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# Sustainability Red Flags

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Not everything  
green is good...



Red Flag #1

# **“Eco-Friendly” with No Proof**



Buzzwords like "eco-conscious", "natural", or "green" mean nothing without evidence.

Third-party certifications like FSC, Fair Trade, or Carbon Trust. Transparent explanation of what makes the product sustainable.

If it sounds vague or overly broad, it probably is.

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Red Flag #2

# **Excessive Packaging (even if recyclable)**



♻️ Recyclable doesn't mean low-impact. Plastic “eco” bottles, oversized boxes, and single-use packaging still contribute to waste.

Real sustainability focuses on:

- Reducing packaging
- Using compostable or reusable alternatives
- Offering refill schemes



Red Flag #3

# No Supply Chain Transparency



If a business can't tell you where or how its products are made, that's a problem.

Watch out for:

- No supplier info
- Vague manufacturing claims (e.g., "ethically sourced")

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Red Flag #4

# One-Off "Green" Campaigns



Planting trees or using green colours in marketing doesn't equal sustainability.

If a brand only talks about sustainability during campaigns or Earth Day, ask:

- Is this part of their long-term strategy?
- Are their operations, culture, and products aligned with sustainability values?



Red Flag #5

# Lack of Measurement & Reporting



“If it’s not being tracked, it’s not being managed.”

- ▶ Brands avoiding:
  - Carbon footprint disclosure
  - Impact reporting
  - ESG goals

- ✓ Transparent businesses:
  - Share annual sustainability or B Corp reports
  - Set measurable, time-bound goals

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