

WHAT ARE FALSE SOLUTIONS?



Once you start a zero waste lifestyle, you'll notice all kinds of products and ideas in the shops and in the media that claim to be solving the plastics crisis. From bioplastics to fuel made from waste, they sound like really useful ideas that we should support.

But which ones can you really trust? After all, if they are all helping, why is plastic pollution still increasing?

Companies who promote false solutions are often said to be "greenwashing". This means – intentionally or not – they use misleading labels or marketing to suggest that what they are doing is good for the environment. It's wise not to take eco-friendly claims at face value. Instead, put these solutions to the test: are they really tackling the problem at the source or just trying to boost their image or sales?

Find out more about false solutions and how you can spot them at the links below. Then practise your knowledge with the activities and quiz so no one can trick you in the future!



Read

[PART SEVEN BLOG](#)



Watch

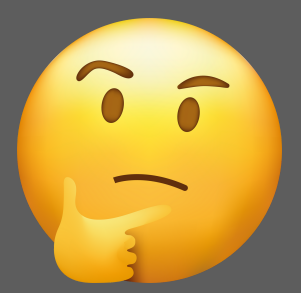
[PART SEVEN PLAYLIST](#)



Do

Take a look at [these examples of false solutions](#). Can you explain why they are greenwashing?

Why do you think people fall for these type of ads? And what can we do to stop this happening?



Reflect

False solutions are often described with misleading words, like "sustainable". What, for you, is the real definition of sustainable?

💡 *Think about the use of natural resources and any harm caused - not just today but far into the future.*
 >> [Comment here.](#)



[TAKE THE QUIZ!](#)