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Gerry Zack ([gerry.zack@corporatecompliance.org](mailto:gerry.zack@corporatecompliance.org), [twitter.com/gerry\\_zack](https://twitter.com/gerry_zack), [linkedin.com/in/gerryzack](https://linkedin.com/in/gerryzack)) is CEO of SCCE & HCCA in Eden Prairie, Minnesota, USA. Please feel free to contact Gerry anytime to share your thoughts: +1 612.357.1544 (cell), +1 952.567.6215 (direct).

### Let's call it what it is

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by Gerry Zack, CCEP, CFE, CIA

Sometimes I think we need fewer terms to describe the same or similar things. In the environmental, social, and governance (ESG) world, much is made—rightfully so—of greenwashing, which occurs when an organization makes false claims about one or more aspects of its products or processes in connection with environmental impact. The use of the term dates to the 1980s to products that were misleadingly labeled as being “green.” More recently, common uses occur in connection with misleading statements about being “carbon-neutral,” “net zero,” and similar claims.

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