

# Examine, Notice, and Diffuse the Authenticity of SDGs



## 【What is “SDGs Wash”?】

**Despite claiming to contribute to the SDGs, they have not actually achieved much.**

One of them is labeling without basis.

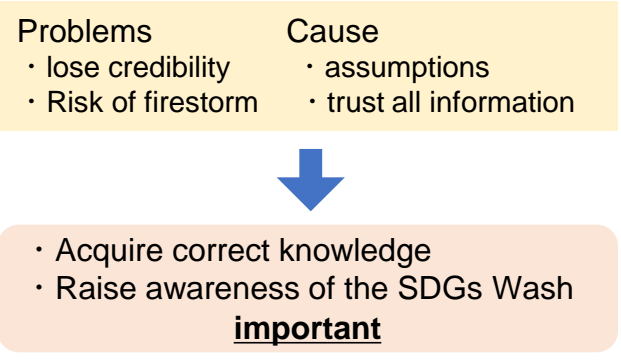
e.g.) Sustainable materials, Eco-friendly materials...

Consumers ; mistakenly think a company is helping the SDGs

⇒ buy a lot of products

⇒ **· Unknowingly** complicit in environmental destruction

· Companies that truly help achieve the SDGs **won't** benefit

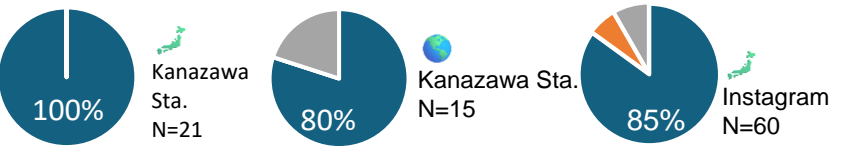
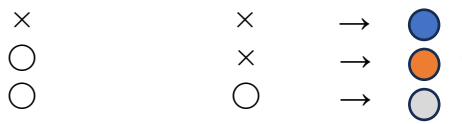


## 【Surveys & Results】

<Survey >

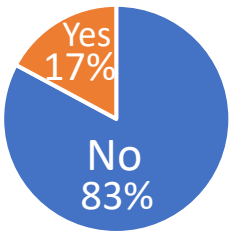
### ① Do you know SDGs Wash?

I've heard of it. I know what it means.



### ② Do you know the meaning of this logo?

(claims to be eco-friendly→)



N=105

## 【Findings】

### ① Low awareness of SDGs Wash

↓  
Consumers' BAD choices

↓  
(LOSS of business motivation)

↓  
(should formulate a solution to raise awareness)

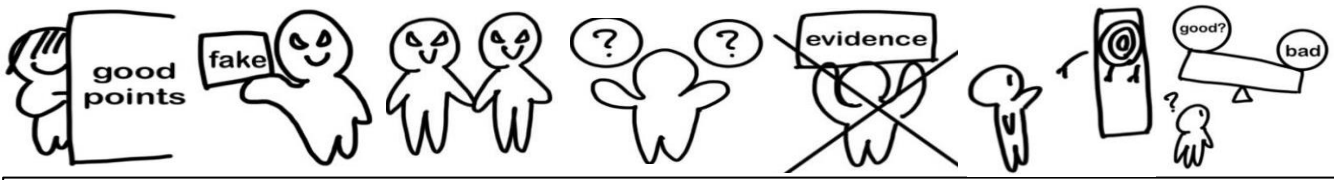


Most people don't know what the logo means

↓  
We need to spread the meaning of the logo to more people

Handing out wet towels at the school bakery↓

<Pictogram>



## 【Future plans】

Consumers side

Spread Instagram and consider other methods to diffuse pictograms e.g.)TV

Company side

Change the company to research (purpose : Investigating ways to prevent SDGs wash)  
interview to global & local companies → compare

References; · Ever heard of SDG washing? The urgency of SDG Due Diligence - Development Matters

- 《徹底解説》SDGsウォッシュとは？3つの事例や気をつけるべきポイントを紹介 (sdgs-connect.com)
- SDGsウォッシュとは 事例や企業に与える影響、対策法を解説：朝日新聞SDGs ACTION! (asahi.com)
- SDGsに取り組む際、「グリーンウォッシュ」に気をつけるには具体的にどんなことに注意すればいいのでしょうか。 | ビジネスQ&A | J-Net21[中小企業ビジネス支援サイト] (smrj.go.jp)

