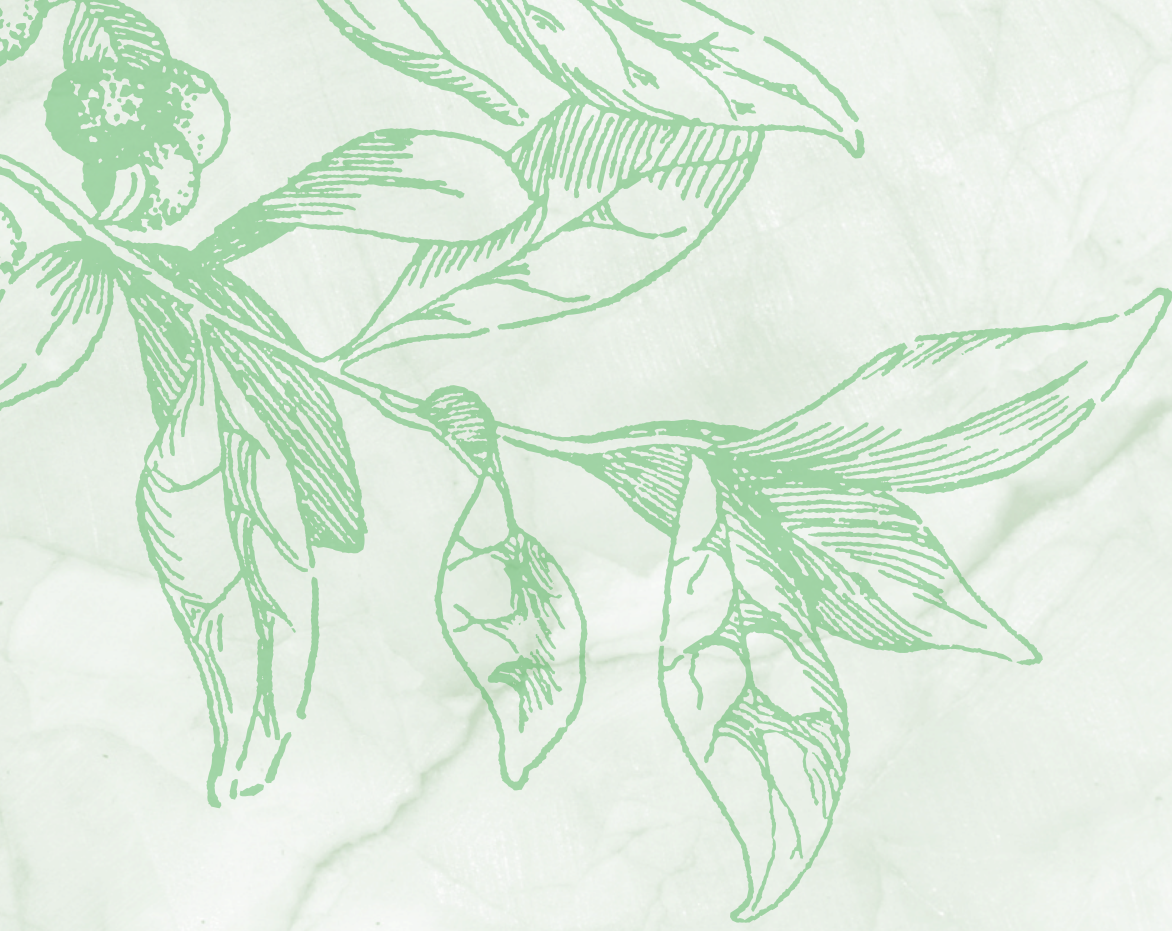




Climate and
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Is Your Brand Greenwashing or Storywashing?

A Credibility Test for Climate Communication



The Pressure

Every brand wants to look green.
But when words outpace action, trust breaks.



The Two Traps

- **Greenwashing:** False or misleading “green” claims
- **Storywashing:** Feel-good stories without proof

Both erode credibility.



Why It Matters

Today's audiences—especially Gen Z—spot the gaps.

They want evidence, not empty promises.
And when trust goes, reputation follows.





How to Stay Credible

- Lead with facts and proof
- Share what truly matters (not fluff)
- Put people at the centre of the story
- Be honest—even about the gaps





The Better Story

Storytelling works best when it's rooted in action.

Not spin, not slogans.

Because in climate communication, **truth builds trust.**





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Read the full blog on



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