

Greenwashing in supermarkets

Three Perspectives on Innovations



1. Introduction

2. iDNA process

- Questioning
- Observations
- Networking
- Experimentation

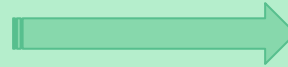
3. Solution

4. Q&A

5. Conclusion & Takeaway



Greenwashing





iDNA process

1. Questioning
2. Observation
3. Networking
4. Experimentation

01.

Questioning

awareness
regulations
innovation
attention
importance
recognizable
promotion
responsibility
solutions
evidence
pragmatism
lie
education
applicability
harmfulness
effectiveness
misleading
impact
environment
managing



02.



Observations

Findings from research



1. Concepts and forms of greenwashing: a systematic review

Trick customers into believing a false impression of sustainability

2. Companies accused of greenwashing

Examples of companies that do Greenwashing such as Mercedes.

3. Revealing Greenwashing: A Consumers' Perspective.

Misleading information might affect how customers buy their products

4. CHATGPT: In which areas does greenwashing take place?

More information and examples of greenwashing in non expected areas such as buildings

Supermarket products



Palitos



Soy milk



Eggs



Nutella

Research on products

Template for a Researched Product Characteristics

1. **Sustainability** of the company
2. **Packaging**
3. **Outside information**
4. Entire **Supply Chain**

Example: Nutella



Eco-Score C - Moderado impacto ambiental

INTERVIEWS

1. Supermarket interviews (Spain and Netherlands)

Customers buying from regular **supermarkets** as well as from the **Bio section**.

Missing **transparency** on products, not much faith in **labels**.

2. Family and Friends (Italy)

Different **genders** and **age**.

Concerned with **ecologic** and **organic** products.

3. Online questionnaire (Europe)

More **diverse** opinions

Cheaper green products will **encourage** people to buy them.



03.



Networking

Idea: Greenwashing in Clothes?



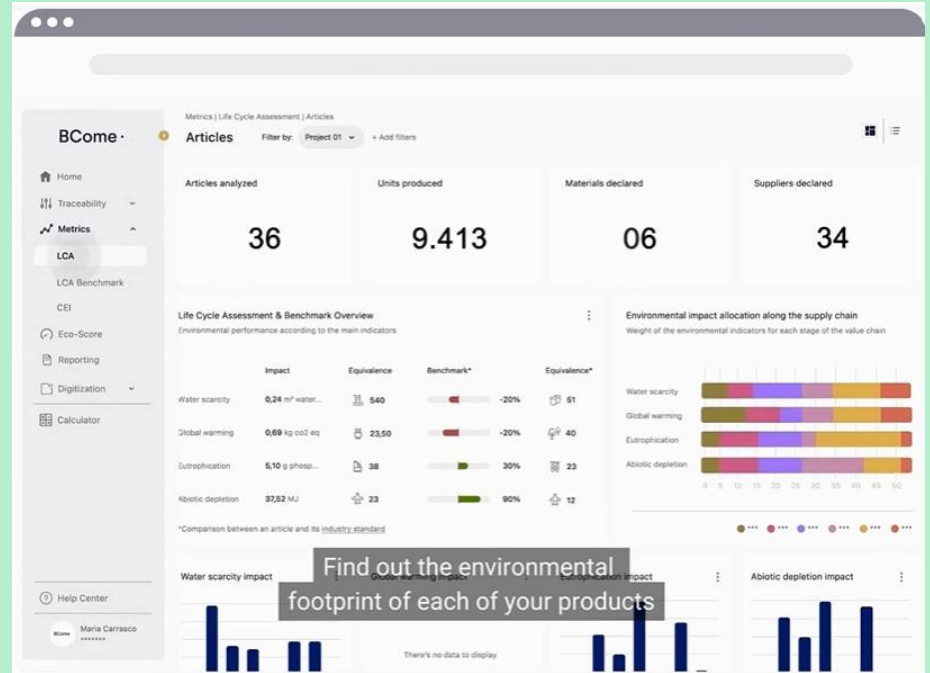
=

Someone In our network is working on an App (pre-release)
Carbon Footprint of Item:

CO2, Work environment, water, Type of material etc

More Apps found by Networking:

BCome ·



Eggs from Happy Chicken?

TakeAway:

When mentioned that eggs are eggs that come from happy chicken" or "eggs that come from chicken" or "that were raised on the floor?"

= **Not transparent**

Not raised in cages != Raised In farms

As eggs can still be raised in closed spaces





04.



Experiment

Findings from the interviews



Buying sustainable products for a higher price

Willing to make an effort, but NOT too much

Negative view on green washing, high awareness

Focus on labels, but not a 100% trust



Solution and advantages

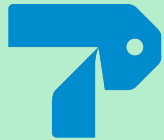
Competitors and comparable initiatives



— Eco score and information on product, by community



— Independent organization, nutrition values



— True PriceTM

Shows the fair and true price of each product, own shops.

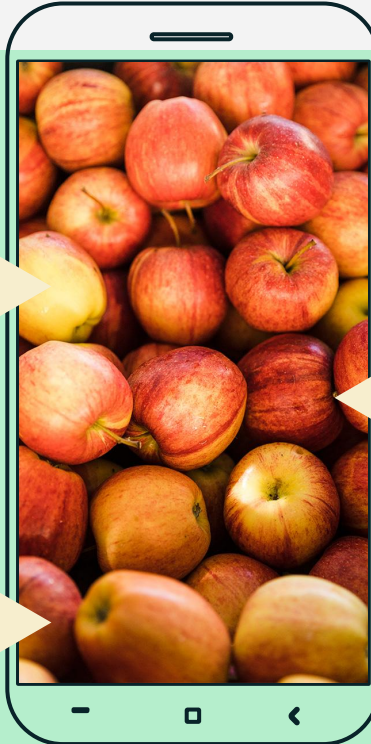
BCome ·

— Elaborate information on fashion industry and sustainability

Solution

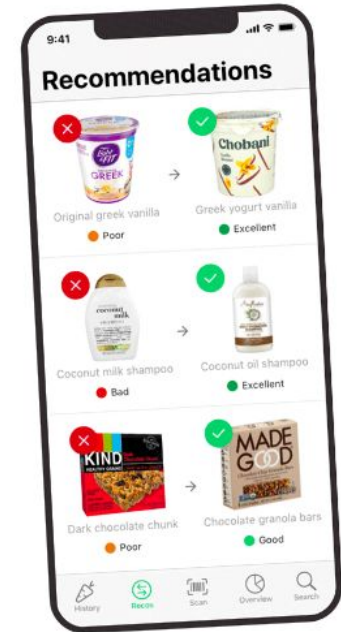
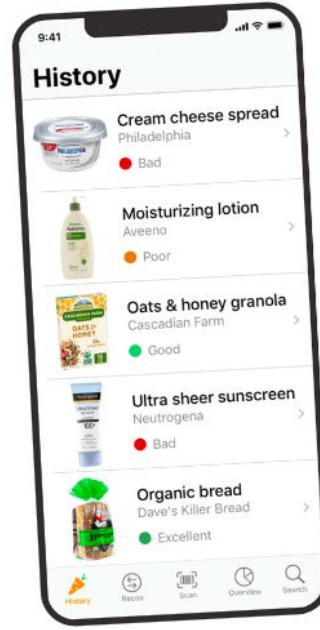
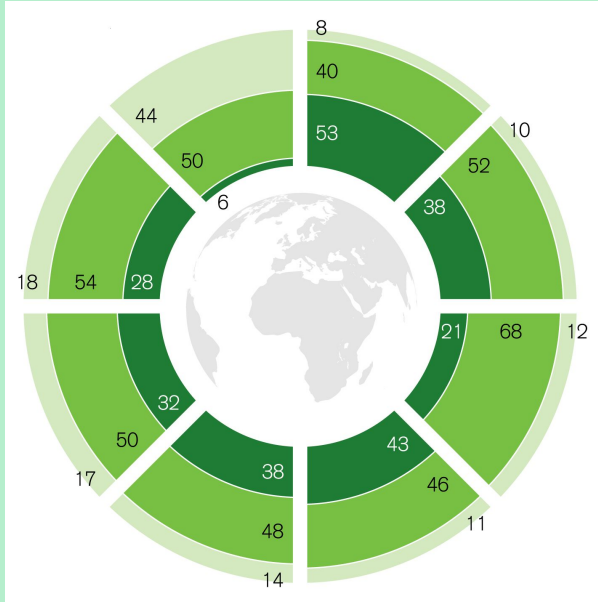
Independent
organization, free
application

Alternatives based on
prices and eco score ->
competition



- Life cycle
- Carbon footprint
- Packaging info
- Transport
- Endangered species

Solution



Advantages of our product



True PriceTM

BCome ·



- The information will be **concise** and easy-to-read.
- We are an **independent** organization
- We create a **consumer** movement that might lead to a **sustainability competition** between companies



Conclusions & Takeaway

Conclusions & Take Away

It is more present than you might think

There is a growing trend towards transparency and clarity

Lack of a single information place

Need for greater regulation

Search for evidences - certifications

Check before take

Support transparency and sustainability, from supermarkets and products

Search in detail, not superficially

Questions?

Thank you for your attention!

