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37 **I. Introduction**

38 The environmental issues are increasing at an alarming rate grappling countries world over. In the
39 contemporary sustainable market structure, the consumers are becoming aware of the environmental
40 harms which in a way is impacting the purchasing decision of the consumers. The consumers are relying
41 on linguistic cues and this increase in consciousness has encouraged the demand for sustainable green
42 products and services, pushing the companies and the industries to focus more on their environment
43 performance, not only at company level but also all throughout supply chain.¹This has given rise to the
44 concepts of Corporate Social Responsibility and Sustainable Development. According to Brundtland
45 Report, Sustainable Development is a development which meets the needs of the present generation
46 without compromising on the needs of future generations², whereas CSR is a concept in which companies
47 balance their social and economic development in their business operations.

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49 However, this shift towards sustainability has brought forth new trouble in the marketplace, which is
50 greenwashing. Greenwashing thrives on linguistic vagueness. It is a concept where companies in order to
51 capitalize on the sustainability trend, engage in exaggeration or fabricating claims about the sustainable or
52 environment friendly benefits their products or services have in the market. This term was first coined by
53 Jay Westerveld in the year 1986 in the essay titled as 'The Greening of Corporate America'.³In the given
54 essay, Westerveld has rebuked hotels for asking the guests to reuse their towels in order to save the
55 environment, though the underlying purpose was to save cost on laundry. Westerveld confirms this as a
56 case of greenwashing and that companies are making environmental claims to advertise their products
57 without reducing environmental impact in reality. Since then, companies are rebranding their image as
58 sustainable to remain relevant in the market. But the question is, do consumers care about
59 sustainability.⁴The joint study by Mckinsey and NeilsenIQ, reported that around 68% of the consumers
60 would pay extra for sustainable packaging and around 70% US consumers like a more sustainable
61 lifestyle. Greenwashing is a situation where a company gives the public a false perception about how its
62 products are environmentally friendly than they really are. For instance, a firm may establish a brand that
63 focuses on a small aspect of environmental protection on a certain manufactured good while at the same
64 time releasing information that harms the environment in other areas or use famous unregulated terms

¹Inês, A., A. Diniz & A.C. Moreira, *A Review of Greenwashing and Supply Chain Management: Challenges Ahead*, CLEANER ENVIRON. SYST. (2023).

²World Commission on Environment and Development, *Our Common Future*, U.N. Doc. A/42/427 (1987).

³K. Becker-Olsen & S. Potucek, Greenwashing, in *Encyclopedia of Corporate Social Responsibility* (S.O. Idowu et al. eds., 2013), https://doi.org/10.1007/978-3-642-28036-8_104.

⁴McKinsey & Co., *Consumers Care About Sustainability—and Back It Up with Their Wallets* (Feb. 6, 2023), <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets> (last visited Nov. 14, 2025).

65 such as 'organic' or 'green' with no specific guidelines on sustainable practices.⁵Since consumers are
66 buying green products, emotions play a significant role in green marketing. The advertisers play with the
67 consumers mind by making the adverting design to influence the consumers.

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69 The concept of green market is mushrooming, with that the interplay of consumer protection and
70 greenwashing is crucial as deceptive sustainable claims can erode the consumers trust in green market.⁶It
71 seems, self-regulation by the companies won't have any effect unless public opinion paired with
72 government regulations put pressure on the firms to be considerate towards sustainability.⁷Ethical
73 advertising keeps the consumers' confidence in the products they buy and ensures that the relative
74 businesses compete fairly. Green products are considered to be more environment friendly than the
75 traditional products.⁸As it stands, if the laws that govern consumer protection are lax, then firms will
76 continue to use green narratives to their benefits, using vague adjectives enabling greenwashing
77 havinglack of quantification, lack of temporal boundariesand lack of standardised benchmarks,ultimately
78 jeopardizing consumer integrity and genuine environmentally friendly practices. Besides, awareness of
79 greenwashing enables policy makers as well as the relevant authorities to come up with better policies as
80 well as regulations that will prevent such misleading practices while promoting genuine
81 environmentalism. It also enlightens the consumers to make better choices in a market wherein actual
82 sustainability initiatives can be rewarded.⁹

83 **II. Consumer Perception, Linguistic Misalignmentand Impact of Greenwashing on Consumers**

84 The environment friendly claims are significantly influencing the consumer's perception in the market,
85 products with labels such as 'Eco-friendly','organic' and 'fair trade' creates cognitive biases amplified by
86 vague language. There are legal implications of semantic elasticity such as interpretive uncertainty,
87 evidentiary challenges and regulatory under-enforcement.

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⁵S.V.F. Netto et al., Concepts and Forms of Greenwashing: A Systematic Review, 32 ENVTL. SCIS. EUR. 1 (2020).

⁶Magali A. Delmas & Vanessa C. Burbano, The Drivers of Greenwashing, 54 CAL. MGMT. REV. 64 (2011), <https://doi.org/10.1525/cmr.2011.54.1.64>.

⁷D. Kolcava, Greenwashing and Public Demand for Government Regulation, J. PUB. POL'Y (2022).

⁸J. Matthes, A. Wonneberger& D. Schmuck, Consumers' Green Involvement and the Persuasive Effects of Emotional Versus Functional Ads, 67 J. BUS. RES. 1885 (2014), <https://doi.org/10.1016/j.jbusres.2013.11.054>.

⁹M.D.T. de Jong, G. Huluba& A.D. Beldad, Different Shades of Greenwashing: Consumers' Reactions to Environmental Lies, Half-Lies, and Organizations Taking Credit for Following Legal Obligations, J. BUS. & TECH. COMM. (2019), <https://doi.org/10.1177/1050651919874105>.

89 However, greenwashing can have significant impact on the consumer's purchasing decisions, trust, or
90 buying behaviour. Greenwashing is a calculated effort¹⁰ and an intentional deceit.¹¹

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92 Greenwashing erodes trust and misallocation of resources by the consumers often lead to legal actions
93 against those companies. There are many cases of consumer responses to greenwashing, a typical example
94 is the McDonald fast-food chain whose decision to replace straws with the paper types occurred in
95 2019.¹² While this was portrayed as an environmentally sensitive exercise, it was shocking that the new
96 straws were not recyclable as was the case with the plastic versions. Recently, in September 2024,
97 McDonald's was again in news for greenwashing claims. It launched 'multi-millet' bun claiming to be
98 real food in collaboration with Central Food Technological Research Institute and promoted by Chef
99 Sanjeev Kapoor who carries the image of creating healthy recipes. NAPI (India), (Nutrition Advocacy in
100 Public Interest) think tank group, rebuked this initiative as it raises ethical concerns. McDonald is based
101 on a model of promoting junk food and this idea of multi-millet bun (healthy real food) is just a
102 greenwash to improve company's image. NAPI countered that despite adding millets in the bun, the
103 burger remains an unhealthy option to eat in comparison to whole foods.¹³

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105 H&M and Decathlon were also involved in a greenwashing. Similarly, Starbucks also received backlash
106 with their concept of the "straw-less lid", which was aimed at cutting down on the use of plastic.¹⁴ Coca-
107 Cola, a company occasionally characterized as environmentally friendly, was once taken to court by the
108 Earth Island Institute for green-washing.¹⁵

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110 With the proliferation of digital markets, consumers have encountered different ways of selecting
111 sustainable products, through online advertisements, social media presence, algorithm and automated
112 decision and user app interfaces.

113 E-commerce platforms are becoming the first choice for consumers to purchase goods and services, and
114 large platforms often create a separate sections on their webpage stating 'sustainable items', green living'

¹⁰L. Mitchell & W. Ramey, Look How Green I Am! An Individual-Level Explanation for Greenwashing, 12 J. APPLIED BUS. & ECON. 40 (2011), <https://ssrn.com/abstract=2409956>.

¹¹G. Nyilasy, H. Gangadharbatla & A. Paladino, Perceived Greenwashing: The Interactive Effects of Green Advertising and Corporate Environmental Performance on Consumer Reactions, 125 J. BUS. ETHICS 693 (2014), <https://doi.org/10.1007/s10551-013-1944-3>.

¹²McDonald's Paper Straws Cannot Be Recycled, BBC NEWS (Aug. 9, 2019), <https://www.bbc.com/news/business-49234054> (last visited Nov. 14, 2025).

¹³Sumit Jha, Why Is NAPI Accusing McDonald's of Greenwashing, Condemning CSIR-CFTRI Collaboration?, THE SOUTH FIRST (Sept. 8, 2024), <https://thesouthfirst.com/health/why-is-napi-accusing-mcdonalds-of-greenwashing-condemning-csir-cftricolaboration/#:~:text=NAPI%20alleges%20greenwashing&text=In%20its%20statement%2C%20NAPI%20also,a%20false%20sense%20of%20healthiness> (last visited Nov. 14, 2025).

¹⁴Jiya John Parayil, Greenwashing Unveiled: A Global and Indian Perspective on Deceptive Environmental Practices, 6 J. FOR REATTACH THERAPY & DEV. DIVERSITIES 1771 (2023), <https://doi.org/10.53555/jrtdd.v6i10s.2318>.

¹⁵F. Bernini & F. La Rosa, Research in the Greenwashing Field: Concepts, Theories, and Potential Impacts on Economic and Social Value, J. MGMT. & GOVERNANCE (2023).

115 etc, and allowing sellers on their platforms to tag organic, natural, eco-friendly products. There are filters
116 and badges to show ‘sustainable products’ that in a way support the narratives on greenwashing. E-
117 commerce platforms or online marketplaces are not really separating the wheat from the chaff, because
118 they are relying on the self-declaration of the sellers. A small manufacture or reseller, may promote their
119 product as ‘green’ without robust evidence, like certification etc just to take unjust enrichment. Given the
120 fact that there is a supply chain, a product can be termed as sustainable, merely because packaging of the
121 product was recycled, leaving the production process highly polluted. Further, rankings and search
122 results play an important aspect in driving the reach for the sustainable products through paid promotions.
123 The platform’s commercial interests thus interact with green narratives in ways that are rarely transparent
124 to users, further distorting the informational environment.

126 When we talk about social media influence, it adds another layer of complexity. Though disclosure
127 requirements are put in place by the ASCI for the influencers, still, personal narratives are set for the
128 brands, where a product is shown as ‘green’ by the popular influencer, the consumers would be curious to
129 try that product even though, in rhetorical terms, it is presented as a genuine sustainable product. Yet
130 these posts are frequently sponsored or otherwise commercially motivated, and the sustainability claims
131 embedded within them may be thinly substantiated or entirely derivative of brand messaging. Even when
132 sponsorship is acknowledged, the underlying environmental assertions may go unexamined because
133 influencers rarely have the expertise or resources to verify life-cycle impacts, and brands have incentives
134 to supply pre-packaged green narratives.

136 Algorithmic personalisation sets false green narratives too, targeting those consumers who promote
137 sustainable activism, are a lucrative segment for brands, creating an echo chamber of green
138 narratives. algorithmic optimisation prioritises engagement, not accuracy. The emergence of generative AI
139 and automated content-creation tools adds another dimension to digital greenwashing. Manufactures,
140 brands or sellers can easily use AI to generate green posts, product description, images, emphasising on
141 their green themes. Without restrictions, they are capable of pushing a false green product, without
142 embedding the nuance or caveats required for accurate claims. At scale, this capability means that
143 thousands of product listings or ads can be automatically infused with soft environmental language,
144 making green narratives omnipresent yet thin. Likewise, AI chatbots and virtual bots raises new concerns.
145 A question asked by a consumer on an e-commerce platform to suggest eco-friendly product, a bot simply
146 can answer based on biased datasets or unevidenced green products. Unless robust guardrails are in place,
147 the bot could confidently recommend products whose environmental claims are overstated or
148 unsubstantiated, effectively automating greenwashing under the guise of neutral advice.

150 Taken together, green claims can pose a significant risk to the economy and the challenge for the
151 regulators and policymakers is to develop legal framework that can address platform-design, data driven
152 targeting, and automated content generation that increase the acts of greenwashing in digital era.

154 **III. Regulatory Framework For Combating Greenwashing**

155 **(a) India**

156 India until recently did not have a dedicated law regarding green claims, however, it is the Consumer
157 Protection Act 2019 which is a well-rounded enigma aimed at protecting the consumers and checking the
158 authenticity of business claims of being environment friendly. The Consumer Protection Act 2019
159 controls misleading advertisements and unfair trade practices. This Act laid the foundation of the Central
160 Consumer Protection Authority (CCPA) for the promotion, protection, and enforcement of consumer
161 rights under section 10. The CCPA, amongst its key provisions, directs itself towards the banning of the
162 misrepresentation of advertisements, of which environmental claims form part of. The CCPA in its power
163 has issued Guidelines for ‘Prevention and Regulation of Greenwashing and Misleading Environmental
164 Claims’ in January 2024.¹⁶ The Guidelines have provided clear definitions of greenwashing and
165 environmental claims. These guidelines are applicable to all environmental claims and to manufacturers,
166 service providers, or traders whose products or services are the subject of advertisement or applies to
167 advertising agency or endorser whose services are availed for such advertisement of goods, products, or
168 services.

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170 The clause 5 and clause 6 of the guidelines provide for substantiating of green claims. It states that all
171 advertisements making environmental claims by writing ‘organic, pure, sustainable, eco-friendly, eco-
172 consciousness, clean, green, good for the planet, minimal impact, carbon-neutral, cruelty-free, natural,
173 regenerative etc., shall do so with accurate, adequate and accessible qualifiers and substantiation of these
174 claims with adequate disclosures. These claims are to be supported by verifiable evidence based on third
175 party certification or independent investigations.¹⁷ In Furtherance, ASCI (self-regulated body) has issued
176 ‘Guidelines for Advertisements for making environmental/green claims’ in support of above guidelines.
177 These Guidelines prescribe a list of green claims and ways to address them. Understandably, there is
178 another highly relevant piece of legislation known as the Bureau of Indian Standards which equally has a

¹⁶Guidelines for ‘Prevention and Regulation of Greenwashing and Misleading Environmental Claims’ ADVERT. STANDARDS COUNCIL INDIA (ASCI) (Jan. 18, 2024), <https://www.ascionline.in/wp-content/uploads/2024/01/Guidelines-for-Advertisements-Making-Environmental-Green-Claims.pdf> (last visited Nov. 14, 2025).

¹⁷Guidelines for Prevention and Regulation of Greenwashing and Misleading Environmental Claims, Press Info. Bureau (Oct. 15, 2024), <https://pib.gov.in/PressReleasePage.aspx?PRID=2064963> (last visited Dec. 22, 2025).

179 significant role in strengthening the correctness of the environmental claims of the goods and services
180 through their regulation and certification procedures.¹⁸

181 Apart from this, the Consumer Protection (E-Commerce) Rules, 2020 mandates that e-commerce entities
182 must display accurate information about each product on the website. These marketplace entities are
183 responsible for not displaying any content that is misleading or causes unfair trade practice. Though, in
184 the rules, greenwashing is not prohibited but putting across 'green', 'organic' unverified, is itself
185 misleading.

187 (b)USA

188 In the USA, the regulation of greenwashing is mostly handled by The Federal Trade Commission (FTC)
189 through the Green Guides that is Guides for the Use of Environmental Marketing Claims. The FTC
190 Green Guides list out any representation regarding the environmental preference of a product and/or
191 service as a green claim and requires proof. At the state level, requirements supplement the measures
192 established by the FTC. Such as the California State have enhanced strict legislation against such deeds as
193 fraud and greenwashing. For example, California's Environmental Marketing Claims Act demands that
194 all environmental marketing claims must be backed by scientific evidence and by reliable information so
195 that the consumers are not misled by inflated claims. Infact, California is bringing in new law
196 Responsible Textile Recovery Act that requires producers of apparel, upholstery, etc., to reuse, repair and
197 recycle in order to be more sustainable.¹⁹The State has also passed a Voluntary Carbon Market
198 Disclosures Act (AB 1305) (VCMMDA) in the Month of January 2024, the first of its kind in the USA to
199 regulate the carbon market. The U.S Securities and Exchange Commission has long been the torchbearer
200 of greenwashing claims. Since 2021, SEC has focused on prosecuting green claims actions and levying
201 fines.²⁰

203 (c)Singapore

204 Singapore does not have a designated legislation for greenwashing but has put in place CPFTA(Consumer
205 Protection Fair Trading Act) 2003 as the measures to deal with greenwashing. The CPFTA also has the
206 aspect of protection to consumers against certain trade practices such as the provision of misleading
207 information on environmental matters under section 4.

¹⁸Ministry of Consumer Affairs, Food & Pub. Distribution, Gov't of India, <https://consumeraffairs.nic.in/> (last visited Mar. 24, 2026).

¹⁹California to Implement Innovative New Law on Textile Extended Producer Responsibility, ENV'T COAL. ON STANDARDS (ECOS) (Oct. 11, 2024), <https://www.ecos.org/news-and-updates/california-to-implement-innovative-new-law-on-textile-extended-producer-responsibility/>.

²⁰Douglas Gillison & Michelle Price, U.S. SEC Cracks Down on Funds Greenwashing with New Investment Requirement, REUTERS (Sept. 20, 2023), <https://www.reuters.com/sustainability/us-sec-poised-ban-deceptive-esg-growth-fund-labels-2023-09-20/> (last visited Nov. 14, 2024).

209 The Singapore Environment Council (SEC), which defines the rules for the use of environmental claims
210 provides for green labeling scheme known as SGLS, used to endorse products that conform to high levels
211 of environmentalism. This certification assists consumers to distinguish between products that are
212 genuinely being marketed as environmentally friendly, thus minimizing the probability of the market
213 being flooded with products that are claiming to be 'green' when, in real sense, they are not.²¹

214 The Singapore Code of Advertising Practice(SCAP) is a code that lays down standards for advertising. It
215 does not have the force of law, but it lays down guidelines that advertisers shall not misled consumers by
216 any false or misrepresentation. Specifically, Chapter IV, Appendix L provides for environmental claims.
217 Singapore Parliament is under deliberations to come up with CCCS Guidelines to help businesses
218 advertise accurately and not fall victim to unintentional false claim or unfair trade practice.²²

220 (d)UK

221 In the consumer market of the United Kingdom, the protection against greenwashing is mainly the
222 responsibility of the Competition and Markets Authority and the Advertising Standards Authority. The
223 CMA has laid out specific rules that companies have to follow regarding the types of statements that can
224 be made to the public regarding the environment. In the month of September 2021, to navigate a pathway
225 for companies to comply with consumer protection laws when making environment friendly claims,
226 CMA released Green Claims Code, which flows from the UK Consumer Protection Law. This Code
227 applies to all businesses who are making environment friendly claims and breaching the Code would
228 prove to be damaging for the business especially with the ongoing stringent new act The Digital Market,
229 Competition, Consumer Act (DMCC) 2024.

231 Another agency that is actively doing its job in combating greenwashing is the FCA (Financial Conduct
232 Authority) who is regulating the financial service sector in the UK and helps protect the interest of
233 consumers and promotes competition. FCA adopted new anti-greenwashing rules along with
234 supplemental guidance in May 2024 requiring the financial service businesses to ensure that all the
235 sustainable claims they make are truthful, clear, accurate and not misleading consumers.²³

²¹Aitchison, A. (2024, January 23). *EU Greenwashing Law Is Warning To US Companies To Be Diligent In Environmental Claims*. Forbes. <https://www.forbes.com/sites/jonmcgowan/2024/01/23/eu-greenwashing-law-is-warning-to-us-companies-to-be-diligent-in-environmental-claims/> (last visited Nov. 14, 2024).

²²CCCS Greenwashing Study and Upcoming Guidelines, RAJAH & TANN ASIA, COMPETITION, ANTITRUST & TRADE (Nov. 20, 2023), https://www.rajahtannasia.com/wpcontent/uploads/2024/08/2023_11_20_greenwashing-comp-from-Kala-20-nov-v2.pdf (last visited Dec. 11, 2025).

²³Chris-Warren Smith, Carl A. Valenstein & Michelle Page, Forging a United Front: UK Regulators Take Steps to Combat Greenwashing (Mar. 4, 2024), <https://www.morganlewis.com/pubs/2024/03/forging-a-united-front-uk-regulators-take-steps-to-combat-greenwashing> (last visited Dec. 12, 2025).

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(e)EU

Europe is one of the most progressive regions when it comes to regulating greenwashing due to the EU Green Deal and Unfair Commercial Practices Directive. The concept of the European Green Deal is to transform Europe into the world’s first climate-neutral continent by 2050 and introduce sustainability in all spheres.

The Unfair Commercial Practices Directive also bans unfair and aggressive advertising, implying false environmental information. The EU Ecolabel is a label that is given to the recognizable products and services which have been proven to meet a high standard in regards to their environmental impact which in turn assist consumers to make the right decision to purchase sustainable products.²⁴

Other than this, there is Ecodesign for sustainable Products Regulation, July 2024 which is a move towards more environment friendly and sustainable goals. In the year 2023, European Commission put forward green claims directive which requires the companies to substantiate the sustainable claims they are making in the business.

IV. Challenges in Regulating Greenwashing

(a)Identifying and Proving Greenwashing

An important issue when analyzing greenwashing and attempting to regulate it, is the problem of less defined and undetectable false statements. There are linguistic uncertainties such as no unified dictionary of sustainability terms, risk of overclaiming due to loosely defined adjectives, burden on regulators to prove deception. That is why it becomes very hard for the regulating authorities to decide that the claims in question are actually misleading, or simply part of the exaggerated advertising.²⁵

In addition, the high and increasing degree of supply chain and production processes make the task even more challenging.²⁶

(b)Enforcement of Regulations

²⁴M.K. Pendse, V.S. Nerlekar & P. Darda, A Comprehensive Look at Greenwashing from 1996 to 2021: A Bibliometric Analysis, EMERALD INSIGHTS (2021).
²⁵C. Free, S. Jones & M.-S. Tremblay, Greenwashing and Sustainability Assurance: A Review and Call for Future Research (Apr. 9, 2024), https://www.researchgate.net/publication/379642457_Greenwashing_and_sustainability_assurance_a_review_and_call_for_future_research (last visited Jan 12, 2026).
²⁶Oliver Rudgard & Matt Day, Regulators Are Trying to Stop Greenwashing Before It Gets Worse, BLOOMBERG (Sept. 18, 2023), <https://www.bloomberg.com/news/articles/2023-09-17/regulators-are-trying-to-stop-greenwashing-before-it-gets-worse> (last visited Jan. 12, 2026).

265 It remains almost difficult to enforce regulations against greenwashing as it requires constant surveillance
266 and confirmation of green claims. In most of the jurisdictions, the corresponding regulatory authorities
267 lack sufficient human and financial resources to carry out effective investigations and ensure compliance
268 as expertise is required to separate the wheat from the chaff. Sometimes even judiciary faces challenges in
269 interpreting undefined terms, there are risks of inconsistent judgments across jurisdictions. Global
270 cooperation is sometimes necessary to address instances of greenwashing, yet attaining such collaboration
271 may be challenging due to differences in law and the capacity to apply it.²⁷

272 273 **V. Conclusion and Recommendations**

274 In conclusion, green claims are linguistic constructs that carry legal, economic, and environmental
275 consequences. Vagueness in environmental language is a key legal vulnerability. Greenwashing presents
276 a prominent challenge in a smooth transition to green market. Online platforms, influencers, algorithmic
277 targeting and AI-generated content make misleading “green” narratives more pervasive, personalised and
278 harder to scrutinise, undermining both individual decision-making and broader climate-policy
279 objectives. As consumers become aware of environmental issues, the risk of greenwashing increases. The
280 research has highlighted the challenges in combating greenwashing but also observed that regulatory
281 framework is in place to tackle greenwashing. While various initiatives and guidelines exist, challenges
282 such as insufficient resources, the complexity of environmental claims, and the evolving nature of
283 marketing tactics hinder the ability of regulatory bodies to address misleading practices comprehensively.
284 Additionally, the role of consumer awareness and engagement is critical. The informed consumers can
285 advocate for transparency and accountability, ultimately fostering a more sustainable marketplace.
286 Moving forward, it is imperative that stakeholders—including regulatory agencies, businesses, and
287 consumers collaborate to improve the clarity and consistency of environmental claims. Implementing
288 standardized definitions, enhancing third-party certification processes, and promoting corporate social
289 responsibility will be essential in restoring consumer trust and preventing greenwashing.

290 291 **VI. Recommendations**

- 292 1. Rigorous third party certification can prove to be beneficial in easy identification of what is
293 genuine and what is not. Logo marks such as FSC for woods, LEED for building materials and
294 trade marks for other products are a pointer to high standards of environmentalism.
- 295 2. Consumers should go further in conducting research on the intended green products. This
296 comprises asking questions about the manufacturers’ green claims, the sources of materials and
297 products they use, and their corporate responsibility initiatives.

²⁷L. Gatti, P. Seele & L. Rademacher, Grey Zone In – Greenwash Out: A Review of Greenwashing Research and Implications for the Voluntary–Mandatory Transition of CSR, 4 INT’L J. CORP. SOC. RESP. 6 (2019).

- 298 3. There should be a mandate for substantiation requirements, LCA based evidence, carbon
299 accounting standards and verification protocols.
- 300 4. There is a need to strengthen cross-jurisdictional laws, India could adopt the EU's verification
301 model and Australia's consumer-perception approach. In India, marketing and consumer reforms
302 are necessary such as amending Consumer Protection Act 2019 to include environmental claims,
303 introduction of environmental claim-specific penalties and creation of national green claims authority.
- 304 5. AI enabled claim verification is another method of curbing the menace of greenwashing.
- 305 6. Prohibiting undefined elastic terms ("eco-friendly," "regenerative," "net-positive") unless legally
306 contextualized.
- 307 7. Designing a dedicated green claims framework, and specific provisions in the Consumer
308 Protection Act, 2019, Environmental Laws would align and harmonize the legal framework.
- 309 8. Mandate for the e-commerce platforms to verify or check the claims before publishing the product
310 on the site.
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312 These recommendations can help build a transparent and trustworthy marketplace free from deceptive
313 sustainability claims.

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