

## What Is Greenwashing?

### Greenwashing

**Greenwashing** is the act of making false, misleading, or exaggerated claims about an entity’s environmental or sustainability record or practices, including the environmental impact of operations, products, or services. Greenwashing reflects a gap between the symbolic and substantive action taken by a company or product in order to gain an environmentally friendly image. For example, greenwashing occurs when a company spends time and money advertising goods or services as environmentally friendly, closer to nature, or otherwise “green,” when the impact on the environment is not materially distinct from other comparable goods or services.

To learn more about greenwashing, visit [Winston’s Environmental Law Update Blog](#).

### Related Capabilities

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