

## Green bleaching

"Greenbleaching" is a term used to describe a situation where a company or entity, often one criticized for environmentally damaging practices, attempts to improve its image by investing heavily in marketing or initiatives that appear to be environmentally friendly. However, these efforts may be superficial or cosmetic, designed primarily to enhance the company's public perception without fundamentally altering its harmful environmental impact.

Similar to greenwashing, greenbleaching involves creating the appearance of environmental responsibility without making substantial changes to the core practices or operations that contribute to environmental harm. It implies an attempt to "bleach" or mask the negative environmental impact of a company's actions by highlighting minor or inconsequential green initiatives.

Greenbleaching<sup>1</sup> can also refer to situations where an organization, while claiming to be environmentally conscious, fails to address critical environmental issues within its operations or supply chain. It essentially involves prioritizing cosmetic changes or marketing strategies over genuine, substantive efforts to improve environmental sustainability.

Tackling greenwashing was one of the aims of the SFDR. If the result is green bleaching, then perhaps it would be better to review the basics before pressing on and undermining what is, at its core, a worthwhile ambition<sup>2</sup>.

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<sup>1</sup> <https://www.ft.com/content/2da5ac8e-7c64-43af-b77f-8d3b87f022ee>

<sup>2</sup> <https://www.iodireland.ie/resources-media/media-hub/blog/green-bleaching-sfdr-consequences>