



Challenging and regulating greenwash

Vicki Pite (EnCaf)



What is greenwash?

- Greenwashing is when organisations make bold public claims about their environmental credentials for PR purposes without making real change.
- This has led to public mistrust, a lack of real progress and legal action.
- In this forum and debate we are exploring:
 - the gap between rhetoric and reality,
 - how to spot greenwashing
 - aspects of the regulatory framework and examples of successful challenges

Competition and Markets Authority

Green Claims Code 20 September 2021

<https://greenclaims.campaign.gov.uk/>



[Check your knowledge of the
Green Claims Code.](https://greenclaims.campaign.gov.uk/)

1. Claims must be truthful and accurate.
2. Claims must be clear and unambiguous.
3. Claims must not omit or hide important information.
4. Comparisons must be fair and meaningful.
5. Claims must consider the full life cycle of the product or service.
6. Claims must be substantiated.

Where are we now?

- Government failings
- Investors and consumers
- Successful challenges



Government failings:

The UK High Court has ruled that the Government's net zero strategy breaches the Climate Change Act.

- The ruling was that the UK government's plan for reaching net zero emissions was unlawful **because it provided insufficient detail for how the target would be met**
- Kwasi Kwarteng, secretary of state for business, energy and industrial strategy, launched the so-called net zero strategy last year.
- But neither he, nor the minister who approved the strategy on his behalf, **knew how each individual policy would contribute to achieving the legally binding target**, and therefore **could not properly assess the credibility of the plan**.
- Justice David Holgate said that was a breach of the government's obligations under the Climate Change Act. <https://www.theguardian.com/environment/2022/jul/18/court-orders-uk-government-to-explain-how-net-zero-policies-will-reach-targets>



EY Global Institutional Investor Survey



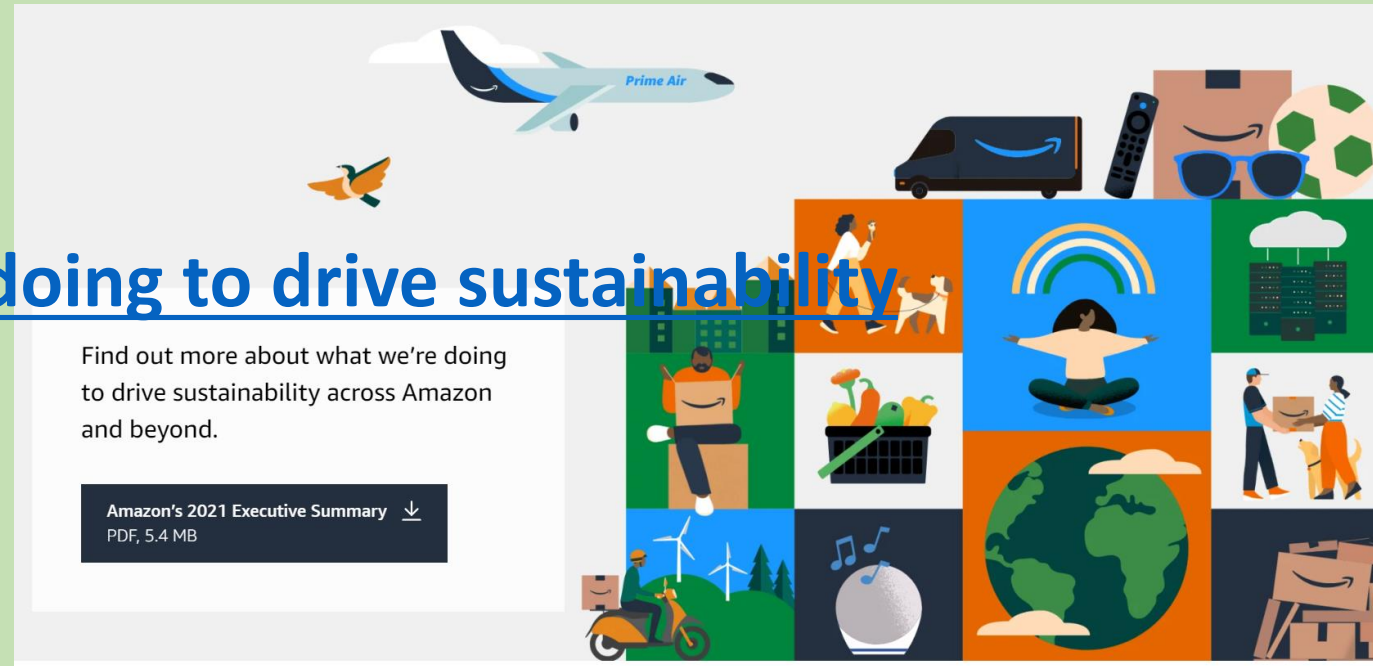
https://www.ey.com/en_ca/news/2021/11/three-quarters-of-institutional-investors-looking-to-divest-from-companies-with-poor-environmental-track-records

- **Investors**

- 90% of investors surveyed said that since the COVID-19 pandemic, when it comes to their investment strategy and decision-making **they've attached greater importance to corporates' environmental, social and good governance performance**
- 86% investors surveyed said that a corporate having a strong ESG program and performance **would have a significant and direct impact on analyst recommendations today.**
- Only 49% of investors had **updated their ESG investment approaches.**

Amazon

- Climate friendly certifications



- The number of adverts banned for “greenwashing” has tripled in a year

- **UK Competition and Markets Authority**

- launched its first ever review of environmental claims in the fashion retail sector, amid concerns that the sector is attempting to "greenwash" shoppers.

- **ASA – Advertising Standards Authority**

- Innocent
 - Ryanair
 - DWS
 - Lost nearly 30% of its value

- **Client Earth**

Aramco →	Chevron →	Drax →	Equinor →
ExxonMobil →	INEOS →	RWE →	Shell →
Total →			

Where are we now?



Work in progress

- Democracy?
- Impact ?
- Cost?
- Current challenges?
- Unsuccessful challenges?

Greenwash: **subversion or ignorance?**



The March 2022 community
newsletter from NLHPP (North
London Heat and Power Plant) to
residents – deconstructed to reveal
the **Greenwash**

March 2022 Newsletter

March 2022

Redeveloping Edmonton EcoPark



Construction of new recycling facilities including a Resource Recovery Facility and Public Reuse and Recycling Centre

Welcome to our March 2022 community newsletter with the latest updates about the redevelopment at Edmonton EcoPark.



Boosting
recycling rates

NLWA is redeveloping Edmonton EcoPark, which includes the UK's most advanced Energy Recovery Facility to stop rubbish being sent to landfill. It will be used to provide electricity and heating for thousands of local homes. This is the best way to deal with non-recyclable rubbish and the best option for the environment. It uses rubbish as a resource instead of letting it rot in landfill.

Construction progress to date

- Construction of the new recycling facilities is progressing well. *See image above.*
- In January 2022, Acciona signed the contract to build the new Energy Recovery Facility. Over the next few months, the designs for the building will be finalised, ahead of construction starting in Autumn.

- **State-of-the-art** recycling facilities
- London's **biggest investment in recycling** for decades
- Residents can **bring recycling to the EcoPark** for the first time

What are we building?

- An **Energy Recovery Facility**: where non-recyclable rubbish will be turned into heat and electricity.
- A **Resource Recovery Facility**: where recycling will be sorted and prepared for either reuse or treatment in the Energy Recovery Facility.
- A public **Reuse and Recycling Centre**.
- **EcoPark House**: a visitor and education centre for the local community.

Construction due to complete in 2025

Construction due to complete in early 2023

The UK's
"most
advanced"
Energy
Recovery
Facility AKA...

A power
station, an
incinerator.

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"where **Non-recyclable** rubbish is turned into heat and electricity" ...
Not quite ... **Everything** that goes into a black bin bag is **burnt** – including plastics, bottles, cardboard, paper, food, metal - all readily recyclable material.

A "Resource Recovery Facility" where recycling will be prepared either for re-use or "Treatment in the Energy Recovery Facility" which means being burnt in the incinerator.

There are greener options: modern retrieval treatments which create jobs, recycle waste, make money. But NLWA has not considered them

"An Energy Recovery Facility"

“How will the facility improve air quality?”

- Are they being serious?
- Do they take us for idiots?
- How can burning rubbish **“improve air quality?”**
- This part of London is already amongst the worst polluted in the UK.
- Is an incinerator going to clean up our air ?

Water vapour may be **“harmless”** but toxic emissions are not...

EcoPark March 2022

light

Your questions answered

We have summarised some of the most frequently asked questions we receive about improving air quality below. Find our full list of FAQs: northlondonheatandpower.london/faq

Q How will NLWA control the release of emissions?

The ERF will use the world's most advanced and proven technology that will capture, control, and monitor emissions, making it one of the cleanest and safest facilities in the world. Even the highest concentrations of particulates from our facility will still be almost 1000 times lower than the World Health Organisation air quality limit.

Q How will NLWA make sure emission limits are not breached?

Our Energy Recovery Facility will operate under a strict Environmental Permit issued by the Environment Agency. The facility will be constantly monitored and reported on to ensure no levels are breached.

Q How will the facility improve air quality?

The contribution of emissions to local pollution is effectively zero at ground level for the majority of the year, and only 2% of air quality limit for a few hours a year. The steam you see coming out of the chimney stack is mostly harmless water vapour, which does not impact air quality or public health.

Stay up to date

Find out the latest project news and

northlondonheatandpower.london/project

media:

North London Heat and Power Project @NLHPP

Find out more, including how to apply at northlondonheatandpower.london/buildyourfuture

BARNET Camden ENFIELD Hackney Haringey ISLINGTON Waltham Forest

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As well as harmless water vapour, **700 000 tonnes of CO₂ will be emitted each year**, worsening the climate catastrophe.

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March 2022



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Apprentice spotlight



Cameron Flanagan

Meet one of our technical apprentices, **Cameron Flanagan**, who is 20-years-old from Enfield, and who won **New Civil Engineer's Apprentice of the Year 2021**.

Q How did you find out about your apprenticeship and why did you decide to apply?

I found my apprenticeship on the local council's website, so it was good to find something so close to home. I have always had an interest in construction and have always taken a hands-on approach. I couldn't see myself going to University full time so an apprenticeship was the right route for me.

Q What is the most rewarding part of your apprenticeship?

It's the abundance of learning. There hasn't been a day since the very beginning where I haven't learned something. I think that having the opportunity at a young age to constantly learn and then apply this learning really builds character and a solid foundation for your career.

Q What is one piece of advice you would give someone thinking about starting an

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NORTH LONDON WASTE AUTHORITY : MARCH GREENWASHER OF THE MONTH

programme and on-site training placements. Find out more, including how to apply at northlondonheatandpower.london/buildyourfuture

media:



North London Heat
and Power



@NLHPP

<https://www.greenwash.earth/hall-of-fame>



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What do you think ?