

Greta Thunberg

Greta Thunberg accuses Edinburgh book festival sponsor of 'greenwashing'

Climate activist pulls out of event, saying sponsor Baillie Gifford invests heavily in fossil fuel industry

Libby Brooks *Scotland correspondent*

Fri 4 Aug 2023 13:15 BST



📷 Greta Thunberg was due to discuss her appeal for climate action as part of a series of 'climate positive' events at the festival. Photograph: Ole Jensen/Getty Images

The climate activist **Greta Thunberg** has pulled out of an appearance at the Edinburgh book festival, accusing its lead sponsor of "greenwashing".

Thunberg was scheduled to speak at the 3,000-seat Playhouse theatre to discuss her appeal for climate action, [It's Not Too Late to Change the World](#), as part of a series of "climate positive" events at this year's festival.



WRAP

Local and Global



The Plastics Pact Network



What is sustainable packaging?



Sustainability Claims

The Good, the Bad and the Ugly



Dangers and Pitfalls and how to avoid them



Useful Support Resources

**WHO
AM
I?**



wrap

WHO IS ~~wrap~~?

VISION

Our vision is a thriving world in which climate change is no longer a problem

MISSION

Our mission is to make the world a more sustainable place. We bring people together, we act on the facts, and we drive change

PURPOSE

Our core purpose is to help you tackle climate change and protect our planet by changing the way things are produced, consumed and disposed of

wrap DRIVES COLLABORATIVE ACTION ACROSS INDUSTRY ...



**Courtauld
Commitment**

2030
food and drink



**UK Plastics
Pact**

THE UK
PLASTICS
PACT



**Textiles
2030**

Textiles
2030

UK Plastics Pact Latest Facts and Figures

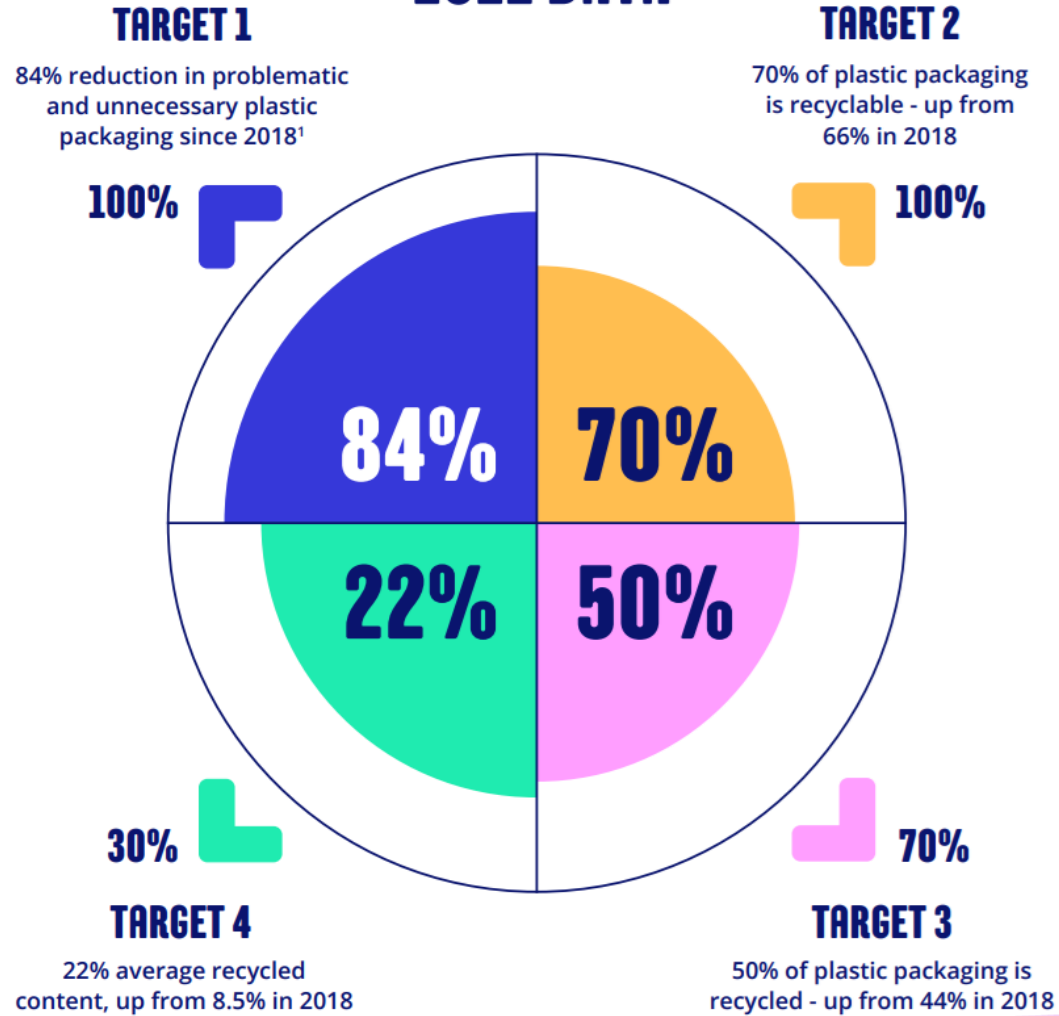
6%
reduction in plastic packaging placed on market¹

92%
of rigid plastic packaging is recyclable, up from 81% in 2018

22%
increase in the amount of plastic packaging recycled in the UK rather than exported in 2020 vs. 2021

9%
reduction in CO₂e since 2018, equivalent to taking 119,000 cars off the road¹

2021 DATA



TARGETS TO 2025

106 full business members, **35 associates** and **48 supporters** have committed to four ambitious targets. By 2025:

TARGET 1
Eliminate problematic and unnecessary single-use plastic.

TARGET 2
100% of plastics packaging to be reusable, recyclable or compostable.

TARGET 3
70% of plastics packaging effectively recycled or composted.

TARGET 4
30% average recycled content across all plastic packaging.

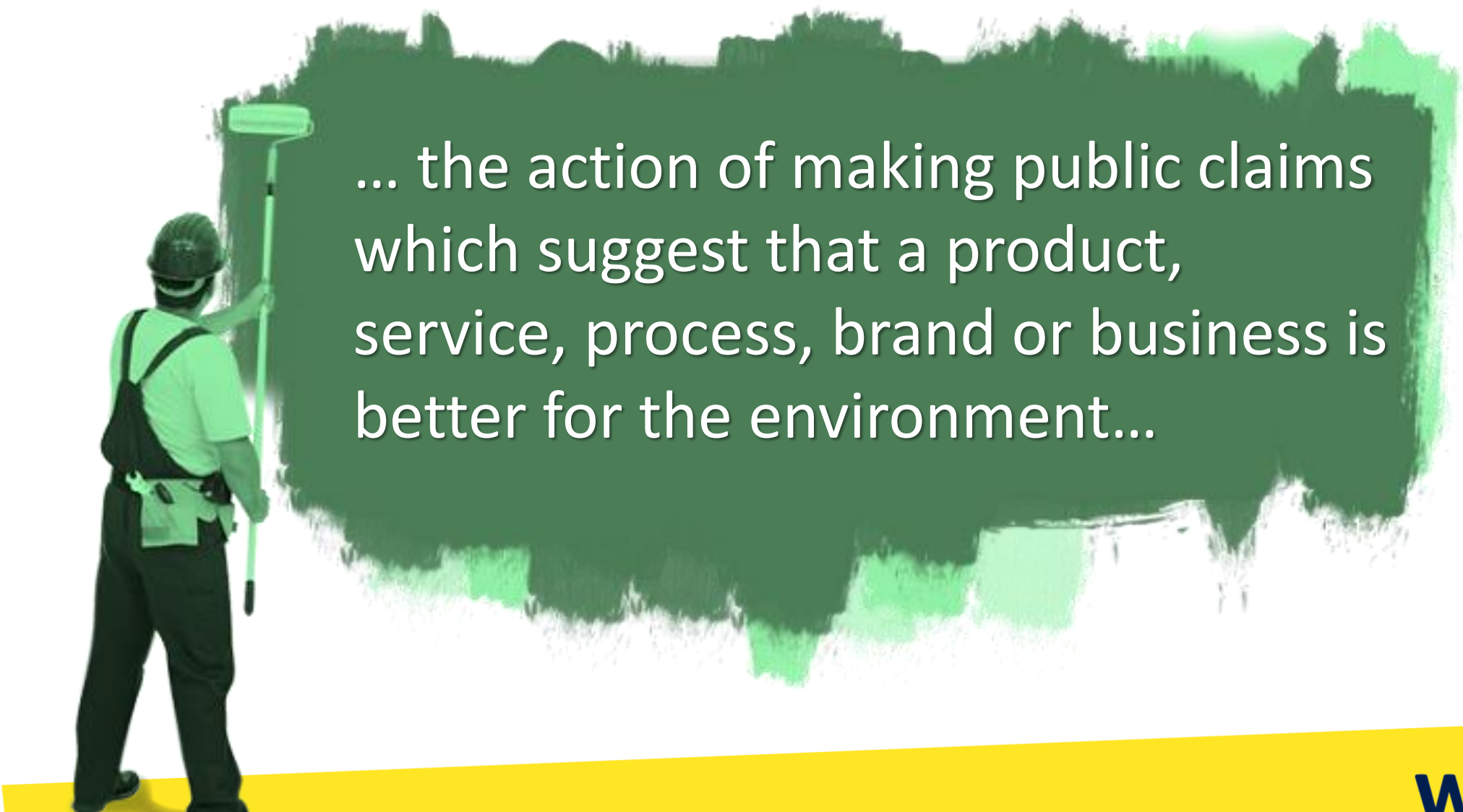
View the full list of members [here](#).

¹ Based on members who reported in both 2018 and 2022 to provide a meaningful data comparison

A perspective view of a long, empty subway tunnel. The walls are blue with a grid pattern, and the floor has yellow lines. The ceiling is dark with a grid pattern. The text "SUSTAINABLE PACKAGING IS ABOUT PERSPECTIVE" is overlaid in the center.

**SUSTAINABLE PACKAGING IS ABOUT
PERSPECTIVE**

WHAT IS GREENWASH?



... the action of making public claims which suggest that a product, service, process, brand or business is better for the environment...

WHAT IS GREENWASH?

... the action of making public claims which suggest that a product, service, process, brand or business is better for the environment...



PROCEED WITH CAUTION...

CONSUMER
RISK



BRAND
RISK

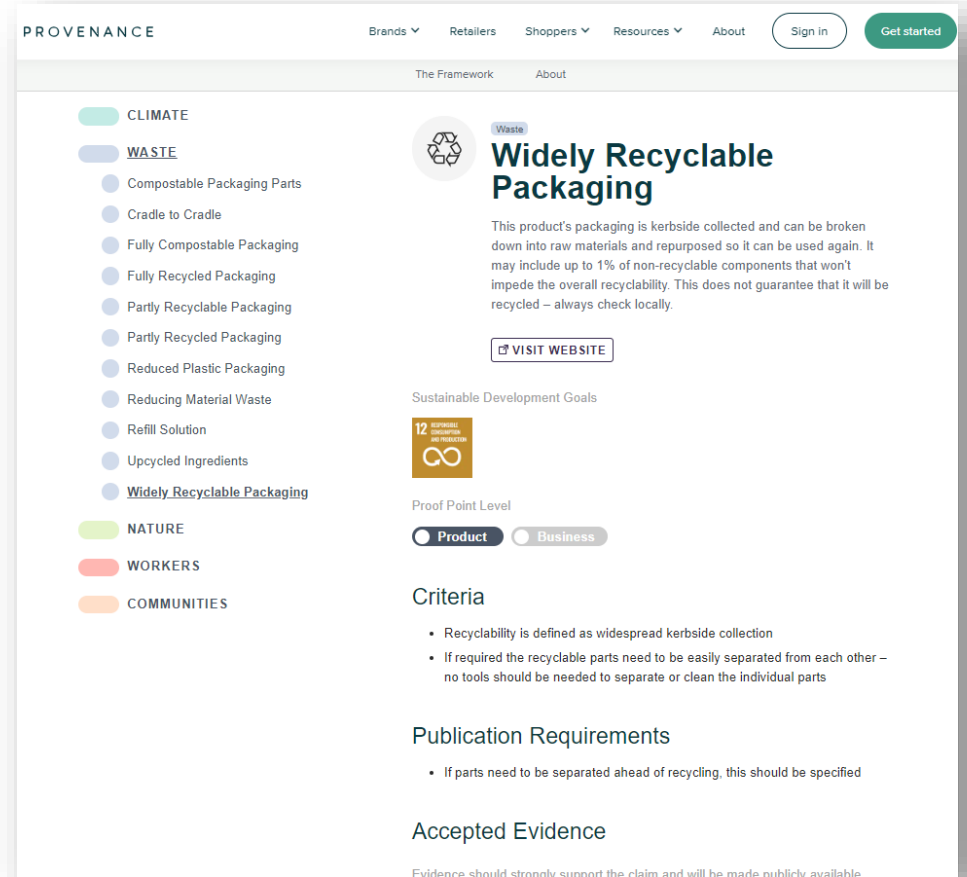


LEGAL
RISK



The PROVENANCE Framework

- Diverse range of environmental / sustainability characteristics for developing genuine claims
- Enables focus on individual business' sustainability perspective / objectives
- Provides excellent guidance on definitions, criteria, recommended validation pathways and proof points required to support a claim



PROVENANCE

Brands ▾ Retailers Shoppers ▾ Resources ▾ About Sign in Get started

The Framework About

CLIMATE

WASTE

- Compostable Packaging Parts
- Cradle to Cradle
- Fully Compostable Packaging
- Fully Recycled Packaging
- Partly Recyclable Packaging
- Partly Recycled Packaging
- Reduced Plastic Packaging
- Reducing Material Waste
- Refill Solution
- Upcycled Ingredients
- Widely Recyclable Packaging

NATURE

WORKERS

COMMUNITIES

Waste

Widely Recyclable Packaging

This product's packaging is kerbside collected and can be broken down into raw materials and repurposed so it can be used again. It may include up to 1% of non-recyclable components that won't impede the overall recyclability. This does not guarantee that it will be recycled – always check locally.

VISIT WEBSITE

Sustainable Development Goals

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Proof Point Level

Product Business

Criteria

- Recyclability is defined as widespread kerbside collection
- If required the recyclable parts need to be easily separated from each other – no tools should be needed to separate or clean the individual parts

Publication Requirements

- If parts need to be separated ahead of recycling, this should be specified

Accepted Evidence

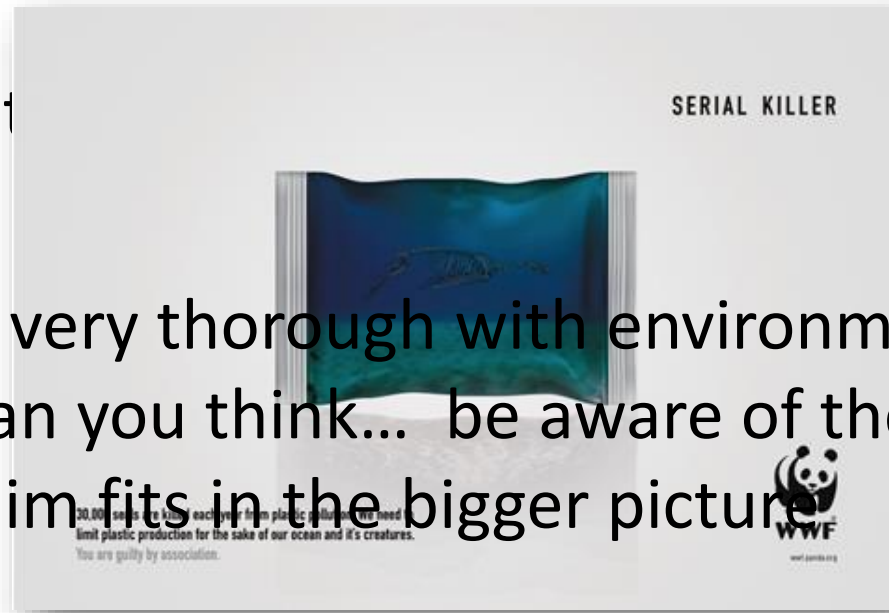
Evidence should strongly support the claim and will be made publicly available

Useful considerations...

- Good marketing is a powerful behaviour change tool... we need your help to change our systems and our behaviours and make sustainability sexy!
- Calibrate locally... market



OPRL - UK



HOW2RECYCLE - USA



AUST

Some useful resources...

WRAP / UKPP Resources for Industry:

- *UK Plastics Pact Polymer Choices and Recyclability Guidance*
- (<https://wrap.org.uk/resources/guide/design-guidance-recyclability-household-rigid-plastic-packaging>)
- *WRAP Understanding Plastic Packaging and the language we use to describe it*
(<https://wrap.org.uk/resources/guide/understanding-plastic-packaging-and-language-we-use-describe-it>)
- *WRAP Creating a Circular Economy for Flexible Plastic Packaging – Roadmap to 2025*
(<https://wrap.org.uk/resources/guide/creating-circular-economy-flexible-plastic-packaging>)
- *UK Plastics Pact Considerations for Compostable Packaging*
(<https://wrap.org.uk/resources/guide/compostable-plastic-packaging-guidance>)

Government Resources:

- *UK Government Green Claims Code* (<https://greenclaims.campaign.gov.uk/>)
- *European Green Claims Directive (Draft)* (https://environment.ec.europa.eu/publications/proposal-directive-green-claims_en)

EU 'Green Claims' directive will tackle greenwashing's crafty cousin, circular washing, too



By Ana Birliga Sutherland, Writer and Editor, Circle Economy
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If passed, the law will ban generic claims — from "environmentally-friendly" and "eco" to "natural" and "biodegradable" — from being made without evidence. This is a much-needed step in the right direction, Ana Birliga Sutherland writes.

Regulators are finally cracking down on advertisers making false green claims, in a series of moves dubbed the end of the "greenwashing era".

These claims — from the vague ("all natural") to the hard-to-verify and seemingly omnipresent ("carbon neutral")—often mislead increasingly climate-conscious consumers.

The desire for more environmentally friendly goods is growing rapidly, with nearly 90% of Gen X consumers willing to spend more on sustainable products, compared to 34% in 2020.

Questions?

Thank you

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