

GREENWASHING

INQUIRY BY SENATE STANDING COMMITTEES ON ENVIRONMENT AND COMMUNICATIONS

CONTACT

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Refer submission for contact details.

Attention Committee Secretary,

I welcome the Senate's inquiry into greenwashing and potential regulatory instruments to employ against it.

However, I implore the committee to consider the broader implications of greenwashing, in addition to its impact on consumers.

RECIPIENT

Senate Standing Committees on Environment and Communications

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A focus on consumer protection is important but it is a limited view. The greater harm (I would argue) from greenwashing is the impact on environment and broader society (outside of consumers). For example:

- If a plastic bottle is sold with 100% recycled plastic and therefore marketed as 'green', it provides consumers with a clear understanding of its upstream impacts and embedded carbon content.
- However, the disposal of this product results in the same impact to the environment (potential plastic pollution), irrespective of impact to the consumer
- In this case, the impact to the environment is not appropriately considered

Australian Parliament has a role to provide clear direction on what is acceptable regarding environmentally sustainable claims. This direction should be guided by environmental limits and planetary boundaries. The consumer point of view is limited to a smaller scope of the overall environmental impact.

Thank you in advance for your consideration of this submission.

Sincerely,

Oscar Hiscock