

THE

Green

SHOUTING

GUIDE

For brands, creators, and communicators who
want to speak up with courage and clarity



CREATIVES
FOR
CLIMATE

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THIS IS AN INTERACTIVE GUIDE.

Use your mouse to navigate the document.



Look out for this symbol

This indicates that this page can be downloaded and printed to be used as a workshop tool for your team.



In a hurry?

CLICK TO SKIP AHEAD



WHAT IS GREENWASHING AND GREENHUSHING?

The problem at a glance – understand what you’re up against. (P.5)



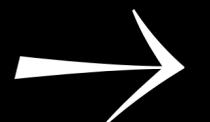
THE CASE FOR SPEAKING UP ABOUT SUSTAINABILITY

Find out why speaking up matters now. (P.7)



UNDERSTAND CERTIFICATION LABELS

Get to know which labels are legit. (P.19)



Combating silence

DIALING UP SUSTAINABILITY COMMUNICATIONS

In a politically polarised landscape of corporate rollback and fear of ‘getting it wrong,’ it can feel harder than ever for creative teams, marketers and brand leaders to speak out on sustainability with courage and clarity.

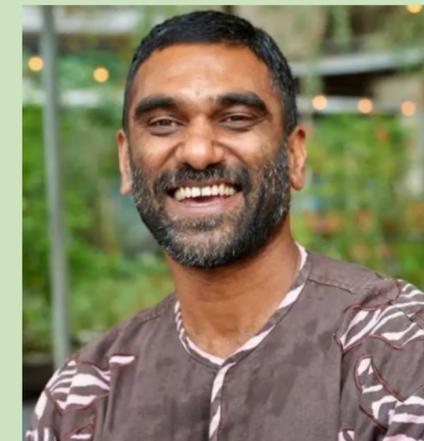
But when companies go quiet, an unintentional erosion of corporate action takes hold, creating a vacuum that undermines both climate progress and business resilience.

And this is happening at a time when people expect more. In a 2024 survey, researchers from universities in Bonn, Frankfurt, and Copenhagen interviewed nearly 130,000 people across 125 countries and found that about 89% want their governments to take stronger action on climate change.

It’s time to hold the line.

To help more actors stop whispering and get loud and proud about their sustainability strategies, non-profits Creatives for Climate and B Lab have joined forces to deliver this free Greenshouting Guide.

Inside, you’ll find guidance, frameworks and proven practice on **how to dial in your message, crank up the volume, and fuel continued progress.**



Kumi Naidoo,
President
Fossil Fuel Treaty Initiative

“In moments like this, narrative integrity is not a luxury — it is a responsibility. If we leave the story untold, extractive interests will gladly tell it for us, dressed up as progress. Responsible visibility means speaking with honesty, humility, and solidarity, naming both our hopes and our limits. When we tell our stories together, rooted in justice and care, we help midwife the world we are struggling to bring into being.”



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Who is this guide for?

Are you a sustainability leader or marketer who is cautious about how to craft a compelling narrative that's rooted in truth, insights and creativity?

Or an educator, campaigner or artist working to shape culture and mobilise public imagination, but struggling to be heard thanks to the systemic erosion of civil society and rising scrutiny?

Whoever you are, one truth remains: your ability to communicate with courage and conviction on sustainability is essential.

Because this isn't just about one actor going quiet. When a whole movement turns down the dial, greenhushing transfers power to bad actors, dismantles accountability, and quietly stalls systemic change.

What started as a concerned conversation between colleagues at ChangeNOW is now a practical tool that we hope will empower and embolden our community to take action.

If you're ready to combat the silence, we invite you to join us – flip the pages to get started!

Lucy von Sturmer,
Executive Director, Creatives for Climate

Charlotte Levitt,
Global Director of Marketing & Communications, B Lab

Creatives for Climate and B Lab are two independent non-profits working at the intersection of climate action and systemic change. Creatives for Climate is transforming the creative industries from within through its Creatives for Climate Hub and Ethical Agency Alliance, while B Lab leads a global community of businesses, known as B Corps, committed to social and environmental progress.



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WHERE DID THE SUSTAINABILITY STORIES GO?

First came greenwashing: when companies made themselves look more environmentally conscious than they were, often when the very essence of their business model was actively harming the environment.

This is a major concern. A 2020 [European Commission study](#) found that 40% of environmental claims by companies had no supporting evidence and more than half offered “vague, misleading or unfounded” information.

Greenwashing

The act of a company or organisation making itself appear more environmentally conscious than it is, often by providing misleading information or promoting a public image of environmental concern while its actual operations harm the environment.



Blanca Morales Bailón
Sr EU Ecolabel Coordinator at EEB and BEUC

“People still care about the environment. That’s why we still need to continue to combat greenwashing, so that the companies that have done something well are able to communicate it. They need a good legal understanding of the framework: what types of claims they can make. By encouraging good actors, we can restore trust in claims.”

Thankfully, legislation to prevent greenwashing is underway ([see page 10](#)), and you can find out more about spotting and resisting common tactics in Creatives for Climate’s [free Anti-Greenwash Guide](#).

This Greenshouting Guide responds to the need to expand on this work to acknowledge the new landscape we are in. That means shining a light on a parallel challenge threatening this work: **greenhushing** – a trend that’s focused on saying less and pulling back, for fear of backlash and reputational damage.

While greenwashing intends to mislead, its younger, silent sibling is motivated by something that’s potentially even more dangerous: **fear**.

Many have become so wary of being accused of greenwashing that they are keeping quiet about their sustainability work and climate targets – even when they’re doing great things. But when good actors retreat, they leave space for bad actors to dominate the narrative.

Greenhushing

When companies have genuine sustainability efforts, but deliberately under-report or stay silent about them, often out of concern about accusations of greenwashing, regulatory scrutiny or reputational risk.



“The story of mass corporate retreat from sustainability is largely a mirage. Yes, a handful of high-profile withdrawals have dominated news cycles, but in reality, only 8% of companies have materially rolled back their commitments, and another 5% have altered their public messaging while keeping their programs intact. The far bigger story is that 53% are holding steady and 32% are expanding their efforts.”

Neil Hawkins and Kelly Cooper,
Harvard Business Review

The challenge of greenhushing extends far beyond marketing and advertising. A global shift in how environmental and justice issues are discussed – driven by anti-ESG rhetoric, politicised backlash, and regulatory uncertainty – has increased hesitation around sustainability communication, even among organisations making genuine progress.

The good news is that this has not led to a collapse in real-world action. Harvard Business Review found that 85% of companies are staying the course or expanding their sustainability efforts, despite the headlines.

In other words, many organisations are still acting, but increasingly hesitant to make that action visible. But when progress disappears from public view, it creates the impression that momentum is stalling, allowing fear, uncertainty, and misleading narratives to take hold.

“Pop culture creates the moments that matter, but trusted messengers are what transforms these moments into movements. When you pair a cultural flashpoint with voices people already know and trust, you both capture attention and lock messages into the narrative. That’s the lesson here for nonprofits and brands alike: culture opens the door, but credibility is what brings audiences through it.”

Leah Qusba
CEO, GoodPower

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WHY SILENCE ISN'T A SAFE OPTION

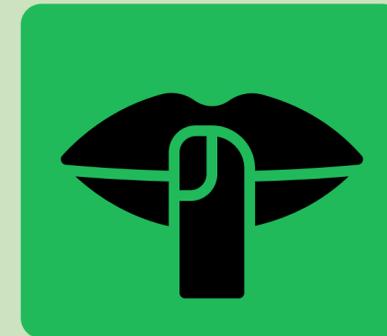
This visibility gap doesn't just shape public perception – it carries real commercial risk. [A 2025 study by B Corp consultancy Revolt](#) found that companies avoiding sustainability communication underperform financially, while those combining strong environmental performance with authentic communication build trust and outperform their peers.

Communicating sustainability with accuracy and confidence is not a moral gesture; it's a business strategy for long-term relevance and resilience. By speaking up together, businesses can shape industry norms, strengthen public trust, influence policy, attract talent, and accelerate the collective transition we need.

The choice is not between perfect communication and silence. It is between leading the narrative, or abandoning it.

53%

of consumers believe that a brand is **doing nothing or hiding something** if it's silent about its environmental initiatives ([Edelman Trust Barometer, 2025](#))



“Even for individual businesses, there could be **millions of dollars** of financial value to be gained” from aligning more action with bolder communication ([Brand Finance, Sustainability Perceptions Index, 2025](#))



Up to 31%

of reputational advantage held by market leaders comes down to **how they are perceived on environmental issues** ([The Cost of Silence, Revolt, 2025](#))

Companies embedding sustainability into core operations are 52% more likely to **outperform on profitability** and 75% more likely to link sustainability to **revenue growth** ([Beyond Checking the Box, IBM, 2024](#))



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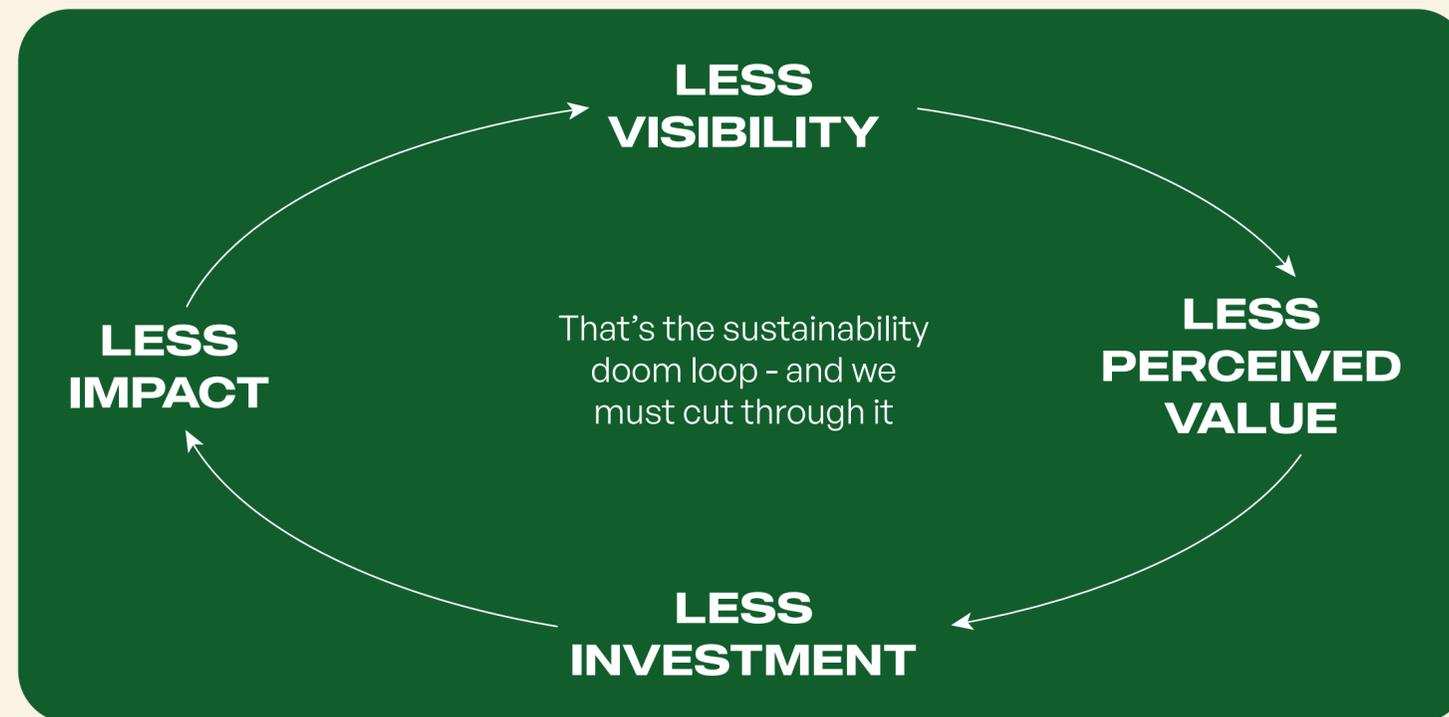
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THE SUSTAINABILITY 'DOOM LOOM'

Greenhushing makes sustainability invisible, which erodes perceived value internally and externally, which reduces budget, leadership priority, and investment, which weakens real-world impact, which reinforces the belief that sustainability “doesn’t deliver”

This becomes a self-reinforcing downward spiral.



Harriet Kingaby,
Co-founder of the
Conscious Advertising
Network

“I’ve spent a lot of my career thinking about not just about what we say, but what happens when we stop saying anything at all. What I witness is that greenhushing rarely starts as a clear decision. It begins with a pause, a website quietly removing sustainability claims, a team tying itself in knots over wording, and then that pause becomes permanent.

Most of the time it isn’t bad faith, it’s confusion; regulation shifts, language gets criticised, and sustainability starts to feel like a risk rather than an opportunity.

There’s also a pervasive myth that consumers don’t care. But the evidence shows the opposite: people care deeply, they just underestimate how much everyone else does. So the real danger happens when responsible voices go quiet, and the information space gets filled by louder, less credible narratives - what it does is hand over power.”

When responsible actors go quiet, we allow bad actors, misinformation, and business-as-usual norms to dominate.

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UNDERSTANDING THE LEGISLATIVE LANDSCAPE

As professional communicators, you'll already know that the stories you put out in the world will always be received through different lenses. Digital airspace is especially tricky to navigate, with content prioritised – or deprioritised – by algorithms that have been designed for maximum engagement, meaning that certain messages find it much harder to cut through. It's therefore important to understand the landscapes your comms will exist in – and what policymakers are doing to improve things.

GREENWASHING LAWS AND POLICIES

In an era when videos can be manufactured at the click of a button, it's hard to believe what we see. This makes regulation more vital than ever, and more challenging to enforce. Policymakers are working to empower people to use their money, words and actions to motivate companies to act more sustainably. Anti-greenwashing laws are increasingly common around the world, calling for more transparency about sustainability claims so the gap between what companies

say and what they actually do is closed. Only when these are aligned can people trust what they hear, and only when people have good information can they reward companies that are taking action.



Jonathan White
Lawyer, Client Earth

“One of the reasons companies may stay silent about sustainability is fear, fear of getting it wrong, being challenged, or facing legal action risk. The law isn’t going away. But from a legal perspective, what gives sustainability communication legitimacy isn’t caution, cherry-picking or clever wording; it’s evidence. For the highest polluting brands, there’s no getting away from what this means - promotional sustainability claims are likely offside. But when claims by companies with a positive story to tell are grounded in objective, well-documented evidence and communicated in proportion to reality, they can be made confidently and credibly.”



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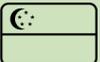
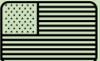
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GREENWASHING POLICIES IN PLACE / IN PROGRESS:

Jurisdiction	Law / guidance	Focus
European Union 	<u>Empowering Consumers for the Green Transition Directive</u>	Ban on misleading claims and establishes new criteria for valid sustainability labels and claims
United Kingdom 	Competition and Markets Authority <u>Green Claims Code</u>	Environmental claims under current consumer protection law
Singapore 	Guide on <u>Quality-Related Claims</u>	Claims related to qualities, uses, or benefits of products
Australia 	Competition & Consumer Commission <u>Guidance</u>	Environmental claims under current consumer protection law
United States 	Federal Trade Commission <u>Green Guides</u> (revision delayed)	Environmental claims under current consumer protection law



THE CONSEQUENCES FOR BREAKING THE RULES ARE SERIOUS

For example, when the Empowering Consumers Directive comes into force in Europe in September 2026, companies could be fined up to 4% of annual turnover for violations (with the minimum fine set at €2 million). And that doesn't even include the brand and reputation damage of a bruising public fight.

For a deeper understanding of how greenwashing shows up in communications, and why these laws were designed to stop it, read Creatives for Climate's [Anti-Greenwash Guide](#).



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WHAT WILL THESE LAWS STOP?

Done right, these laws should instill consumer trust that sustainability claims are legitimate, creating incentives for businesses to invest in better practices. These laws also intend to prevent companies from making misleading or unsubstantiated claims, such as:



“Ocean plastic” packaging that was never in the ocean



Future-looking carbon neutral pledges without a clear plan or tracking



100% recyclable (in theory) but can't actually be recycled in the place where it's sold



Highlighting sustainable products or energy sources, when they account for a small portion of a company's operations

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WHAT DO WE MEAN BY 'GREENSHOUTING'?



Greenshouting

The practice of communicating sustainability efforts openly, accurately and courageously, grounding claims in evidence, acknowledging challenges, and strengthening a transparent information ecosystem.

Greenshouting isn't just a communication choice, but a collective influence and resilience strategy. That's why climate storytelling works best when it's coordinated, not isolated. By shouting together, organisations strengthen the connective tissue industries need to set shared standards, shape industry norms, shift policy landscapes and accelerate the adoption of new technologies.

As GoodPower strategist Jennifer González explains, we need to “flood the zone” with credible, emotionally resonant climate stories to counter disinformation and inspire action. From now to 2030, consistent pro-climate narratives across culture will matter as much as policy or innovation.

Greenshouting signals an increasingly needed form of transparent leadership. When sustainability is communicated with courage and clarity (not hype or fear), it becomes a competitive strength, creates value and jumpstarts collective impact – with each of these benefits continuously reinforcing and fuelling the other.



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SHIFTING TOWARDS GREENSHOUTING: WHAT THIS LOOKS LIKE

	<i>Greenwashing</i> 	<i>Greenhushing</i> 	<i>Greenshouting</i> 
What it is	Say more than you do	Do more than you say	Tell stories about what you do
How it sounds	Exaggerate your impact or scale	Downplay the real actions you're taking	Communicate the real actions you're taking in resonant ways
What drives it	Desire to capitalise on sustainable demand	Desire to avoid regulatory or political risk	Desire to realise the benefits of sustainability investments
What's in scope	Highlighting one "good" initiative while hiding or continuing harmful practices elsewhere	Failing to communicate progress in ways stakeholders can understand or value	Be transparent about progress, including areas of improvement to build trust
Costs & benefits	Risks fines, reputation damage, mistrust	Risks devaluation, brand inconsistency	Generates interest and bolsters integrity
External focus	Project outwards to distract from industry truths	Retreat inwards and go on mute	Join forces and collectively raise the bar for your sector
What employees hear	Misleading communication as standard, with teams feeling compelled to make noise	Quiet communication as standard, with teams feeling afraid to make noise	Courageous communication as standard with teams feeling free to make noise

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Case study

PATAGONIA

Patagonia has published its 2025 “Work in Progress Report” under the MO: “nothing we do is sustainable.” It’s a best-in-class example of brands using impact reports as an opportunity for clear-eyed accountability, rather than, as CEO Ryan Gellert puts it, “page after page of self-congratulation.”

The approach is that progress beats perfection. 2025 goals are examined under the lens “how it started” versus “how it’s going”—not shying away from sharing how goals haven’t gone to plan. The 2025 carbon neutrality goal, for example, was ditched when the brand rejected the idea of buying carbon offsets while continuing to pollute, and decided to instead up the ante by cleaning up its supply chain and aiming for net-zero emissions by 2040.

Impact reports can also be a space to champion efforts covered less in the media, such as the Brands for Public Lands, a coalition committed to amplifying the voice of the outdoor industry amid multiple attempts to roll back federal protection.



“We do not have all the answers, but the fear of getting things wrong in the process cannot stop us from trying to get things right in the end.”

Yvon Chouinard,
Founder, Patagonia



“THERE WON’T BE A BACKLASH IF YOU’RE ON THE RIGHT SIDE OF HISTORY”

How does one of the biggest purpose brands around decide how—and when—to shout about their sustainability efforts? We asked **Corley Kenna, Chief Impact & Communications Officer at Patagonia.**

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The guide to Greenshouting: **GREENSHOUTING WITH CONFIDENCE**

So you want to shout about your sustainability story? Good! The world needs more businesses and people to be vocal about creating a better world. But before you sharpen your pencil and warm up your vocal cords, we've outlined three important steps you need to take to get the foundations right, to understand how to make a claim, and which of the seven dials you need to tweak to get your message heard loud and clear.



STEP 1:
**SHOULD YOU
SHOUT, AND
WHAT ABOUT?**



STEP 2:
**CHECK YOUR
CLAIMS,
KNOW YOUR
CERTIFICATIONS**



STEP 3:
**THE SEVEN
DIALS OF
GREENSHOUTING**

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STEP 1: SHOULD YOU SHOUT, AND WHAT ABOUT?

1. Do you have a sustainability strategy in place?

A robust sustainability strategy should be the foundation for any communications that follow. Targets should be backed up by achievable action plans, and meaningful progress should be underway, before communications commence. Gone are the days when you could shout about your strategy or distant future targets:

Greenshouting is about communicating the progress you're actually making.

Is your sustainability strategy in place, and have you started making meaningful progress? *(Fill in below)*



Case Study: **NATURA**

The Brazilian cosmetics group Natura's Integrated Impact Profit & Loss (iP&L) puts social and environmental impact into the heart of its business, measuring it alongside financial performance. By putting a robust strategy, data and progress first, Natura has built the foundations to communicate its sustainability story clearly, credibly and vocally.

STEP 2: CHECK YOUR CLAIMS, KNOW YOUR CERTIFICATIONS

Not all sustainability stories are dependent on making a claim about a product, service or your business performance. However, backing up your stories with verifiable facts helps to demonstrate that you're walking the talk. So if you do decide to make a claim in your comms, make sure that the statement is:

- True, accurate and rooted in facts
- Accompanied and supported by evidence
- Honest and transparent about their scope or criteria, and their limitations
- Clear and easily understood by consumers
- Bonus points: backed up by third-party validation



KNOW YOUR SUSTAINABILITY LABELS

Certifications and labels help brands concisely communicate that their sustainability efforts are legitimate. However, not all labels are equal. In fact, the Empowering Consumers Directive was designed to ensure that certification schemes have clear, public criteria that are verified by a third party. Many reputable certifications – including B Corp – meet these higher standards.

Label literacy challenge

Which of the following are legitimate sustainability certifications?
(Circle the real sustainability certifications)

A.	100% NATURAL	B.	
C.	ZER  WASTE	D.	
E.		F.	
G.		H.	

Legitimate sustainability labels (Turn upside down to read)
B (Fairtrade), D (1% for the Planet), G (Certified B Corporation), H (Rainforest Alliance)

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Got misled by a label?

Here are some questions to ask yourself when you see a label.

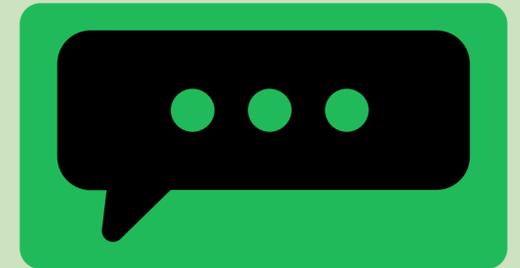


Who's behind it?

A quick web search will often reveal if there's an official organisation backing the label. For example, B Corp Certification is granted by B Lab. All of the legitimate labels above come from NGOs.

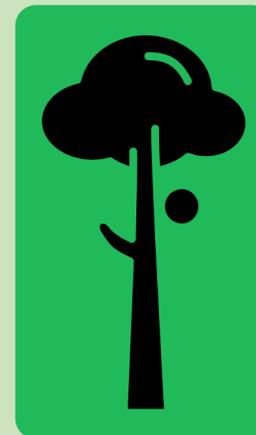
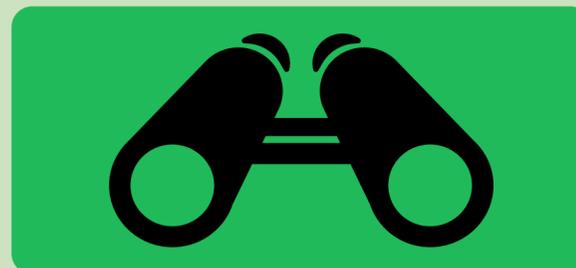
What's it saying, really?

Labels that lack specificity or seem impossible to achieve (is any product truly 'zero waste?') are often a 'tell' for frauds.



Do a fact check

Try searching for the product or brand name + the certification name. Many legitimate certifications publicly list all the companies they work with.

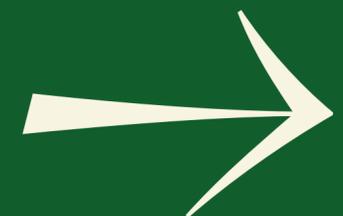


Is there any tell-tale imagery?

Sometimes, marks will use generic 'green' imagery to try to distract consumers from asking questions.

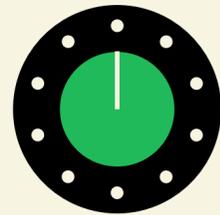
STEP 3: THE SEVEN DIALS OF GREENSHOUTING

Flip to the next page to try our Greenshouting framework.



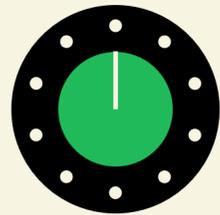
The seven dials of GREENSHOUTING

Based on our collective expertise and experience in this space, we've identified seven dials that you can fine-tune to share your sustainability story loudly and clearly. Every brand is different, and the dials should be tweaked so it's authentically you.



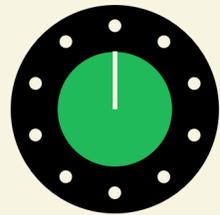
TONE

Tune into your tone



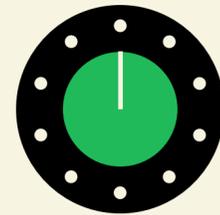
SIMPLICITY

Crystal clear sound



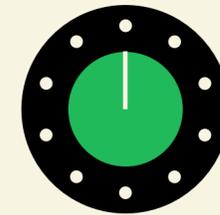
ABUNDANCE

Amp up abundance



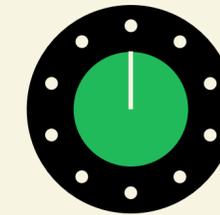
DISRUPTION

Dial up disruption



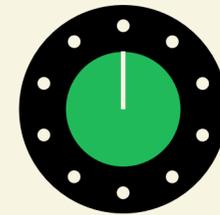
CULTURE

Turn up culture



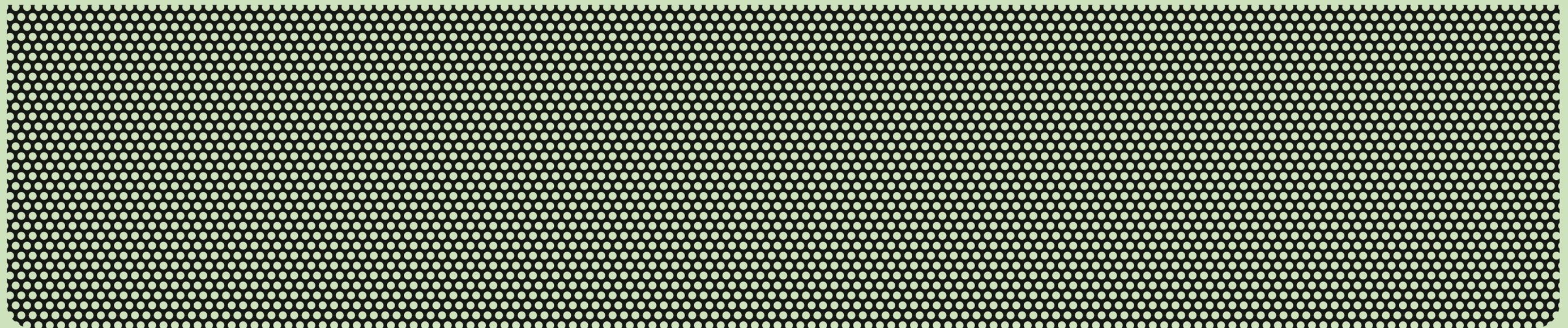
EMOTION

Fine tune the feeling



HUMILITY

The hum of humility



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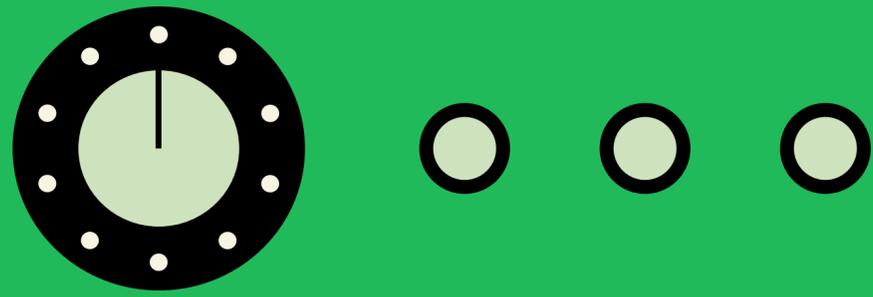
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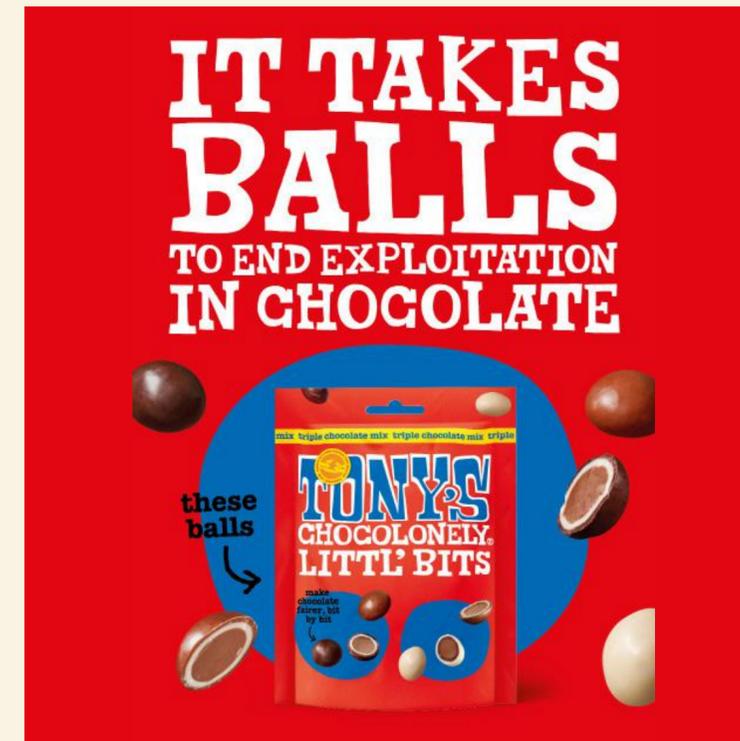
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STONE

Tune into your tone

Every brand has a unique tone of voice. For sustainability communications to feel authentic, the story needs to be told in a way that genuinely reflects who you are as a brand. Engaging people on serious topics doesn't mean sounding serious. You can be playful and relatable - as long as it's grounded in real action.



Case study

TONY'S CHOCOLONELY

You can't miss the tone of Tony's Chocolonely. It's bold, it's witty, it's unapologetic. It's a tone that transcends both their copy and visual identity. Whether they're talking about a new product or ending exploitation in the cocoa industry, it's the same voice.



Case study

WHO GIVES A CRAP

Australian toilet paper company Who Gives A Crap is known for its cheeky, thoughtful and unmistakably human tone of voice. Whether they're talking about the quality of their toilet paper or the global lack of access to clean water and toilets, the message is unmistakably them — fun, hopeful and human, while being backed by genuine commitment.

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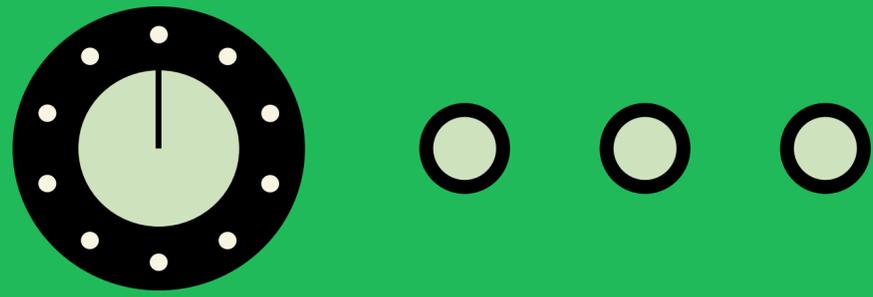
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SIMPLICITY

Crystal clear sound

Jargon puts your comms on mute. The most effective sustainability communications use clear, simple language to help connect with a wider audience. Of course, scientific rigour should support your claims and comms, just don't lead with it.



Case study

PIP & NUT

Pip & Nut's campaign to expose the obscure scientific names brands can use to hide palm oil in products is a great example of that. 'AKA Palm Oil', puts a magnifying glass over technical terms, encouraging their consumers to take a closer look at labels. The brand, who's been palm oil free from day one, even developed a handy tool on their website to help people identify palm oil derivatives. It might be a campaign about a complex issue, but they've kept it short and sweet.



Case study

ABEL & COLE

Abel & Cole's campaign to 'unprocess your food' uses simple, playful language that speaks to the issue their business is trying to fix with their product. It's clear, it's confident, and it doesn't over-claim.

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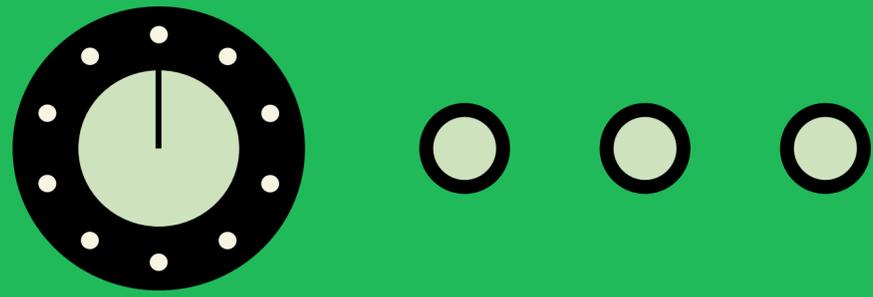
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ABUNDANCE

Amp up abundance

Taking action on sustainability can give consumers, customers and colleagues more of what they love, and less of what they don't. Effective Greenshouting means leading with the messages of more: amplify the points your customers care deeply about. Remember: sacrifice doesn't sell.

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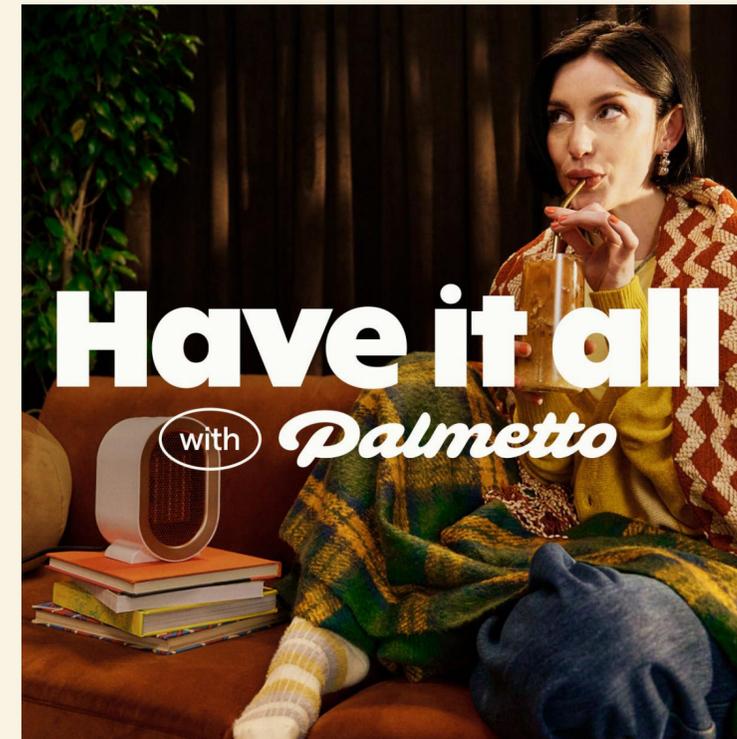
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Case study

PALMETTO

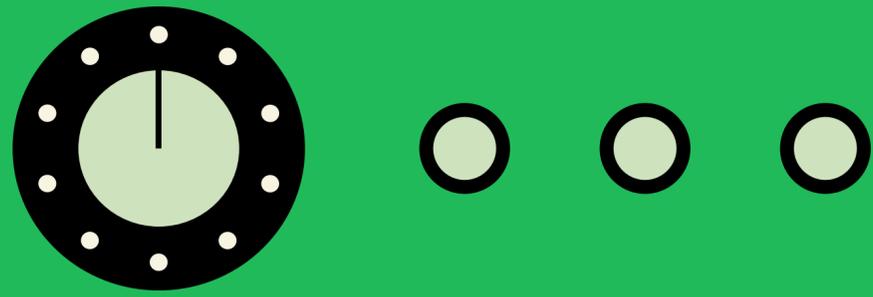
Palmetto's maximalist aesthetic and message lands a clear message: that by switching to solar, consumers can 'have it all'. It emphasises more life, more comfort, but keeps negatives – like bills – to a minimum.



Case study

TOO GOOD TO GO

The Surprise Bag is all about upside. It gives people access to delicious meals for at least half price and allows food businesses to turn surplus into sales instead of losses, all while keeping food out of the bin. Too Good To Go is also transparent about how it measures the impact of its simple solution for people, businesses, and the planet.



DISRUPTION

Dial up disruption

Most ambitious purpose-driven businesses and sustainability strategies exist to disrupt the status quo – challenging systems that undermine people and our planet. Using your brand to advocate for change can be one of the loudest and most effective forms of Greenshouting. But, to do it authentically, make sure it's relevant to your product or service, and that you're challenging the system that's the root cause of the problem. Then, turn it up to 11.

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BACK MARKET

Back Market is a leading global marketplace dedicated to verified refurbished technology. Its mission is to create a world that does more with what we already have by prolonging the lifespan of electronic devices through circularity and repair.

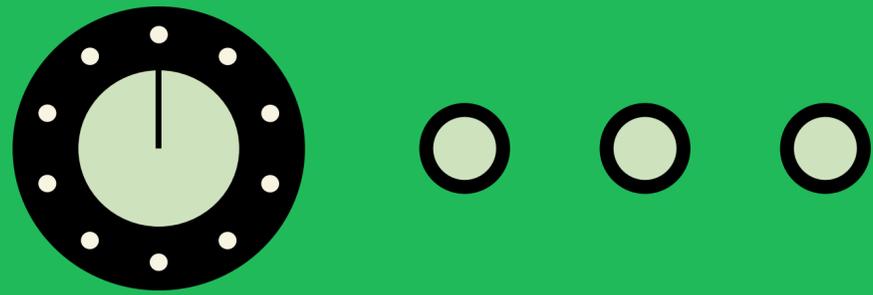
'The Obsolete Computer' campaign spotlights built-in obsolescence in tech products that fuels hyper-consumption and generates mountains of e-waste. It's a campaign that's challenging the system and fast tech, while Back Market business provides an impactful solution to the underlying problem.



Case study

HOLIE'S

Holie's makes delicious low-sugar cereals and bars, but big brands are drowning your food in sugar. The worst part? They're hiding it behind misleading health claims. Holie's response? The Holie's Sugar Score: a simple ABC tool that exposes the hidden sugar in the cereals and bars we eat every day, helping to inform and direct consumers to lower-sugar alternatives.



CULTURE

Turn up culture

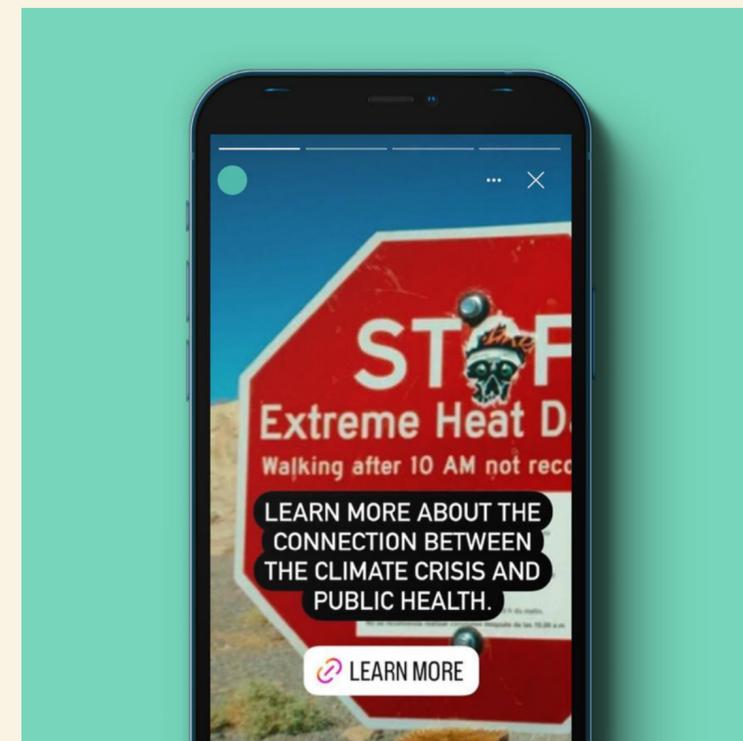
The more your sustainability communications are embedded in culture, the more cut-through you'll have. But there's nothing more cringe than a brand stepping into a cultural space where they don't belong. So consider where you can authentically join the conversation before you crank up the volume.



Case study

WILD

In the run-up to the Wimbledon Tennis Championships, refillable body-care brand Wild launched their 'Champions of Change' campaign – partnering with Grand Slam winner Emma Raducanu. The campaign leaned into a cultural moment, partnering with positive changemakers on and off the court, with Emma as the face of driving progress in everyday routines.



Case study

GOODPOWER

American Non-profit GoodPower tapped into a cultural moment by launching 'Danger Dome' – a creator-led climate campaign that piggy-backed on a Grey's Anatomy storyline about heat-domes. Notably, the analysis suggests the creator content was more effective at driving understanding than the episode itself, demonstrating the power of pairing pop-culture moments with trusted messengers. The campaign didn't just capture attention; it converted cultural relevance into learning, preparedness, and public-health awareness at scale.

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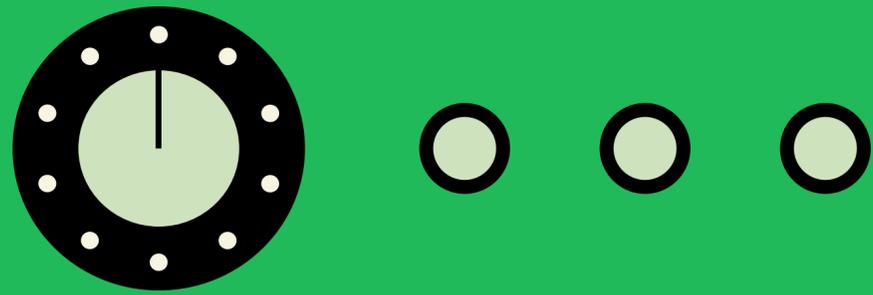
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EMOTION

Fine tune the feeling

Sustainability doesn't always sell on its own, but emotion is a powerful amplifier. While a product, service or strategy may be designed to cut carbon, reduce waste or nurture nature, these metrics aren't motivators that drive action for the masses. The most successful examples of Greenshouting are campaigns and communications that dial up emotion instead.



Case study **FORMULA E**

By racing sleek electric vehicles on city streets, Formula E aims to “make progress thrilling.” This approach uses the visceral excitement of the sport to engage fans on an emotional level. Instead of leading with cold metrics about the new GEN4 car’s 100% recyclability, they focus on the adrenaline – showcasing it as the fastest accelerating car on the planet.



Case study **VINTED**

Vinted, Europe’s leading second-hand fashion marketplace and a destination for a wide variety of pre-loved items, launched ‘New Eras Again’, a campaign that celebrates the idea that life is full of new eras - and that selling and buying pre-loved items can play a part in each of them. The ads create a sense of nostalgia and pride, as they show how people pass items from one era to the next.

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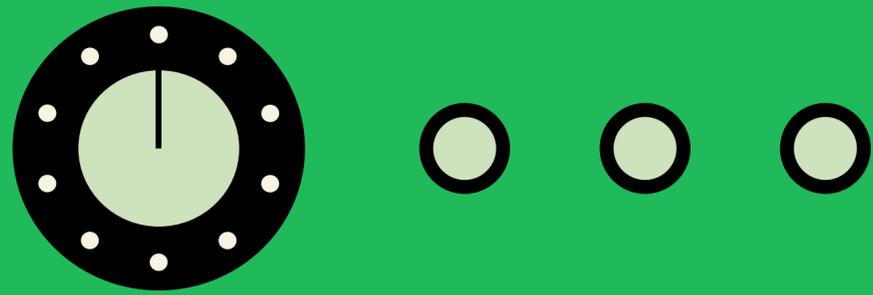
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HUMILITY

Hear the hum of humility

There isn't a business on this planet that is 100% sustainable. There are simply those who are committed to do better, and those who aren't. Why are brands reluctant to talk about what they need to improve? In the system we find ourselves in, sustainability is a journey. Telling stories about your to-do list can convey a sense of confidence and conviction in the eyes of your colleagues, customers and consumers. So it's time to turn up the volume on humility.

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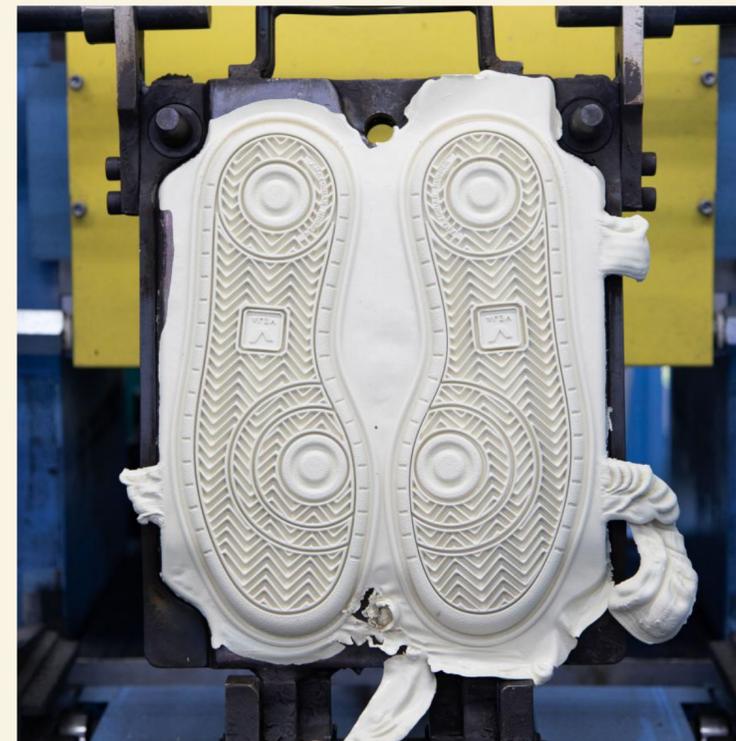
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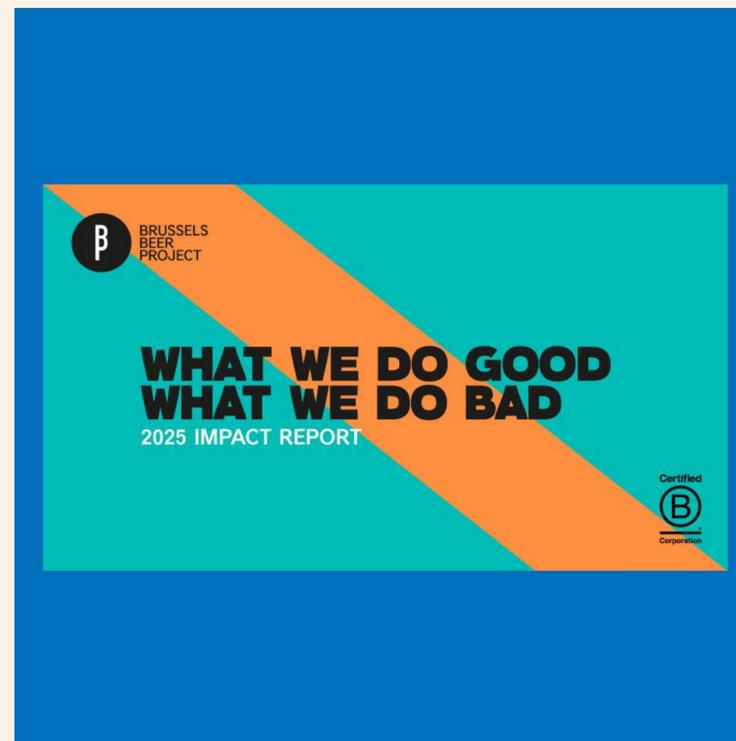
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Case study

VEJA

VEJA'S 'Project Limits' is a quietly brilliant example of humility in action. Limits is more of a journal than a report. It's VEJA'S way of acknowledging that there are limits to what they can do within the system they operate in – how it's near-impossible to source some components ethically, and how some sustainable materials might impact durability. It's not about making excuses, it's about being honest about the reality they face, and telling a story about how they're trying to change it.



Case study

BRUSSELS BEER PROJECT

Brussels Beer Project's impact report doesn't just celebrate progress, it openly shares "what we do good" and "what we do bad." By candidly calling out where they fell short on taproom efficiency and circular re-use of hops and yeast, they demonstrate that Greenshouting is about honesty over perfection.

The guide to Greenshouting: **STAYING STRONG**

When it comes to Greenshouting, the reality is that algorithms (and some audiences) would prefer you to stay silent. But when you approach your sustainability communications with this expectation in mind, it's possible to make your storytelling even stronger.

How to remain resilient when inevitable criticisms arise

- 1** **Expect resistance**, it's normal to receive some criticism
- 2** **Pair emotion with evidence**: facts inform, feelings transform
- 3** **Pre-test messages** with allies or friendly critics
- 4** **Prepare a simple Q&A** for likely backlash points
- 5** **Show progress, not perfection** – audiences reward honesty
- 6** **Partner with cultural allies and creators** outside your echo chamber
- 7** **Repurpose core messages regularly** across multiple formats
- 8** **Respond to criticism with clarity**, not defensiveness
- 9** **Turn crises into teachable or shareable moments, document lessons** and share them to strengthen collective trust
- 10** **Partner with vetted, values-aligned, agencies** or upskill your teams

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LOVING YOUR HATERS: HANDLING INTERNAL PUSHBACK

Leaders, boards and even creatives are feeling nervous these days. How can you turn caution into courage and conviction in the quest to speak up about sustainability?

The CSO Frenemy



THE CHIEF SUSTAINABILITY OFFICER SHOULD BE YOUR #1 FAN, RIGHT? IN PRINCIPLE, YES. IN PRACTICE...IT'S COMPLICATED.

- Pet peeve:** Generic or simplified claims that gloss over complexity.
- Love language:** Spotlighting real case studies and data points that back up the headlines.
- Secret talent:** Knows all the initiatives, people, and data dashboards that can give your comms credibility.

Power move: Bring them in early, when you're just starting to ideate.

The Jargony General Counsel



YOU PROBABLY CAN'T AVOID GOING THROUGH LEGAL. SO WHY NOT MAKE PEACE WITH THE PROCESS?

- Pet peeve:** Ultra-fast turnarounds and ironclad commitments ("by 2030!").
- Love language:** Brainstorming lots of options, so they can steer you towards lower-risk alternatives (avoiding the dreaded copyedit-by-committee).
- Secret talent:** Perhaps your greatest ally if you want to show it's worth shelling out for third-party verification (have you seen what lawsuits cost?).

Power move: Team up to pitch the CEO on a new certification.

The Flip-Flopping CEO



AT CLIMATE WEEK, SHE'S ALL SMILES. BUT SHE GETS NERVOUS WHEN YOU ASK HER TO STAND BEHIND THE BIG CAMPAIGN LAUNCH.

- Pet peeve:** High-profile promises she's worried you might miss or mess up.
- Love language:** Data on the value of sustainability and opportunity to brand herself a leader when competitors are pulling back.
- Secret talent:** Understands the business and the board, knows which stakeholders need to 'bless' your strategy.

Power move: Help her see the upside to bucking trends and taking a stand.

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THE WAY FORWARD

When responsible actors fall silent, the narrative doesn't pause — it is claimed. Silence shifts power, erodes trust, and hands control to those invested in delay and business-as-usual.

But when we speak up **together**, responsibly, visibly, and in unison, something else happens. Credibility is protected. Trust is rebuilt. Norms begin to shift. Progress holds.

We are not lacking the tools.
We have the evidence.
The business case has been made.

What's required now is **collective courage**: the decision to stay visible together, rather than retreat in isolation.

If greenhushing can spread, so can **Greenshouting** — credible, coordinated, and accountable communication about real action. Not noise. Not spin. Presence.

Because when sustainability is communicated with clarity, confidence, and creativity, we don't just defend our own position. We shape expectations, reset norms, and move the system forward.

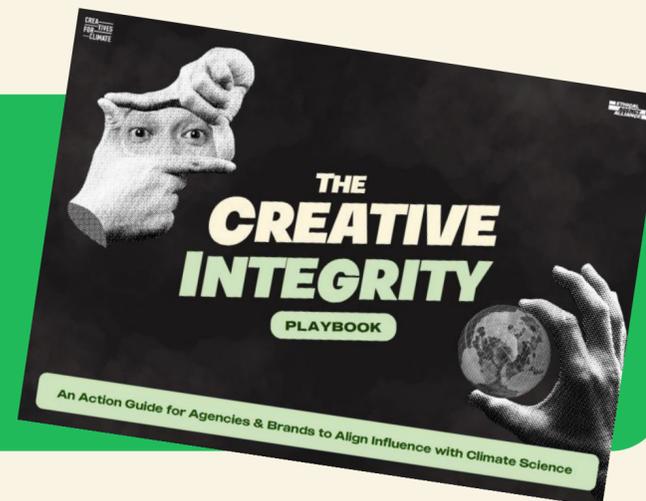
This is the moment to be seen.

Will you stand with us?

THE CREATIVE INTEGRITY PLAYBOOK

Launched at COP30

An Action Guide for Agencies & Brands to Align Influence with Climate Science



FIND YOUR COMMUNITY

Brands

- Partner with leaders across the organisation to embed action in the business first and foremost.
- Use trusted, third-party labels and certifications, like [B Corp](#) to bolster confidence in your claims.
- [Brief For Better](#)

Agencies

- Seek out support from like-minded peers via the Ethical Agency Alliance or by becoming a B Corp yourself.
- Make the case to clients that sustainability is still a competitive advantage worth shouting about.
- [The Ethical Agency Alliance](#)

Individuals

- Share this guide with your colleagues in marketing, legal, or finance
- Let leaders know: sustainability matters to you and your stakeholders, and it's time to speak (and act) up
- [Join the Creatives for Climate community](#), and connect with others to build your skills and help shape a more climate-positive creative industry

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CLAIM

A phrase or verbal statement that promises consumers that a company is taking (or will take) action to achieve a social or environmental outcome; these claims can be greenwashing, but they can also be legit, true, and safe to make.

EMPOWERING CONSUMERS FOR THE GREEN TRANSITION DIRECTIVE

A new law regulating sustainability claims and labels that's expected to come into force in all European Union (EU) countries in September 2026.

ESG BACKLASH

A phenomenon that some trace as far back as 2019, this refers to political, legal, and reputation risk experienced (or feared) by companies touting environmental, social, and governance policies and achievements – even if everything they say is 100% true; generally ESG backlash seems to be more of a political than consumer trend

GREENWASHING

Overclaiming your sustainability achievements to mislead consumers and benefit from the importance they place on environmental issues.

GREENHUSHING

Staying quiet about what you actually are doing to be socially and environmentally responsible, perhaps in response to ESG backlash or fear of greenwashing.

GREENSHOUTING

Celebrating your contributions with honesty and pride, as part of a community of companies striving to balance talk with action.

SUSTAINABILITY LABEL

A mark or logo that aims to signal to consumers that a product or company meets particular criteria; under the Empowering Consumers Directive in the EU, using a label will require meeting publicly available standards and using third-party verification; labels that follow this process are definitely not greenwashing.

Credits

Lucy von Sturmer, Creatives for Climate

Ece Eyisoy, Creatives for Climate

Charlotte Levitt, B Lab

Anna Vickers, B Lab

Tom Tapper, Nice & Serious

Hayley Dunlop, Nice & Serious

Thanks to our launch partner:

ChangeNOW

Thanks to the Certified B Corporations that provided case studies: **Patagonia, Natura, Tony's Chocolonely, Who Gives a Crap, Pip and Nut, Abel & Cole, Back Market, Holie's, Wild, VEJA, Brussels Beer Project, Too Good To Go, Formula E**

Also funded in part by the European Union under the PENCE project (grant agreement No. 101147563)

**Designed by
Nice and Serious**

**Nice
and
Serious**

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