

**SID 2024**

Sibiu Innovation Days

24-25 October, Sibiu - RO



# White lies, red flags: restoring consumer trust in sustainability efforts

## Impact Assessment of ICT Solutions

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## Overview

1. Introduction
2. Proposed solution
3. Looking forward
4. Conclusions

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## 1.1. About the speaker

About the presenter:

- Digital maturity auditor
- Trainer for digital transformation
- Member of the ADMA TranS4MErs network
- Coordinator of the Development & Sustainability working group, Cluj IT Cluster

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## 1.2. Definition

*“Greenwashing broadly refers to forms of ‘communication that mislead people into forming overly positive beliefs about an organization’s environmental practices or products”*

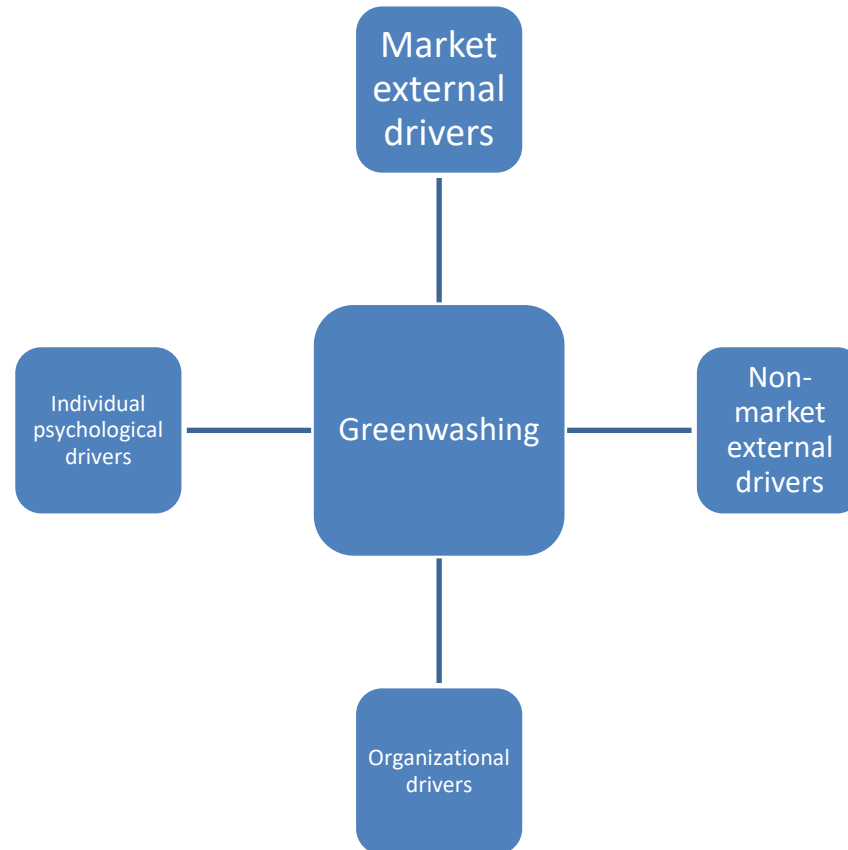
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## 1.3. Drivers



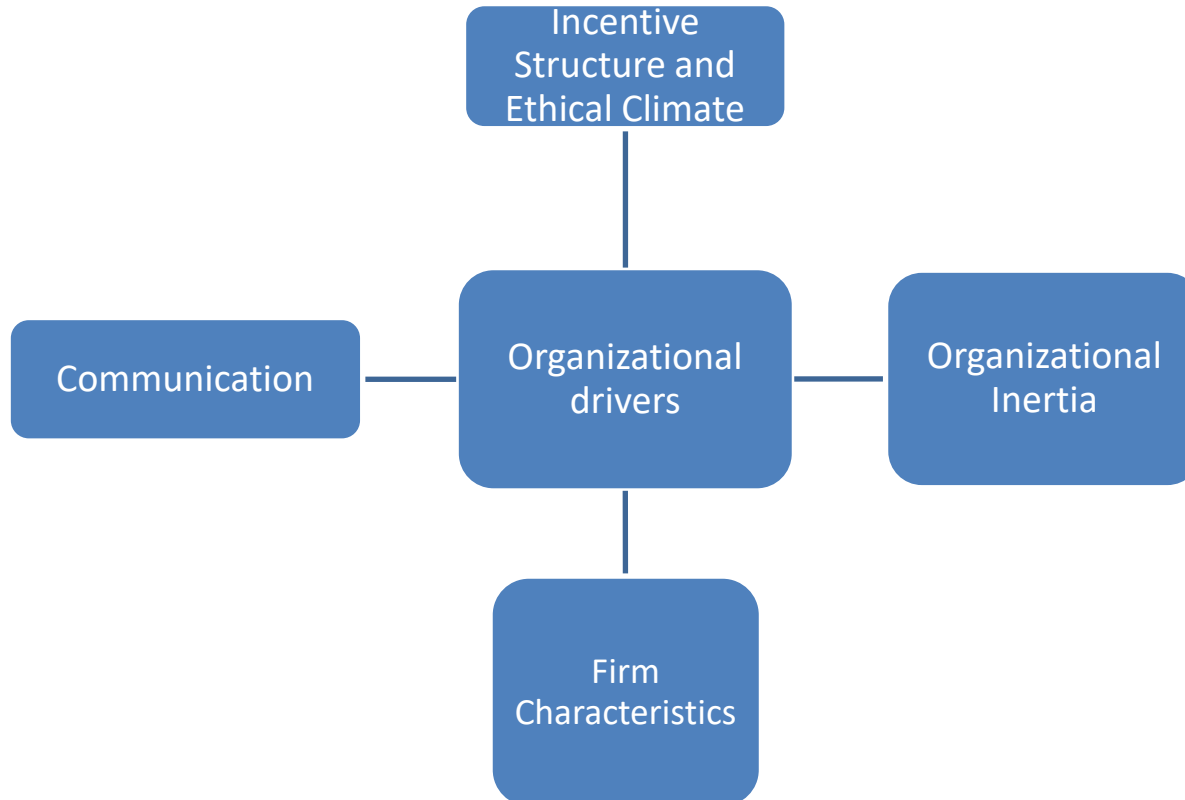
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## 1.3. Drivers



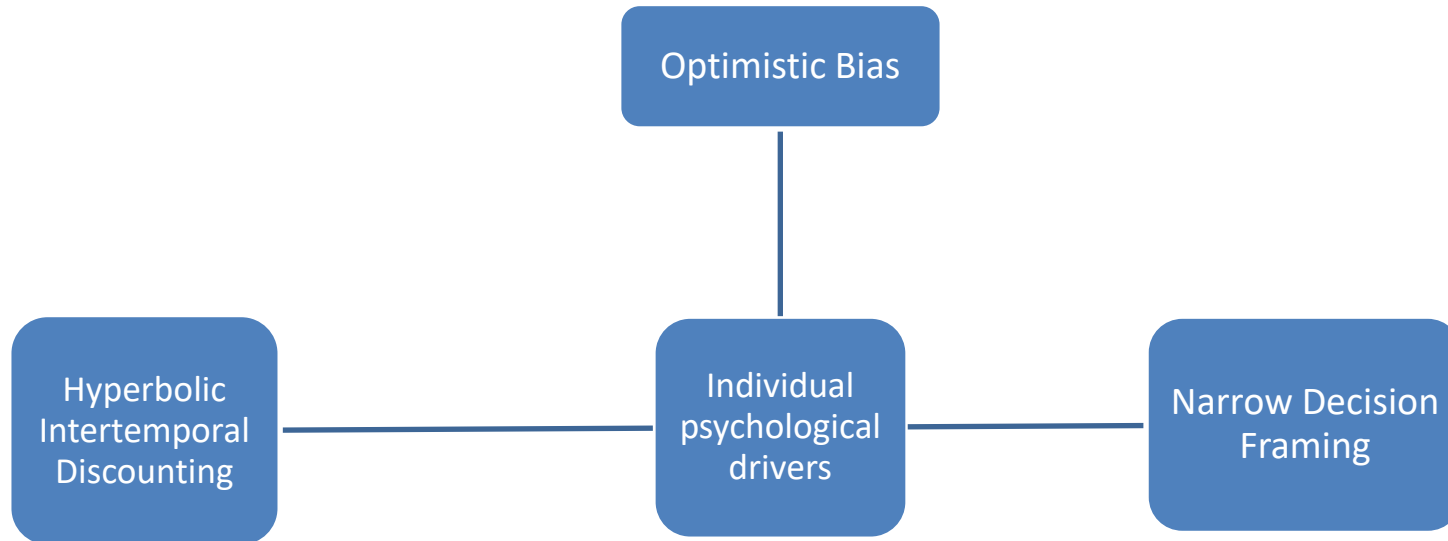
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## 1.3. Drivers



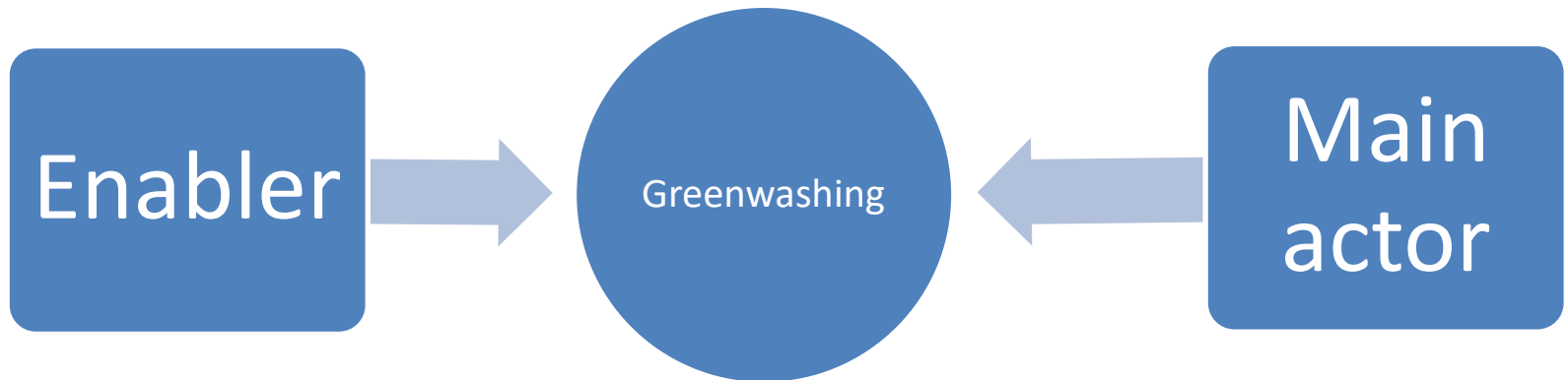
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## 1.4. IT and greenwashing





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## 1.5. Statistics



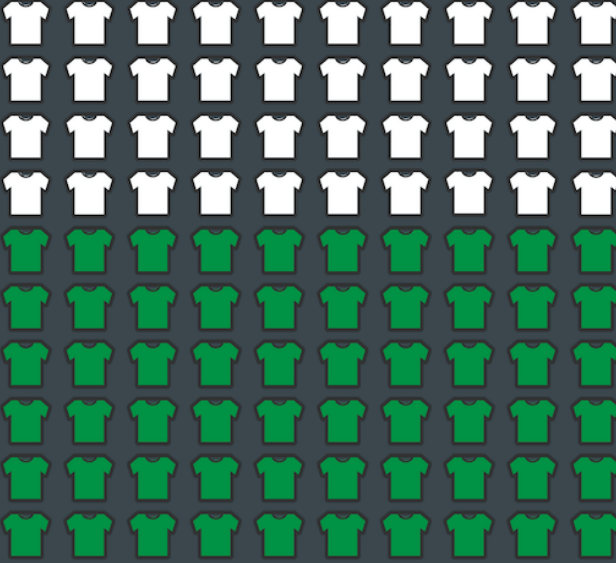
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NEARLY **60%**



OF SUSTAINABILITY CLAIMS  
BY FASHION BRANDS ARE  
**GREENWASHING**

**15 out of 24**  
**MULTINATIONALS**  
considered '**CLIMATE  
LEADERS**' have climate  
strategies that were  
evaluated to be of **LOW**  
or **VERY LOW integrity.**

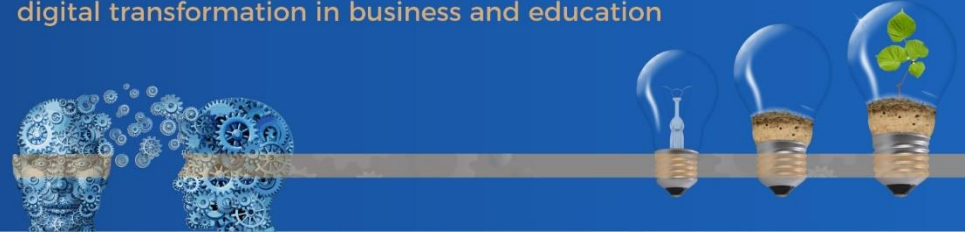
IN 2023, GREENWASHING  
CASES JUMPED BY

**70%** by banks  
& financial  
services  
AND OVERALL  
CASES BY **35%**

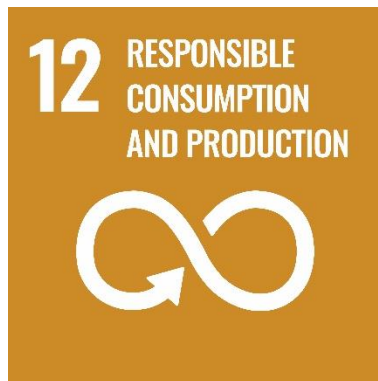
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## 1.6.1. Impact – sustainable development



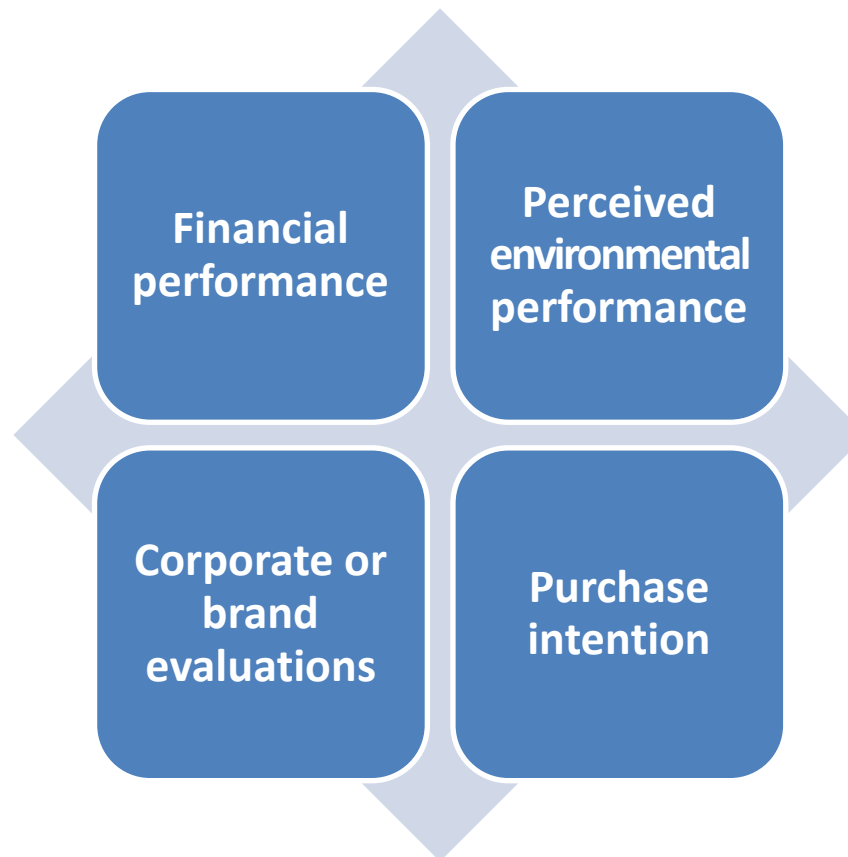
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## 1.6.2. Impact – company level



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## 2. Proposed solution

### Net Carbon Impact Assessment Methodology for ICT Solutions

April 2024



EUROPEAN GREEN  
DIGITAL COALITION



Funded by  
the European Union

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## 2.2. Fundamental concepts:

Fundamental concepts:

- Functional unit
- Implementation context
- Assessment boundary
- First, second and higher order effects

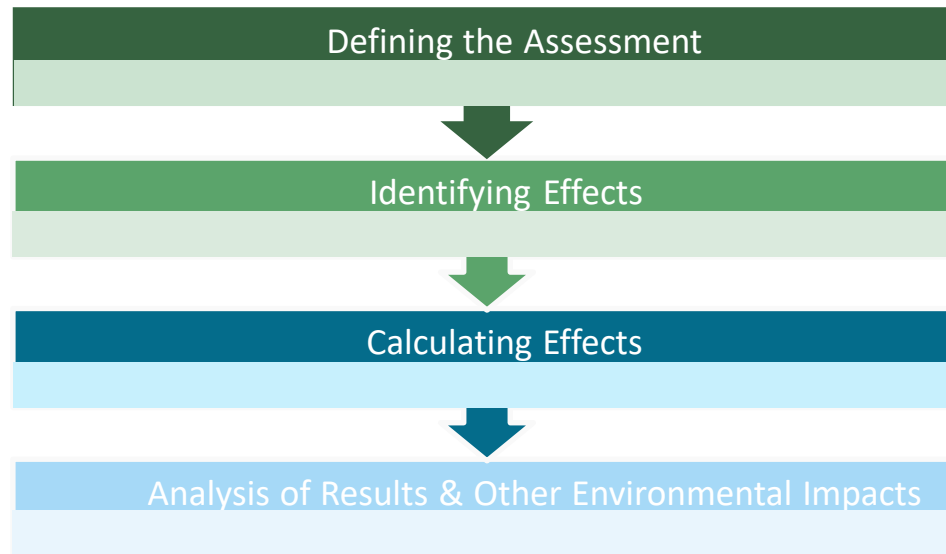
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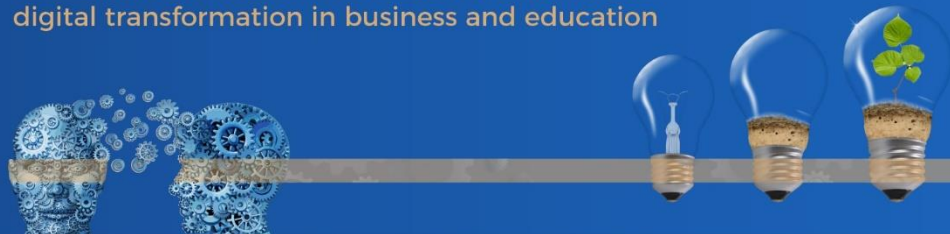
## 2.3. Main steps



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## 2.4. Legal compliance

Upcoming EU Green Claims Directive – requirements:

- precision of claims;
- DNSH compliance of claims;
- transparency;
- verifiability.



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## 3. Looking forward

Complementary measures:

- Promotion inside the ecosystem
- Business ethics course
- Localizing use cases
- Collaboration with the NGO sector

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## 4. Conclusion

*“Can Prometheus be reconciled with the seemingly antithetical notions of care and caution?”*

- Bruno Latour

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Thank you.