

# Greenwashing: How Can PR and Comms Clean Up Their ESG Messaging?

Media Analysis Summary



## Industries in the greenwashing debate by share of voice

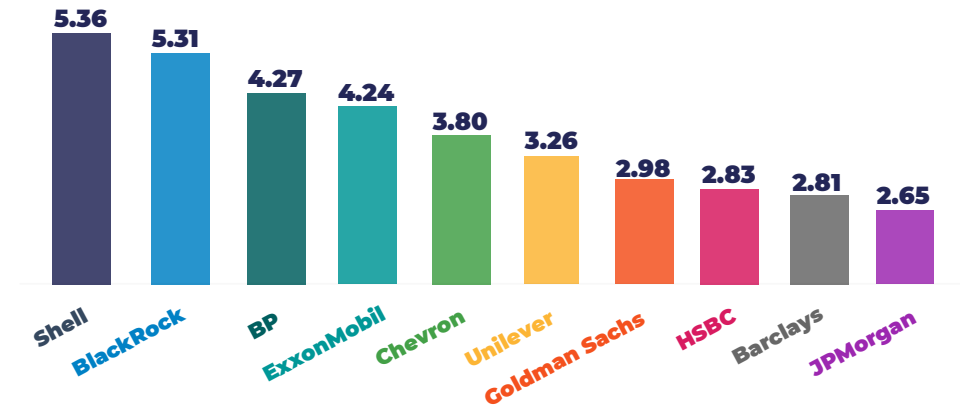


As oil companies are under increasing pressure from investors to align their businesses with climate targets, their plans have faced scepticism, prompting researchers to conduct study after study into their integrity.

## 5 tips how PR and comms can avoid greenwashing accusations

- Be detailed to be credible
- The time for pledges is over – demonstrate some action already
- Never follow a trend for trend's sake
- Instead of masking your shortcomings, own them
- Promote sustainable lifestyles in general, not just when it comes to your company

## Top 10 organisations in the greenwashing debate by media impact score



Shell, BP and Exxon were among the most influential organisations in the debate as the most comprehensive study to date, released in February 2022 in the PLOS One journal and met with significant media attention, found that accusations of greenwashing against these major oil companies are well-founded.

## Top 5 spokespeople in the greenwashing debate by influence score

Tariq Fancy was the most influential spokesperson in the debate, as he made headlines for saying ESG investing too often boils down to little more than “marketing hype” and “disingenuous promises.”



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