



*Did you know that?*

What does **Green  
Washing** mean ?

## Épisode 3



**Greenwashing** is a marketing technique used by an organization in **order to give itself a misleading ecological image.**

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Companies that use greenwashing put forward **environmental concerns that they are far from having** in their practices.

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The **ecological argument** is thus used **in a misleading way**, it is a form of *false advertising*.

Many companies use greenwashing to **improve their image.**




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In recent months, greenwashing **has caused a significant backlash against financial players.**

*For example, DWS, the asset management subsidiary of Deutsche Bank, or HSBC (in the UK) **paid the price in 2022***

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To be  
continued...

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