

TERRACHOICE LAUNCHES ONLINE GREENWASHING GAME

"Name that Sin" game encourages smarter, greener consumerism

Sept. 24, 2009 – TerraChoice Environmental Marketing officially launched their first online game, "Name that Sin," today to encourage consumers to learn to avoid greenwashing claims and make smarter, greener purchasing choices.

This game is the first of its kind: designed by Standard Media Services and TerraChoice to increase players' awareness and knowledge of greenwashing. "Name that Sin" is a custom-built Flash application that challenges players with a variety of multiple choice questions, asking them to identify a legitimate eco-label from a fake eco-label (created by the manufacturer and placed on their products). Other questions ask players to select the correct "Greenwashing Sin" that a product claim is committing. Ten questions are chosen at random for the player to answer. The game is designed to play more than once, with new questions added each time. As participants play the game, they will learn how to avoid the Seven Sins of Greenwashing. "Name that Sin" can be played at www.sinsofgreenwashing.org and also on Facebook at: <http://apps.facebook.com/name-that-sin/>.

Quotes:

"As demand for greener products continues to grow, people will need to be able to identify credible eco-labels and meaningful green claims from those that are misleading. The 'Name that Sin' game is a practical way to test and improve consumers' knowledge of legitimate eco-labels such as EcoLogo while introducing them to the Seven Sins of Greenwashing. We also want to thank Standard Media for creating such a fun, educational and challenging game – the first of its kind and we hope people enjoy playing it."

Scott McDougall, President and CEO of TerraChoice

"We are proud of this project that will help educate and inform people about greenwashing. We set out to create a practical game application that would help the public identify fake eco-labels and learn about the credible eco-labels to help them buy greener products. We hope more people will learn about the Seven Sins of Greenwashing and will have fun playing the game."

Chris Saracino, Director of Business Development, Standard Media Services

Highlights and Facts:

- Green-wash (green'wash', -wôsh') – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.
- "Name that Sin" is a custom-built Flash application to help the public learn more about greenwashing.
- The Seven Sins of Greenwashing report, launched by TerraChoice in April 2009, revealed that 98% of products surveyed were found to be greenwashing.
- The Seven Sins of Greenwashing:
 - **Sin of the Hidden Trade-off** - A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important environmental issues. Paper, for example, is not necessarily environmentally-preferable just because it comes from a sustainably-harvested forest.

- **Sin of No Proof** - An environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification. Common examples are facial tissues or toilet tissue products that claim various percentages of post-consumer recycled content without providing evidence.
- **Sin of Vagueness** - A claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer. 'All-natural' is an example. Arsenic, uranium, mercury, and formaldehyde are all naturally occurring, and poisonous. 'All natural' isn't necessarily 'green'.
- **Sin of Worshiping False Labels** - A product that, through either words or images, gives the impression of third-party endorsement where no such endorsement exists; fake labels, in other words.
- **Sin of Irrelevance** - An environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products. 'CFC-free' is a common example, since it is a frequent claim despite the fact that CFCs are banned by law.
- **Sin of Lesser of Two Evils** - A claim that may be true within the product category, but that risks distracting the consumer from the greater environmental impacts of the category as a whole. Organic cigarettes could be an example of this Sin, as might the fuel-efficient sport-utility vehicle.
- **Sin of Fibbing** - Environmental claims that are simply false. The most common examples were products falsely claiming to be Energy Star certified or registered.

Embeddable Images:

To use one of the images below, copy the HTML code onto your webpage.

Large Badge



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<a href="http://sinsofgreenwashing.org" title="The Seven Sins of Greenwashing">  </a>
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Small Badge



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<a href="http://sinsofgreenwashing.org" title="The Seven Sins of Greenwashing">  </a>
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Relevant Links:

www.sinsofgreenwashing.org

www.terrachoice.com

Post a link to the game on [Facebook](#) and [MySpace](#)

[Blog](#) this

Share on [Twitter](#)

TerraChoice Environmental Marketing Boilerplate:

As North America's premier environmental marketing firm, TerraChoice Environmental Marketing helps grow the world's most sustainable companies. TerraChoice's practice converts knowledge of environmental science, markets, and marketing into winning, client-centered solutions to help sustainability leaders deliver results. For more information, visit www.terrachoice.com.

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