

Don't Get Greenwashed Checklist

a partial list of things to watch for....

- Do they offer data to back up their claims?
- Is the data verified?
- Do the actions reduce actual emissions? (not net!)
- Does this prevent a problem or solve one they created?
- Do they overly rely on offsets?
- Does this reduce the total emissions for the event?
- Are all 3 scopes accounted for?
- Does this company show climate leadership or just following a trend?
- Do emission reduction plans start now or in the future?
- Any courses or certifications undertaken?