

GUIDE

# HOW TO AVOID GREENWASHING



2<sup>a</sup> EDITION

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# ABOUT THIS DOCUMENT



Viña Concha y Toro has a strong commitment to sustainability and transparency. A fundamental element of the Corporate Sustainability Strategy is Responsible Marketing, which seeks honest and transparent communication of the environmental and social advances of our company through our products. This implies the publication of clear and understandable information about the processes and the positive impacts that are generated. That said, the role of reliable communication

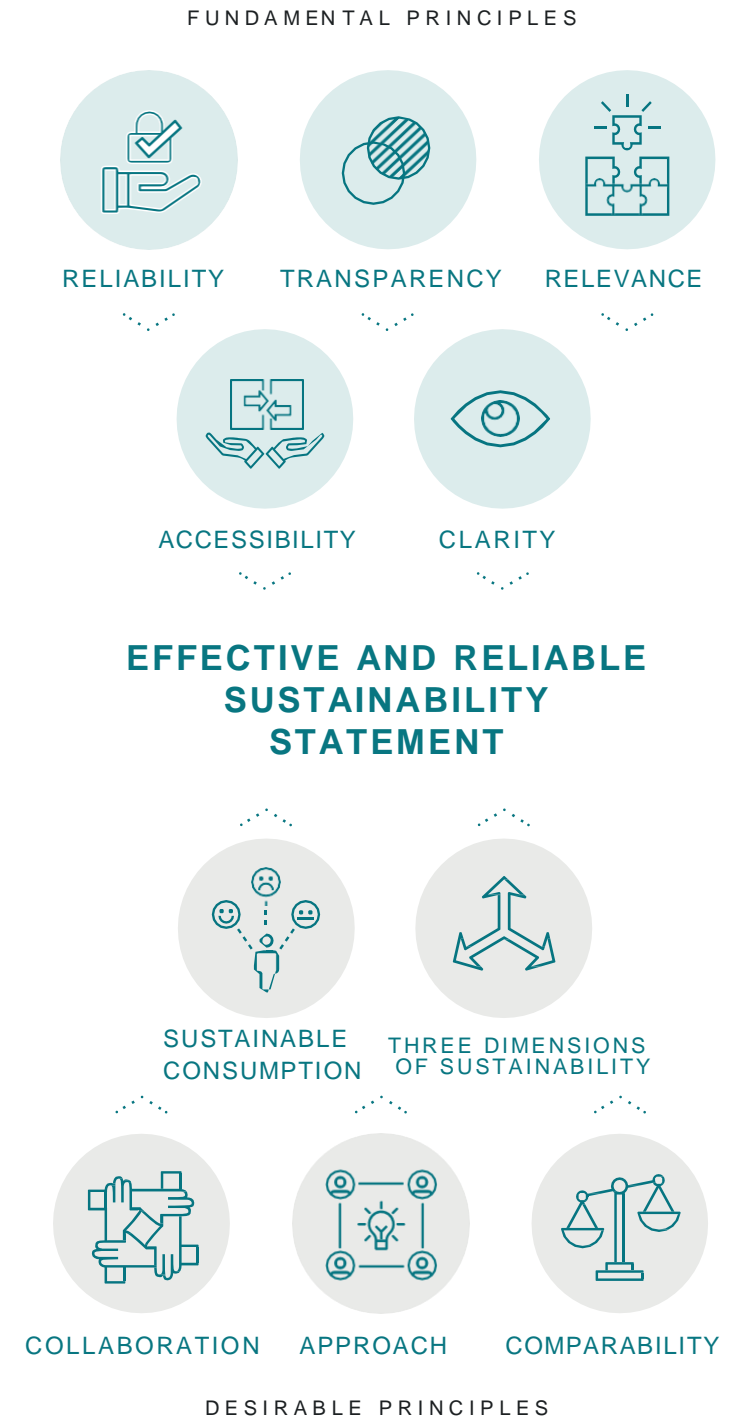
regarding the attributes of our products becomes an essential tool to prevent so-called “Greenwashing”, that is, the practice of making false or exaggerated claims about environmental and social practices in the company. advertising and promoting an organization's products or services. Therefore, the company transmits clear and consistent messages about the impact its actions have on the environment and society. In this way, it ensures that it builds a relationship of trust and credibility with its consumers and stakeholders.

Through this document, we seek to provide the marketing areas of Viña Concha y Toro with guidelines to reinforce responsible communication of the company's sustainability performance through its products and thereby prevent and proactively avoid the occurrence of Greenwashing practices.

This practical guide is based on the document developed by the United Nations Environment Program (UNEP): “Guidance for the provision of information related to the sustainability of products” (2017) and on the “Guidance Guide for a Sustainable Communication” issued by Red Pacto Global Chile (2022). Both publications reveal the 10 principles that guide and improve sustainability communications of companies' products.

These principles are divided into two categories graphed in Figure 1: The Fundamental Principles, which are those minimum guidelines that communication should integrate, to avoid falling into Greenwashing, and the Desirable Principles, which seek to further nourish the information delivered to the consumer in relation to sustainability, allowing for continuous improvement in communication processes.

Figure 1: Adaptation of “Guidance for the provision of information related to the sustainability of products” (UNEP, 2017).





# PRINCIPLES OF EFFECTIVE INFORMATION IN SUSTAINABILITY

# 5 fundamental principles

The fundamental principles represent those minimum guidelines and requirements that a brand statement, or communication of the sustainability attribute of a product or service, should have, to ensure the effective communication of the statement, and thus avoid Greenwashing.



01

Reliability



02

Relevance



03

Clarity



04

Transparency



05

Accessibility

# Reliability Principle



## 01

### When communicating, are we delivering clear, verifiable and accurate messages?

When a consumer approaches the shelf to choose a product, he or she faces the situation of choosing his or her preferences, which can be based on anything from a value preference to its quality. In the case of products that have some environmental and/or social attribute, it often happens that there is a disparity in information between the company and the consumer. This is associated with the fact that the communication delivered is not clear or precise (e.g.: “This is a responsible product with the planet”), so useful information is not provided to the customer that allows them to understand why a product could have certain sustainability attributes.

To avoid this disparity in information, it is important that when we communicate about sustainability, we

always ensure that the attribute declaration made is specific about its scope (e.g., whether it is at the level of the final product, packaging or component). using the exact concepts to describe the attribute (e.g., “This glass container has 100% recyclable material”).

To further reinforce the veracity of what we are communicating, it is important that the statement be supported and verified by some external entity. The ideal scenario is one where verification is carried out by third parties, such as certifications, but can also be supported through collaborative studies with other institutions, such as universities or laboratories. In the case of making a self-declaration, it is important to detail and make transparent the methodology and internal mechanisms carried out to demonstrate and substantiate the statement.



## So, What should we do to ensure we comply with the Reliability Principle?

### EXAMPLE: PACKAGING

- > The claim must clearly communicate the exact concepts of the specific sustainability attribute of the product/service.
- > The statement must have the support of external entities experts in the subject, which allow verification of the attribute assigned to the product/service.

CORRECT

The #ElijoReciclar seal is a certification delivered by the Ministry of the Environment in Chile, which aims to provide clear information to consumers and promote recycling and the circular economy of different packaging. Any container that has this seal has gone through a certification process that ensures the attribute of recyclability.



GLASS CONTAINER WITH MORE THAN 80% RECYCLABLE MATERIAL.

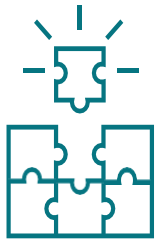
INCORRECT

This attribute declaration does not have any support verified by external entities. Furthermore, it corresponds to a self-declaration without support and communicated through a logo created by the brand. This would be possible to do only if you have the respective backups.



RECYCLABLE PACKAGING

# Relevance Principle



# 02

## Are our attribute statements relevant to the impact of the product on its Life Cycle?

Currently, awareness about the environmental or social impacts that a product may have is increasingly increasing, as well as the need to have more information regarding the production processes of each brand, for the creation of its product or service.

In relation to the above, it is important that the brand not only provides more and better information, but also that it is relevant to the real impact of the product in its life cycle and its local reality. This is why we must be concerned that the environmental/social attributes that we communicate are related to the critical points identified in the Product life cycle.

To guarantee that we are communicating characteristics relevant to the environmental/social impact of the product, we must work on their attributes, in relation to the product life cycle approach. That is, studying

all the possible impacts that it could generate, from the cradle (extraction of raw materials) to the grave (its end of life), in order to really understand what sustainability attributes would reduce the impact generated by the product in its life cycle. In addition to the above, it is important that the relevance is also identified at the local reality level. This means that if at a legal level, the organization must comply with certain environmental/social characteristics (even if it is related to a critical point), it should not be considered a relevant attribute, since it is an obligation for the entire market. In addition to the legal reality, it is important to ensure that the communicated attribute can be made effective in the territorial reality where the asset is traded. It may be that a product is made from recyclable materials, but that cannot be processed at a national level, so the product would still end up in a landfill.

## So, What should we do to ensure we comply with the Relevance Principle?

- > The declared environmental/social attribute must really reduce a relevant impact associated with the product/service, considering all stages of its life cycle.
- > The attribute declaration must include a mention of the life cycle stage to which the relevant impact is associated, and therefore the associated environmental/social attribute. (raw materials, production, packaging, transportation, use phase or end of life).
- > An environmental/social attribute is no longer relevant if at the local level there is a law that requires the organization to comply with certain standards. In this case, the environmental/social characteristic should NOT be communicated as a relevant attribute to the product.
- > The attribute that is communicated must be able to be managed in the territory where the product is sold. (e.g.: A compostable product at an industrial level in Chile is not feasible, since the market does not have the mass conditions to offer this service).



## EXAMPLE: ELECTRONIC PRODUCTS

CORRECT

The greatest impact of electrical and electronic products is associated with their stage of use, due to the energy consumption involved (critical point). Therefore, the sustainability attributes associated with these products must be related to their use. It is important to mention that energy certifications are associated with a specific territory, so there are different standards depending on the country.



LOW ENERGY CONSUMPTION

INCORRECT

It is not relevant to declare as an attribute that the components of the appliance are made of recycled materials, since this phase (raw materials) is not relevant according to the Life Cycle Analysis carried out on the product.



COMPONENTS WITH RECYCLED MATERIALS.

# Clarity Principle



# 03

## When we communicate, are we providing useful information to the consumer?

As we talked about in the Relevance Principle, consumers use product information to make their purchasing decisions. However, consumers also expect to be told how they can consume our products correctly, to contribute to reducing their impacts.

To achieve the above, it is important that the information we provide in our brand and product statements is clear, specific and understandable by the consumer. That through the declaration they can be aware of the attributes of the product, and its correct way of use and end-of-life disposal.

Many times vague and ambiguous statements are made, which do not specifically identify why one product is better than another in terms of environmental/social impact, or even mention is made of an attribute that is at the product level, when in reality, represents a quality at the corporate level, which has no direct relationship with the product that the consumer is buying.

## So, What should we do to ensure we comply with the Clarity Principle?

- > The sustainability declaration at the brand or product level must always be clear, specific and concrete, taking special care that the consumer really understands the impacts, and in turn the socio-environmental benefits that come with consuming that particular product.
- > The more information the consumer has to consume sustainably, the more certainty they can have that the differentiating characteristic is carried out as it should, to mitigate its associated impacts. It is important that the declaration details the associated impact, the attributes of the product to mitigate that impact, and how the consumer in the use and end-of-life phase can take action so that the chain is completed as intended.
- > Although the correct concepts are used to mention an attribute, many times these can be confusing or too technical for correct understanding. Therefore, we must ensure that our statements are simple and easy to understand. In this way, we help more people understand the differences in attributes and the implication of each of them.



## EXAMPLE: PACKAGING

### CORRECT

The #ElijoReciclar seal in Chile not only provides information about the recyclability attribute, but also communicates how to recycle correctly. As shown in the image, you can see how waste management is explained for each component of a product and the materiality of each one.



SPECIFIC INFORMATION ON COMPONENT MANAGEMENT.

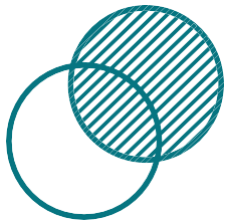
### INCORRECT

Although the logo refers to recyclability, no specific information is provided about which specific component has this capacity and how it should be managed so that it is recycled. If a consumer does not know the logo, or has seen it but does not know what it implies, they may manage the parts incorrectly, or even ignore it completely.



GENERAL RECYCLABILITY LOGO.

# Transparency Principle



# 04

## Are we delivering all the important and necessary information to consumers?

We have already talked about the increase in interest in knowing socio-environmental information related to the products they consume, and the way in which they are produced. This is why brands have the responsibility of providing the perfect scenario, so that the consumer can have access to information regarding the relevant impacts of a product, the sources that support the attributes and their relationship with the impact they mitigate, and any type of information that is relevant, for the consumer's correct understanding of the product.

To carry out the above, it is important that not only is the information delivered, but it must also be presented in such a way that it is understandable for any recipient, and easy to access.





## So, What should we do to ensure we comply with the Transparency Principle?

- > The information that allows the statements to be verified must be freely accessible for consumer review.
- > Every statement made must have its respective support. If an attribute is declared and cannot be verified, it can be considered greenwashing.
- > That the information complementary to the declarations is accessible and understandable to any public.
- > If there are more technical concepts or common questions that may arise in relation to the declaration, those concerns must be answered.

## EXAMPLE: NATIVE FOREST CERTIFICATION

CORRECT

Supporting a statement with its respective validation (in this case the FSC® seal) allows the attribute to be reinforced. In addition, more information is provided, such as the license code and what the seal implies, and the opportunity is given to endorse the standard in order to understand in greater depth the criteria that the certification addresses.



The mark of responsible forestry

**For more information**

**Go to:** <https://cl.fsc.org/cl-es>

<https://vinacyt.com>

INCORRECT

The claim lacks verification support, and no further information is provided about what animal cruelty-free implies in the product.



“OUR PRODUCTS  
TAKE CARE  
OF THE FOREST”

# Accessibility Principle



# 05

## Do our communication resources allow easy access to important content?

We have already emphasized how important information is for the consumer when making a purchasing decision. Given that today purchases are immediate, and almost spontaneous, it is of utmost importance that any information that may allow a choice over another product is found at the time and place where the purchasing process is taking place.

To achieve the above, it is important that the channels and resources used to complement and support claims of sustainability attributes allow the consumer to access information quickly and effectively.

The use of QR codes, informative labels or informative videos must allow the consumer to be informed from a physical purchase to an online purchase.

## So, What should we do to ensure we comply with the Accessibility Principle?

- > Information complementary to the claim must be available at the time and place where the consumer needs it.
- > Attribute statements must be easy to detect, and in areas where it is ensured that the consumer will notice them.
- > To prevent only some consumers from being able to use communication support tools (e.g. QR Codes), various tools must be implemented to diversify the way of accessing complementary information.

### EXAMPLE: USE OF QR CODE

CORRECT

Using seals or certifications that support the attributes is a very good measure that increases the credibility of the attribute. However, if the resource is used without a complementary explanation that provides the consumer with information about the dimensions that the seal addresses, or the scope that it has, this resource will not meet its initial objective of verifying the sustainability attribute. A good way to provide more information to the consumer is through the use of QR codes. This allows them, quickly and easily, to access more specific information on the Fairtrade certification requirements.

SCAN THE FOLLOWING QR CODE FOR MORE INFORMATION.



INCORRECT

Simply incorporating a seal, without any type of complementary information, or some extra resource that allows access to more information, can cause the consumer to ignore the attribute and the seal that verifies it.



THIS PRODUCT COMPLIES WITH INTERNATIONAL FAIR TRADE STANDARDS WITH SOCIAL, ENVIRONMENTAL AND ECONOMIC REACH.



# 5 desirable principles

The desirable principles are recommended, since they allow the quality of the message and information transmitted to the consumer to be substantially improved, allowing them to make better decisions regarding the choice of a brand or the sustainability attributes of products and services. that it offers.



01

Three Dimensions of Sustainability



02

Sustainable Consumption



03

Multichannel Approach



04

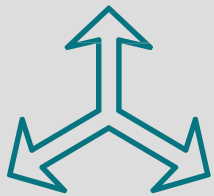
Collaboration



05

Comparability

# Three dimensions of Sustainability



# 01

## Through the sustainability attributes of our products, are we covering the three dimensions of sustainability (Environmental, Social and Economic)?

The concern to know and understand in greater depth how companies work from the complete sustainability aspect is an increasingly common and increasing trend among consumers.

We already understood the importance of our statements referring to the critical points associated with the product. But it is also important that the attribute of the product being declared addresses the associated impacts

in the three dimensions of sustainability: Environmental, Social and Economic. Along these lines, special care must be taken to ensure that the way one of the dimensions is addressed does not affect the other. (e.g. Use of a material that reduces the impact on the end of life of the product, but that generates greater social impacts associated with extraction).

## So, What should we do to ensure we comply with the Three Dimensions of Sustainability Principle?

- > It is important to ensure that the information shared in relation to the sustainability attributes of the product covers the three dimensions of sustainability (environmental, social and economic). At this point, the attribute that responds to the critical points of the product should be highlighted more.
- > Information should always be communicated in a clear, specific and concrete manner. The message must explicitly communicate that the product has better performance in relation to the three dimensions of sustainability.
- > It is important to separate the efforts so that the product has sustainability attributes, from those that the company is doing to reduce its impacts as a company.

### EXAMPLE: ITEM OF CLOTHING

100% of this t-shirt is made from GOTS certified organic cotton fibers, which is a certification that addresses both the environmental and social impacts derived from the cultivation and production of cotton. In addition, the garment has Fairtrade certification, a certification that ensures the best labor practices for all people present in the value chain. From those who grow the cotton, to those who make the t-shirt.

FOR MORE INFORMATION, SEE THE FOLLOWING QR



# Sustainable Consumption



## 02

### Are we promoting more and better sustainable consumption habits?

To reduce the impacts associated with the consumption of products, it is of utmost importance that consumers have an active role at the end of the value chain. For example, if a company launches a product with home compostability certification (associated critical point or end of life) on the market, but the end consumer throws the product in the landfill, the efforts that have been made at the beginning of the value chain, to reduce the impacts of the product, will have been of no use.

It is for this reason that this principle seeks to propose companies to take advantage of their communication channels and resources as an educational means, which teaches consumers the important role they play in the challenge of reducing the negative impacts associated with the product being sold. Finding consumers. The fact of explaining what the impacts of the product are, providing information in this regard, or providing information regarding the correct way to recycle, are some of the measures which would allow consumers to have a better idea of the impacts associated with the product they are consuming.



# So, What should we do to ensure we comply with the Sustainable Consumption Principle?

- > The provision of greater information regarding the product and its impacts on the different dimensions of sustainability allows consumers to have greater tools to navigate the different phases of the product where the consumer is involved. (Purchase, use and end of life). This information will allow the consumer to understand their role in the product value chain, and how they can perform it correctly.
- > Knowing and understanding consumer behavior allows us to better understand their needs and interests, in order to develop informative communications that adapt to their lifestyle. This is why generating long-term relationships is a relevant point to be able to have a greater response to the educational content that is being communicated.

## EXAMPLE: WINE BOTTLE

The bottle has the #ElijeReciclar seal, a program that seeks to provide more information regarding the recyclability of the different products that are certified by the seal. In the case of this product, on the front side of the label there is the distinctive seal that characterizes the product, and on the back side of the label, you can find seals that refer to the components of the product, the materiality to which ones they belong to and how they should be recycled.



# Multichannel Approach



# 03

## Are we using all possible means to interact with our consumers?

In order to capture the attention of the greatest number of consumers and facilitate their purchasing decisions through information, it is necessary to implement different interaction channels that allow any type of consumer to access information about the sustainability attributes of the product.

To achieve the above, companies must create clear and simple content, which is capable of communicating through different means (web platforms, social networks, emails, QR codes, etc.), and which is complementary to the declaration of sustainability that is being carried out.

## So, What should we do to ensure we comply with the Multichannel Approach Principle?

- > Efforts should be made to maximize the number and diversity of platforms and communication channels where complementary information to the sustainability declaration is shared.
- > The content must be eye-catching and creative to attract the attention of consumers.
- > The content must be arranged in such a way that it converses with the type of channel in which it is communicated.
- > The ideal is to create a sustainability communication strategy that reinforces and provides clear guidelines to follow in sustainability statements.

### EXAMPLE: OUTDOOR PRODUCTS

To ensure the establishment of a specific sustainability project, it is often necessary to resort to different communication channels to which consumers in that segment have access. For example, an outdoor product that allows consumers to observe the carbon footprint it emits throughout its life cycle, is communicated through the product itself, through social networks, and through the web platform, where You can make purchases online.



# Collaboration



# 04

## Are we generating alliances to improve credibility on the part of consumers?

The development of collaborative work with third parties (e.g. NGOs, consumers themselves, government, etc.) will increase the credibility that clients have with respect to the efforts made to reduce the negative impacts that the company could generate and /or their products.

Collaboration brings greater value, derived from the involvement of different parties in the issue, in addition to achieving improvements in the performance and communication of the sustainability statement.

## So, What should we do to ensure we comply with the Collaboration Principle?

- > Seek and create alliances and joint work with third parties, to create endorsements of the sustainability declarations made to the products.
- > When the invitation to collaborate on sustainability initiatives is made, make special mention of consumers, so that they feel part of it, and know the active role they have in the value chain, to comply with the reduction objectives and goals. This will allow the consumer to be involved and promote more sustainable consumption habits.
- > Special care must be taken that the collaborative projects carried out are related to the relevant impacts of the company and/or the critical points of the products that are marketed. Therefore, collaborative work must be carried out with organizations that are related and have knowledge of the impacts to be addressed through sustainability projects/programs/initiatives.

### EXAMPLE: NESPRESSO

The AAA Sustainable Quality™ Program, created by Nespresso together with the Rainforest Alliance, seeks to improve the production practices of coffee growers in terms of bean quality, process sustainability and productivity of their operation, with the aim of ensuring the supply of high quality beans, taking care of the environment and giving a better quality of life to coffee growers, which reinforces the objective of the certification that verifies compliance with sustainable agriculture standards, labor rights and gender equality.

<https://www.sustainability.nespresso.com/coffee-farmers-and-aaa-growing-up-together>

#### COLLABORATION STATEMENT



# Comparability



# 05

## Are we providing the necessary information so that the consumer can choose between two similar products?

Promoting the comparison of two similar products or services in relation to their sustainability characteristics is very complex, since many times, said comparison cannot be made.

One of the most common and feasible ways in which a comparison can be made by the consumer is through the use of seals or labels that allow them to compare one attribute with another in different products or services.

In the context of credibility, it is not recommended to make comparisons from the private sector, since there may not be the objectivity and support necessary for the consumer to consider the comparison statement as valid. For this reason, if you want to make a comparison, it must be developed collaboratively and with government support, in addition to having verified and well-supported scientific bases.

## So, What should we do to ensure we comply with the Comparability Principle?

- > Avoid direct comparison between brands. It is very likely to fall into greenwashing, since specific Life Cycle analyzes should be available for the products to be compared, which is very unlikely. The comparison of products can be carried out on products of the same category, and the same brand, since there is access to more information regarding their impacts.
- > The information that supports the comparison must be supported by scientific data from verified studies or certifications related to the field.
- > In case of making the comparison, special care must be taken that the sustainability attributes are actually referred to, being specific, concrete, and pointing to the same product category. It must be made clear to the consumer in a simple way what is the relevant improvement that the product has.
- > Seek opportunities from governments or third parties to participate in initiatives that seek to highlight products that have relevant sustainability attributes. (Pe: Stamps, Eco labeling, etc.).





# KEY WORDS TO AVOID GREENWHASING



## KEY WORDS TO AVOID TO NOT FALL INTO GREENWASHING

As we have reviewed each principle, we have realized the important role that words play in effectively communicating certain brand claims or sustainability attributes of a product.

The use of words with broad and imprecise concepts can generate misinformation in those consumers who are just entering the world of sustainable consumption, and generate distrust in those consumers who have a greater notion of the impacts of a product, and the relevant attributes that it should have. to be considered within your most sustainable purchasing option. The words shown below are some examples of words or phrases, which should be avoided to avoid greenwashing.

### KEYWORDS TO AVOID TO NOT FALL INTO GREENWASHING

- > Product/Company 100% friendly to the environment/animals.
- > Sustainable Product/Company.
- > Biodegradable/Compostable/ Recyclable/ Organic Product.  
*(These words can be used if they are correctly supported by verifying information, and if the scope of the attribute is specified)*
- >Footprintless Company
- >Fair/Artisan/Natural Product.
- >Green Product/Company.
- >Product/Company totally conscious of the environment.
- >Product/Company 100% environmentally/socially responsible.
- >Bio/Eco/Ecological/Eco-friendly Product.



It is important to understand that these words make the statements fall into greenwashing, since they are not specific or clear, making the information provided ambiguous, and not facilitating the consumer's purchasing decision.

In order to ensure that the concepts we are using are correct, we must ask ourselves the following questions:

- >Are the words used in the statement the specific concepts that should be used to refer to the sustainability attribute? Or am I using broad, ambiguous concepts to communicate the attribute?
  
- >Does the declaration specify the scope of the attribute (is it at the level of the final product, raw material, process or packaging)?



# 4

## EXAMPLES OF GOOD PRACTICES

# SUNRISE

**Statement:**

100% produced with solar energy.

**Principles:**



Green-e® clean energy certification from the Center for Resource Solutions.



The seal certifies the generation and sale of clean energy to companies that wish to reduce the environmental impact of their use of electricity in the production of the product.



The seal appears on the front side of the bottle indicating that the wine is produced 100% with renewable energy.



Product certification can be verified on the website: [www.green-e.org](http://www.green-e.org).



The seal is present on the front side of the packaging, in promotional shelves, on social networks and on the website.



# BONTERRA

ESTATE COLLECTION™

**Statement:**

Made with Organic Grapes

**Principles:**



Regenerative and Organic Agriculture Certification from Regenerative Organic Alliance



The seal certifies that an agricultural product or agricultural operation meets organic regenerative agriculture standards. This certification promotes sustainable agricultural practices, focused on soil regeneration, biodiversity, animal welfare and social justice.



The seal appears on the back label indicating that the product has ROC certification.



Certification can be verified at: [www.regenorganic.org](http://www.regenorganic.org)



The seal is present on the back label, on social networks, the website and the press.



OUR NAME SAYS IT ALL: BONTERRA - GOOD EARTH - IS BOTH A PROMISE TO OUR CUSTOMERS AND A NORTH STAR FOR OUR PRACTICES. THROUGH REGENERATIVE, ORGANIC FARMING, WE CAN LEAD THE WAY FOR OUR INDUSTRY, OUR COMMUNITY, AND OUR PLANET.

*Jeff Gschwend*

WWW.BONTERRA.COM

**GOVERNMENT WARNING:** (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

**PRODUCED & BOTTLED BY BONTERRA ORGANIC ESTATES IN HOPLAND, MENDOCINO COUNTY, CA. WINERY AND GRAPES CERTIFIED ORGANIC BY COOF. CONTAINS SULFITES. ALC. 13.6% BY VOL. 750 ML 1A5¢ NE15¢**



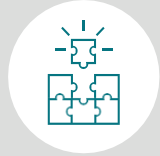
Statement:

We Choose the Sustainable Way

Principles:



Sustainability Code Certification of Vinos de Chile A.G.



The Sustainability Code of the Chilean Wine Industry is a voluntary standard that guides wine companies in the challenge of working sustainably based on requirements in three complementary areas: vineyard, winery-bottling plant and social area.



The seal appears on the back label indicating that the grapes and wine were produced with sustainable practices.



Certification can be verified at: [www.winesofchile.org](http://www.winesofchile.org)



The seal is present on the back label, on social networks, the website and the press.



**BICICLETA**  
We Choose The Sustainable Way

<p><b>Certified B Corporation</b> We meet our highest standards of environmental impact, employee social responsibility.</p>	<p><b>Renewable Energy</b> 83% of our vineyards are powered by solar panels.</p>	<p><b>Water usage</b> A 27% reduction in water used in the cellar during vinification since 2015.</p>	<p><b>CERTIFIED CARBON NEUTRAL</b> We neutralize the CO2 emissions generated from transportation.</p>
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**Pinot Noir:** A fresh, voluptuous Pinot with rich notes of cherry, blackberries and plum together with a balanced, sweet palate. This is the perfect wine for grilled chicken or red meat dishes.

[www.conosur.com](http://www.conosur.com)

# TRIVENTO

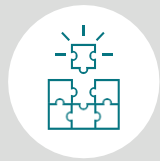
## Statement:

We cultivate a better future

## Principles:



B Corp Certification



The seal certifies that Bodega Trivento meets the highest standards in terms of social, environmental performance, transparency and corporate responsibility and this is reflected in its products.



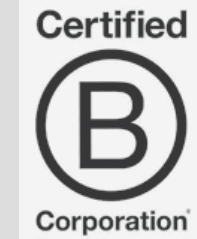
The seal appears on the back label indicating that the company (in addition to its products and/or services) has B Corp certification and can communicate it.



Certification can be verified at: [www.sistemab.org](http://www.sistemab.org)



The seal is present on the back label, on social networks, the website and the press.



**TRIVENTO ARGENTINA** | **RESERVE MALBEC**

Three winds created the ideal land for growing wine and revealed the symbol that has guided us to this day. Discover an epic origin. Discover Trivento. Carmine red Malbec with pleasurable tannins, manifest red fruit aroma with subtle spice and smoke from the Oak.

**Alc. 13.5% vol. • 750 ml / 75 cl e**

**KNOW YOUR LIMITS**  
The UK Chief Medical Officers recommend adults do not regularly drink more than 14 units a week.

**DRINK RESPONSIBLY**

IN EUROPE IMPORTED BY VCT SWEDEN AB, DALAGATAN 34, 11224 STOCKHOLM, SWEDEN.  
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PRODUCED AND BOTTLED BY TRIVENTO BODEGAS Y VIÑEDOS S.A. N° 9-72110, N° Exp.: D-88365 - MENDOZA, ARGENTINA - RED WINE - PRODUCT OF ARGENTINA - VINO ARGENTINO, BEBIDA NACIONAL - [www.trivento.com](http://www.trivento.com)

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# GREENWASHING TEST



# AM I AVOIDING GREENWASHING IN MY MARKETING COMMUNICATION?

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PRINCIPLE	QUESTION	ANSWER
1. Reliability	Am I delivering clear, verifiable and accurate messages?	<input type="checkbox"/> YES <input type="checkbox"/> NO
2. Relevance	Am I providing information relevant to the impact of the product?	<input type="checkbox"/> YES <input type="checkbox"/> NO
3. Clarity	Is the information I am providing understandable to consumers?	<input type="checkbox"/> YES <input type="checkbox"/> NO
4. Transparency	Am I providing important and necessary information to consumers?	<input type="checkbox"/> YES <input type="checkbox"/> NO
5. Accesibility	Can clients and consumers easily access the content I display on the labels?	<input type="checkbox"/> YES <input type="checkbox"/> NO
1. Three Dimensions of Sustainability	Am I covering the three dimensions of sustainability (environmental, social and economic) in my communication)?	<input type="checkbox"/> YES <input type="checkbox"/> NO
2. Sustainable Consumption	Am I promoting more and better sustainable consumption habits?	<input type="checkbox"/> YES <input type="checkbox"/> NO
3. Multichannel Approach	Am I using all possible means to interact with our consumers?	<input type="checkbox"/> YES <input type="checkbox"/> NO
4. Collaboration	Does the company have alliances to improve credibility among consumers?	<input type="checkbox"/> YES <input type="checkbox"/> NO
5. Comparability	Am I providing the necessary information that allows consumers to choose between two similar products?	<input type="checkbox"/> YES <input type="checkbox"/> NO

FUNDAMENTAL  
PRINCIPLES

DESIRABLE  
PRINCIPLES

If any of your answers is **NO**, improve your message or campaign to avoid falling into a potential risk of committing Greenwashing. If you need help, write to us at [sustentabilidad@conchaytoro.cl](mailto:sustentabilidad@conchaytoro.cl).

LET'S TAKE CARE OF OUR CONSUMERS AND OUR BRANDS TOGETHER!



# How to avoid greenwashing / 2<sup>a</sup> edition / 2023

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