



(1) Which sin(s) is this copy paper committing (and why)?





(1) Which sin(s) is this copy paper committing (and why)?



“Sin of the hidden trade-off”

- Paper is not necessarily environmentally-preferable just because it comes from a sustainably-harvested forest
- Other important issues in the paper-making process (e.g. GHG emissions, chlorine used in bleaching) may be equally important

• “Sin of vagueness”

- “Forest-friendly” is poorly defined
- The term is utterly meaningless without elaboration

“Sin of no proof”

- Product has not provided information to explain what makes it forest friendly
- There are several legitimate, transparent forest management standards (such as FSC)



University of St.Gallen

(2) Which sin(s) is this napkin committing (and why)?



“A super premium diaper that includes natural, organic materials and ingredients to provide gentle protection for new babies.”



(2) Which sin(s) is this napkin committing (and why)?



“Sin of vagueness”

- Product does not provide information for what the product uses organic cotton for
- Actually, organic cotton is **only** included in the outer cover but keeps the same petrochemical gel on the inside

“Sin of no proof”

- Product has not provided information to explain that its cotton is truly organic (e.g. no eco-label proofs this)

“Sin of lesser of two evils”

- Plastic napkins result in huge amounts of waste generated
- Claim risks distracting consumers from the greater environmental impacts of the category as a whole

“Sin of hidden trade-off”

“Sin of suggestive pictures”



University of St.Gallen

(3) Which sin(s) is this product committing (and why)?





(3) Which sin(s) is this product committing (and why)?



“Sin of worshipping false labels

- Manufacturer added his own label to the product “Klean-Strip – Green” and created a false suggestion to mislead consumers into thinking that the product has been through a legitimate green certification process

“Sin of no proof”

- Product has not provided information to explain that its product is of 95% biodegradable content

“Sin of vagueness” (natural)



University of St.Gallen

(4) Which sin(s) is this Shell advertising committing (and why)?



The advertisement features a white BMW Concept Active E car with blue motion lines and the text "Efficient Dynamics" on its side. In the top right corner, there are two logos: the BMW logo and a Shell logo with the text "The ultimate driving machine".

100% JOY. 0% EMISSIONS.

Joy never stands still. The BMW Concept Active E is the first BMW to be powered purely by electricity. A high-performance electric motor delivers 170 hp, resulting in acceleration from 0 – 60 mph in just 5.5 seconds. Thanks to its electrifying performance and zero CO₂ emissions when driving, the Active E redefines BMW EfficientDynamics. With a range that's perfect for the city, four seats, low running costs and short charging times, it has everything, except emissions. The story of Joy continues at bmw.co.uk/joy

**THE BMW CONCEPT ACTIVE E.
JOY IS FUTUREPROOF.**

BMW EfficientDynamics
Less emissions. More driving pleasure.

BMW EfficientDynamics reduces BMW emissions without compromising performance developments and is standard across the model range.





(4) Which sin(s) is this Shell advertising committing (and why)?



“Sin of fibbing

- Environmental claim “0% emissions” simply false as (a) CO₂ is generated when producing electricity which is used to power the battery and (b) CO₂ is generated when producing the vehicle



(5) Which sin(s) is this product committing (and why)?



“Fresh organic
eggs”



(6) Which sin(s) is this car advertising committing (and why)?

The advertisement features a silver Volkswagen Passat BlueTDI driving on a road lined with cherry blossom trees. A cyclist is visible in the background. The car's license plate is 'S 531 MU'.

Man kann auf die Abgasnormen der Zukunft warten.

Der Passat BlueTDI. Der sauberste Diesel seiner Klasse.

Das neuartige SCR-System der Dieseltechnologie BlueTDI wandelt Stickoxide selektiv zu Stickstoff und Wasser um – und reduziert sie so um bis zu 50 Prozent. Mit dem Passat BlueTDI bieten wir unseren Kunden eine innovative Technologie für morgen und erfüllen damit schon heute die Euro-6-Abgasnorm (Kategorie N).

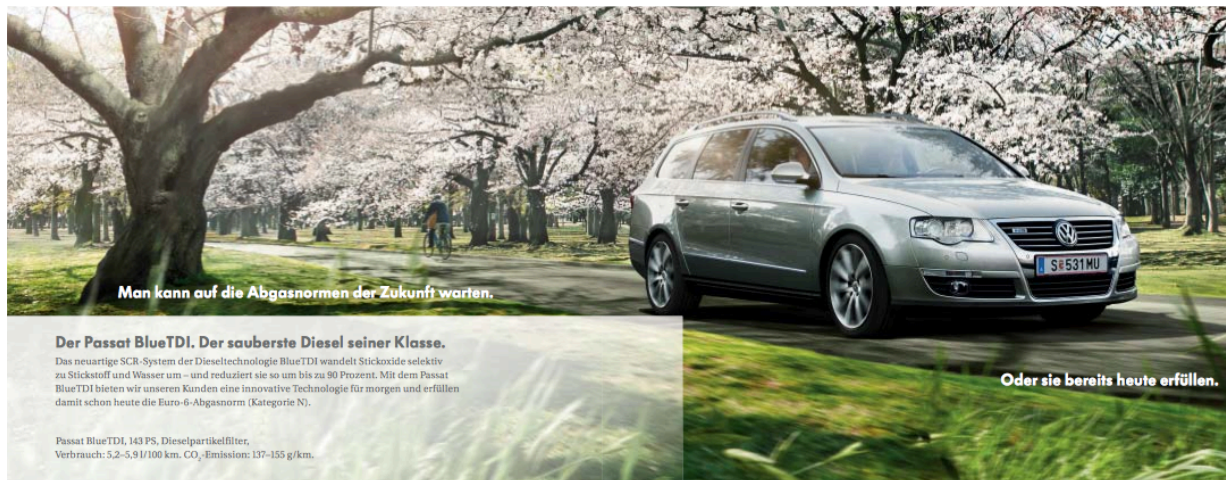
Passat BlueTDI, 143 PS, Dieselpartikelfilter, Verbrauch: 5,2–5,9 l/100 km. CO₂-Emission: 137–155 g/km.

Oder sie bereits heute erfüllen.

“You can wait for the emissions standards of the future or you can meet them already today”



(6) Which sin(s) is this car advertising committing (and why)?



“Sin of suggestive pictures”

- Using images of trees and blossoms implies a baseline ‘green’ impact

“Sin of lesser of two evils”

- Claim risks distracting consumers from the greater environmental impacts of the category as a whole



University of St.Gallen

(7) Which sin(s) is this water bottle advertising committing (and why)?





(7) Which sin(s) is this water bottle advertising committing (and why)?



“Sin of vagueness”

- No indication how Fiji waters purchase helps reduce emissions and protect rainforests

“Sin of fibbing”

- “Every drop is green” is just not true
- Despite carbon compensation programs, plastic bottles pose environmental threat that are impossible to quantify

“Sin of lesser of two evils”

- Claim risks distracting consumers from the greater environmental impacts of the category as a whole



(8) Which sin(s) is this facial tissue committing (and why)?





(8) Which sin(s) is this facial tissue committing (and why)?



“Sin of vagueness”

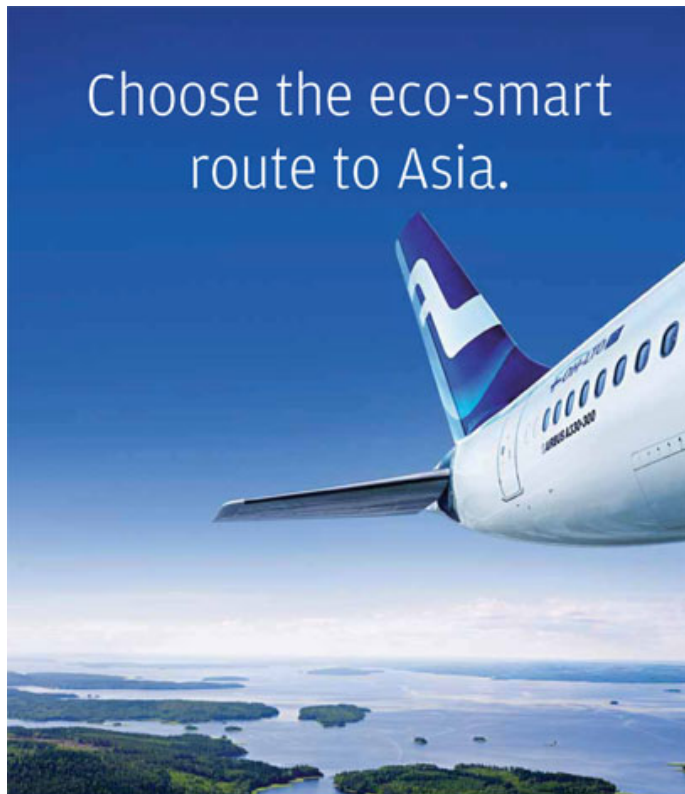
- Product claim does not specify how much recycled content goes into the paper (i.e. is a 1% recycled content good enough to qualify for this statement?)

“Sin of hidden trade-off”

- Product claim does only focus one aspect of the product and ignores others (e.g. use of sustainable harvesting or manufacturing impacts)



(9) Which sin(s) is this Finnair advertising committing (and why)?

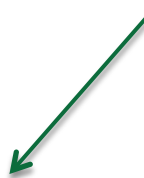


“To make your flight as pleasant as possible, we fly the fast and short northern route from Denmark to then destinations in Asia, via Helsinki. While you save time, you also save the environment. You can fly Finnair with a good conscience”

To make your flight as pleasant as possible, we fly the fast and short northern route from Denmark to ten destinations in Asia, via Helsinki. While you save time, you also save the environment. You can fly Finnair with a good conscience, because you fly less and have a smaller environmental impact. Book your flights at www.finnair.dk and visit feel.finnair.com to learn more about our modern fleet and eco-smart routes. Welcome aboard.



FINNAIR





(9) Which sin(s) is this Finnair advertising committing (and why)?



“Sin of vagueness”

- No indication given how much fuel is saved/ GHG emissions avoided by taking the northern route

“Sin of lesser of two evils”

- Claim risks distracting consumers from the greater environmental impacts of flying as a whole
- In the UK, the Advertising Standards Authority banned this ad because it led consumers to think flying was eco-smart



(10) Which sin(s) is this Shell advertising committing (and why)?



The small print in the advertisement claims “we use our waste CO2 to grow flowers”.



(10) Which sin(s) is this Shell advertising committing (and why)?



The small print in the advertisement claims “we use our waste CO2 to grow flowers”.

“Sin of suggestive pictures”

- Picture suggests that petroleum refineries don't emit gases, but something as graphically agreeable as flowers

“Sin of fibbing”

- The amount of CO2 used in the flower project was a tiny proportion (0.325%) of that produced by Shell's global activities

“Sin of vagueness”

“Sin of no proof”



University of St.Gallen

(11) Which sin(s) is this hairspray committing (and why)?





(11) Which sin(s) is this hairspray committing (and why)?



“Sin of irrelevance”

- CFC are legally banned for almost 30 years

“Sin of vagueness”

- “New organic hairspray” – the claim is so poorly defined what it means

“Sin of no proof”

- The claim that this is an organic product can not be substantiated by easily accessible supporting information and reliable third-party certification



University of St. Gallen

(12) Which sin(s) is this apple juice committing (and why)?

alnatura.de/produktw

Wie wir Bio verstehen
Jeder Saft ein Direktsaft.



100 % Frucht,
schonend
verarbeitet


ALNATURA *Sinnvoll für Mensch und Erde*

Alnatura Produkte erhalten Sie bei:





(13) Which sin(s) is this Lexus advertising committing (and why)?



High
performance.
Low
emissions.
Zero guilt.

Lexus RX
400h
(Hybrid):
192 g CO₂/km



(13) Which sin(s) is this Lexus advertising committing (and why)?



“Sin of lesser of two evils”

- Claim risks distracting consumers from the greater environmental impacts of driving as a whole
- In the UK, the Advertising Standards Authority banned this ad

“Sin of fibbing”

- Claim “zero guilt” implies that the car causes no damage to the environment
- This claim is simply false