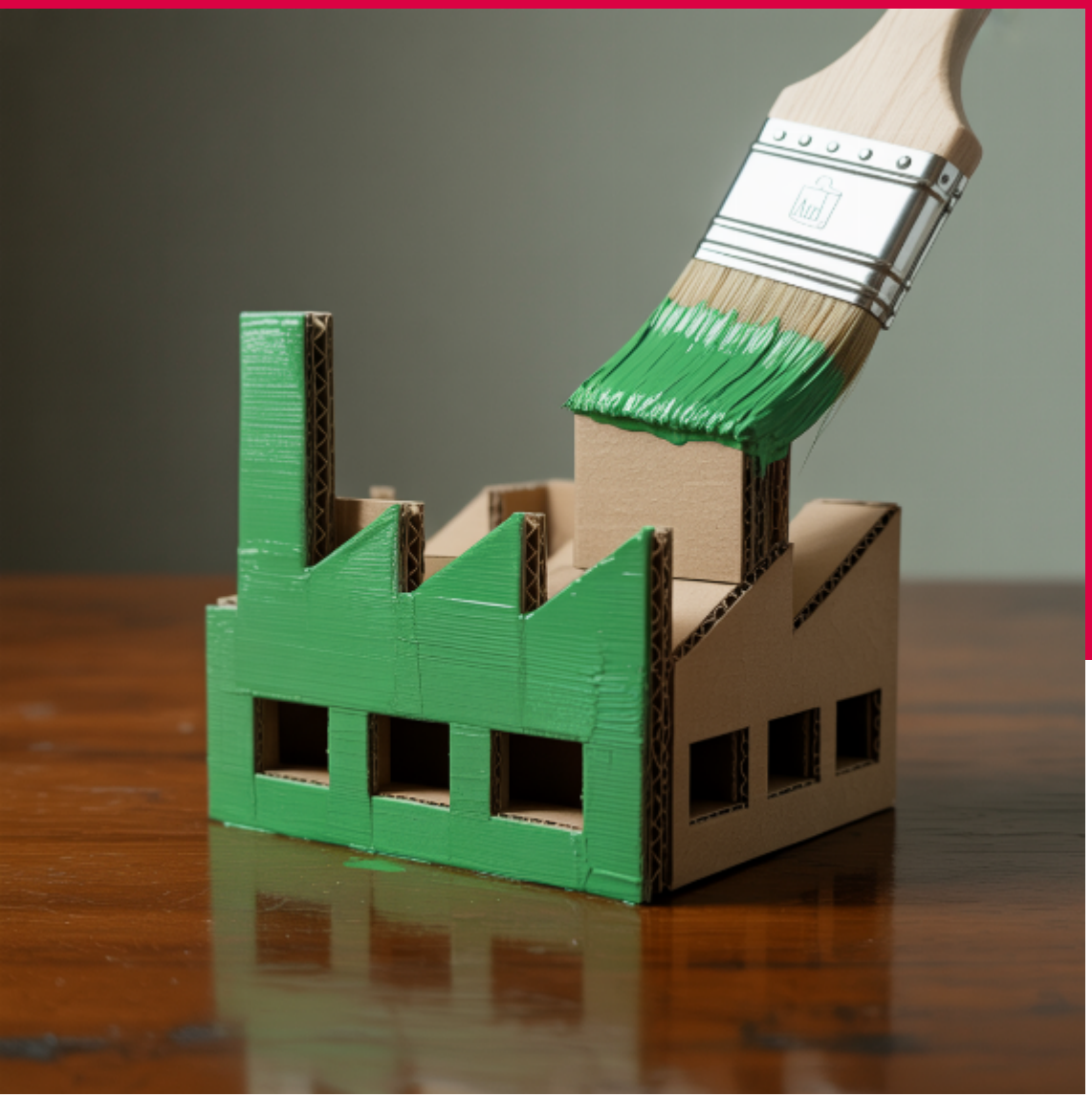
Greenwashing check



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For transparent sustainability communication

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As sustainability communication increases, so does the risk of greenwashing, whether intentional or unintentional. Our greenwashing check helps you structure 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 we ensure credible and fact-based sustainability communication?
- Which statements could be interpreted as greenwashing?
- How can exaggeration, vagueness or empty promises be systematically avoided?

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.

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1. Status check: identifying greenwashing risks
We analyze your communication materials (sustainability reports, websites, product information, PR campaigns) for potential risks by reviewing:

- Transparency and comprehensibility of statements
- Consistency between communication and actual measures
  Result: A clear risk report with recommendations and priorities for improvement.

2. Anti-greenwashing concept: clear guidelines and processes
Based on the analysis, we create a practical concept that ensures reliable 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

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3. Trainings and workshops: building internal knowledge
Many cases of greenwashing arise from a lack of knowledge or coordination. We provide on-site or online training to strengthen your team's communication skills.
Result: Employees trained to communicate ESG topics clearly, consistently and credibly.

Your benefit

- Trained and empowered teams
- Security in ESG communication and data handling
- Reduced legal and reputational risks
- Clear structures and guidelines for all departments involved

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