

# The SUSTAINABILITY Basics

What is

## "GREENWASHING":

the process of brands or companies deceiving consumers to believe they are green when they are not

Greenwashing can make shopping sustainably really hard nowadays.

**we get it.**

This checklist will help you see clearly and make better decisions.

take me with you  
when you go  
shopping!



### **Question everything!**

can you find evidence to back up the sustainability claims?



### **Don't trust advertising**

It's just another way to deceive you



### **Tags & buzzwords**

Tags showing buzzwords like sustainable - green - organic - eco-friendly - low-impact - vegan - recycled... are just a way to lure your attention.



### **Look beyond the buzzwords**

The above buzzwords aren't enough to label a product or a brand sustainable because they are not subject to any verification.



### **The novelty obsession**

Brands that frequently change their style and designs aren't sustainable. They are just pushing you to buy more.



### **Large variety of products = overproduction**

The overproduction system pursued by fast fashion and top brands isn't sustainable even if they market their products to be so.



### **Check the price!**

Low prices aren't sustainable. Convenience catches your attention, but it takes a lot more to make sustainable clothing.

