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7 ESG Claims That Sound Like April Fools' Jokes (But Aren't)

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Wait... These Are REAL ESG Statements?

I promise - I didn't make these up.

These are actual quotes pulled directly from corporate ESG and sustainability reports.

They're **vague**. They're **bold**. Some are borderline poetry.



And a few sound like they were written as April Fools' jokes.

But they passed every internal review.

They went to print.

And now... they're in front of your investors.

So this April 1st, let's laugh—then learn.

Because performative ESG isn't just funny anymore. **It's risky.**



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Joke #1

100% Recyclable Packaging

Exact Quote:

"Our [products] are made from polypropylene plastic, which is recyclable."

Why it's funny:

While the [products] are made from recyclable material, many communities lack the infrastructure to recycle them effectively, leading to significant environmental waste.

Why it matters:

A study found that 54% of companies in Asia, Europe, and North America have been involved in greenwashing related to greenhouse gas emissions and global pollution, highlighting the prevalence of misleading environmental claims.

Guess who said this?

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Joke #2

Carbon Neutral Since 2022

Exact Quote:

"We achieved carbon neutrality in 2022 through investment in certified offset projects that balance our operational emissions."

Why it's funny:

No actual emissions were reduced. Just a bunch of carbon credits were purchased - some from questionable or outdated projects. Net-zero on paper. Business-as-usual in reality.

Why it matters:

A RepRisk study found that over 1 in 3 greenwashing incidents globally are tied to misleading climate neutrality claims, often relying on low-quality or unverifiable carbon offsets.

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Joke #3

We Are Becoming Greener Every Day

Exact Quote:

"Our commitment to sustainability means we are becoming greener every day."

Why it's funny:

This vague statement lacks measurable targets or timelines, making it impossible to assess actual progress.

Why it matters:

A survey revealed that 94% of investors expressed skepticism towards the validity of corporate sustainability reporting, citing unsupported claims as a major concern

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Joke #4

Renewable Energy Usage Increased by 100%

Exact Quote:

"We have doubled our renewable energy usage in the past year."

Why it's funny:

The increase was from 1% to 2%, a minimal change presented as a significant achievement.

Why it matters:

According to a report, 69% of ESG risk incidents were linked to misleading communication on climate change, greenhouse gas emissions, and global pollution, indicating a widespread issue of inflated environmental claims.

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Joke #5

Rated AAA in ESG Leadership

Exact Quote:

"We are honored to receive an AAA rating in ESG leadership from [Unnamed Agency]."

Why it's funny:

The rating comes from a non-transparent source, and other independent assessments rate the company significantly lower.

Why it matters:

More than 2,000 companies globally have been involved in greenwashing incidents over the past four years, reflecting the widespread nature of misleading sustainability claims.

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Joke #6

Introducing Our New Eco Collection

Exact Quote:

"We are proud to launch our Eco Collection, made with sustainable materials."

Why it's funny:

This collection represents a tiny fraction of their product line, while the majority remains environmentally harmful.

Why it matters:

A study found that 72% of North American and 58% of global companies admit to greenwashing, demonstrating the commonality of such practices in corporate sustainability efforts.

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Joke #7

Our Environmental Commitment is Strong

Exact Quote:

"We are deeply committed to environmental sustainability in all aspects of our business."

Why it's funny:

Despite this broad claim, the company's report lacks specific details on biodiversity initiatives, a critical component of environmental health.

Why it matters:

The United Nations warns that greenwashing promotes false solutions to the climate crisis, distracting from and delaying concrete and credible action needed to address environmental challenges.

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Sustainability reports shouldn't read like satire.

These examples underscore the importance of critical evaluation in ESG reporting.

Misleading claims not only erode trust but also hinder genuine progress toward environmental and social goals.

Companies must strive for transparency, measurable progress, and a genuine commitment to environmental and social governance to avoid contributing to the global issue of greenwashing.



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It's April Fools' Day

But if your ESG report still reads like this on
April 2nd... we need to talk.

Share it with who needs a good ESG laugh!

Comment "ESGFOOLS" to get links to
references and reports

