Sustainability Red Flags

Not everything green is good...







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.



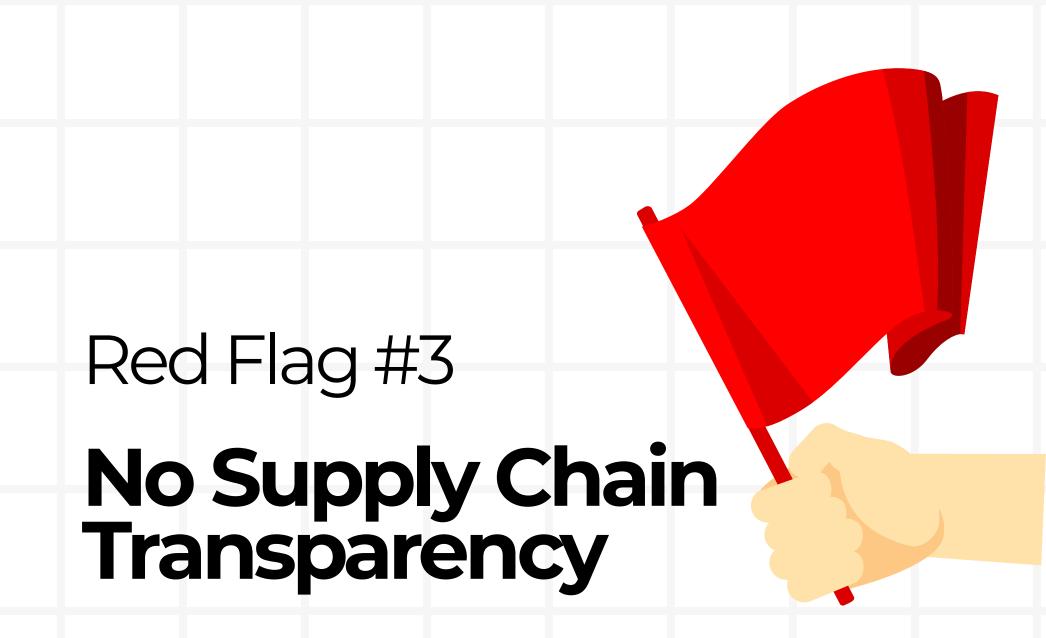


Recyclable doesn't mean low-impact. Plastic "eco" bottles, oversized boxes, and single-use packaging still contribute to waste.

Real sustainability focuses on:

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





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")





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?





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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