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plasticpollutioncoalition

### **TODAY: Plastic Pollution Coalition & #BreakFreeFromPlastic launch “Guide for Journalists: Reporting on Greenwashing and False Solutions to Plastic Pollution”**

**June 21, 2023**

Today, [Plastic Pollution Coalition](#) and the [Break Free From Plastic](#) movement launch their **“Guide for Journalists: Reporting on Greenwashing and False Solutions to Plastic Pollution.”** This new resource for journalists outlines how to identify and avoid inadvertently perpetuating harmful greenwashing tactics that push forth plastic industry marketing rather than real strategies for tackling plastic pollution. The guide, written and edited by journalists and communications experts focused on plastic pollution, also offers helpful solutions-oriented tips to make reporting on plastic pollution truthful and impactful.

Plastic pollution is an urgent global crisis harming people and the planet. While real solutions to plastic pollution exist, the plastic and fossil fuel industries peddle many false solutions designed to allow continued production of toxic petrochemicals and plastics. Many of these false solutions are highly deceptive, as industries “greenwash” or make them appear more environmentally sustainable or climate friendly than they actually are in an effort to boost their acceptance despite them being harmful. Industry-shaped narratives and false solutions delay, distract, and derail society from embracing and implementing real solutions to the plastics crisis—and, crucially—turning off the tap on continued production.

“Journalists and media outlets have a critical role to play in identifying and countering false narratives around the plastic pollution crisis, as well as a responsibility to communicate truths and real solutions,” said Erica Cirino, Plastic Pollution Coalition

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Communications Manager and award-winning author of [Thicker Than Water: The Quest for Solutions to the Plastic Crisis](#).

“Some of the important elements in debunking greenwashing for journalists are: Follow the money, and question data, technology and jargon. Be aware of disproportionate representation, especially when covering issues of inclusion of waste pickers in some of the so-called green initiatives, because when corporations make sustainability claims, it is often just part of the sum, rather than the whole truth”, said Pinky Chandran, Independent Journalist and Plastic Policy Analyst, and Trustee, Solid Waste Management Roundtable (SWMRT).

“The rise of Environmental, Social, and Governance (ESG), Corporate Social Responsibility (CSR), and Extended Producers Responsibility (EPR), initiatives to address plastic pollution gave way to what are mostly false solutions. The negotiations for a Global Plastics Treaty is critical as these may legitimize false solutions that do more harm than good to the environment. Amid the climate emergency, governments should ensure that false solutions are not included in the treaty, and everybody should be critical of the "solutions" being proposed to ensure that they address the root of the problem and not mere "band-aid" solutions that keep plastic production at its current rate,” said Coleen Salamat, campaigner at Ecowaste Coalition.

The [“Guide for Journalists: Reporting on Greenwashing and False Solutions to Plastic Pollution”](#) helps journalists:

- discern deceptive greenwashing from real solutions
- incorporate truth and real solutions to plastic pollution in their reporting
- use a solutions-oriented approach to communicating about the plastic pollution crisis, with examples
- find good sources for interviews who can share key frontline perspectives

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**About Plastic Pollution Coalition:** *Plastic Pollution Coalition is a non-profit communications and advocacy organization that collaborates with an expansive global alliance of organizations, businesses, and individuals to create a more just, equitable, regenerative world free of plastic pollution and its toxic impacts.*

[www.plasticpollutioncoalition.org](http://www.plasticpollutioncoalition.org)

**About BFFP** — *#BreakFreeFromPlastic is a global movement envisioning a future free from plastic pollution. Since its launch in 2016, more than 2,700 organizations and 11,000*

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*individual supporters from across the world have joined the movement to demand massive reductions in single-use plastics and push for lasting solutions to the plastic pollution crisis. BFFP member organizations and individuals share the values of environmental protection and social justice and work together through a holistic approach to bring about systemic change. This means tackling plastic pollution across the whole plastics value chain – from extraction to disposal – focusing on prevention rather than cure and providing effective solutions. [www.breakfreefromplastic.org](http://www.breakfreefromplastic.org).*

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