

24 POSITIVE "STOP THE GREENWASH" TWEETS

The download and keep version.

A handy booklet of 24 copy and paste tweets (or Facebook comments if you prefer), to combat greenwashing nonsense head on.

From "cancel plastic" culture to anti - recycling, it's time to restore some common sense to social media's comments section and focus on the facts.

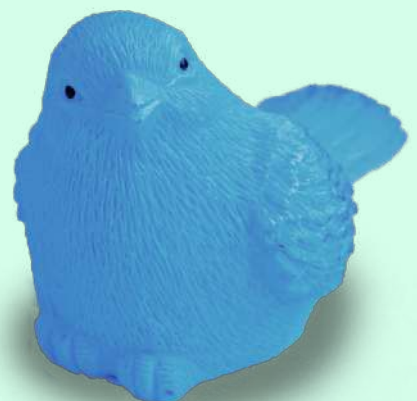


Choose one or two to suit and you will be all set to tackle those pesky greenwashers in no time.

P.S We're not suggesting for one minute that unnecessary plastic packaging is a good thing, and we certainly do not want to see single-use items ending up in our oceans.

However, the alternative to plastic is often worse.

Remember folks, plastic isn't the problem, it's what we do with it (and how we dispose of it) that matters.



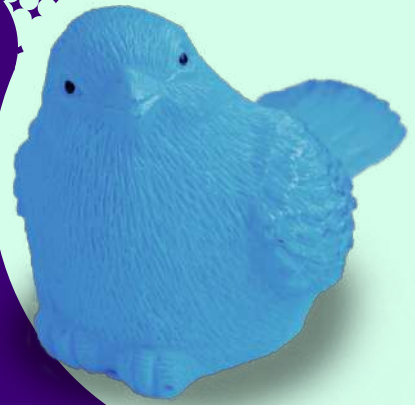
When someone Says:



Greenwasher 
@Greenwasher_101

Plastic is evil!

100%
100%
100%
100%



1.



Stop the Greenwash
@Anti_Greenwash

Well now, plastic isn't all bad. Are you telling me that you're going to start swimming in knitted swimwear & give up your mobile phone? Try switching to recycled or recyclable plastic & use less unnecessary plastic instead. #StopTheGreenwash



Stop the Greenwash
@Anti_Greenwash

Plastic itself isn't wrecking our planet, our actions are. One thing we should do is use recyclable plastic, because some alternative packaging options, like glass and paper, aren't always more environmentally-friendly. #StopTheGreenwash

2.

The Supermarket clap back:

3.



Stop the Greenwash

@Anti_Greenwash

It's great to see supermarkets trying to address plastic pollution, but let's not forget that a football pitch of Amazon forest is lost every minute to deforestation, and some of that will end up as your cardboard 'eco-friendly' alternative to plastic packaging. #StopTheGreenwash

4.



Stop the Greenwash

@Anti_Greenwash

(@Insert greenwashy supermarket name) It's great to reduce unnecessary plastic, but please do more to encourage and enable customers to effectively recycle. #StopTheGreenwash



5.



Stop the Greenwash

@Anti_Greenwash

Oh sheet..! You want to talk paper. What about the trees we say? FACT. Paper bags may seem environmentally-friendly, but they're made from such high-quality material that 15 X more CO2 is emitted when they are recycled than plastic bags. #StopTheGreenwash

For those that just want to cut to the chase:



Stop the Greenwash

@Anti_Greenwash

Let's be clear, plastic pollution IS a problem, but come on world, let's stop greenwashing. Alternatives that are deemed 'good' are often worse. #StopTheGreenwash

6.



Stop the Greenwash

@Anti_Greenwash

Plastic is a very useful material and doesn't need to be damaging if used and disposed of in the right way. #StopTheGreenwash

7.



Stop the Greenwash

@Anti_Greenwash

Don't get me started on single-use paper straws. That is all. #McGreenwash #WereNotLovinIt #StopTheGreenwash

8.

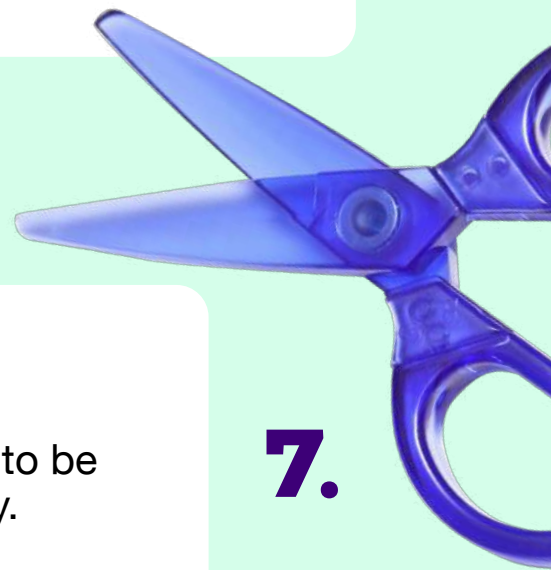


Stop the Greenwash

@Anti_Greenwash

You're about as greenwashed as a green coloured t-shirt that say 'save the planet' made entirely from woven paper straws. #StopTheGreenwash

9.



A bit more perspective:

10.



Stop the Greenwash

@Anti_Greenwash

You've all seen Finding Nemo. Well soon there will be no more Nemo to find. Commercial fishing causes more damage than plastic pollution. according to @WWF humans keep fishing at the current rate, there will be oceans without fish by 2048. #StopTheGreenwash



Stop the Greenwash

@Anti_Greenwash

Less greenwashing, better education around environmental issues, improved infrastructure and more focus on the problems our world is experiencing. This includes deforestation and criminal practices that damage our ocean. #StopTheGreenwash

11.

12.



Stop the Greenwash

@Anti_Greenwash

We can't bottle this one up. I'm a glass half full kinda guy but I have to let you know that, glass is 40 times more damaging to the environment than plastic packaging. Plastic isn't the problem. It's what you do with it that matters. #StopTheGreenwash

For the industry insiders (we know you are all over this sort of thing, but we couldn't leave you out.)

13.



Stop the Greenwash
@Anti_Greenwash

We need a long-term investment plan, to upgrade equipment and meet national demand for sorting facilities in the UK, both to address the ban on exported plastics to China in 2021, and to prepare for the introduction of the UK Government's plastic tax in 2022. #StopTheGreenwash



14.



Stop the Greenwash
@Anti_Greenwash

Companies need to invest in green practices and campaigns that take in the overall picture. Change their mindset and adopt socially responsible practices from the inside out. They should be held fully accountable. #StopTheGreenwash

15.



Stop the Greenwash
@Anti_Greenwash

The plastic tax, the levy that's set to be placed on all plastic packaging not containing at least 30% of recycled material from 2022, is looming. Plan ahead and prevent so called "sustainable alternatives" being an option. #StopTheGreenwash

For those who just need to shout about how useful plastic is:



16.



Stop the Greenwash

@Anti_Greenwash

Plastics are strong, durable, easy to mould, waterproof, lightweight and more importantly, recyclable – I'm not suggesting you build a house with it, but it's a key property of construction materials.
#StopTheGreenwash

17.



Stop the Greenwash

@Anti_Greenwash

iPhones, cars, medical equipment, planes need I go on... Ok then, I will...child safety seats, airbags. Plastics inspire innovations that help make life better, healthier and safer every day.
#StopTheGreenwash



Stop the Greenwash

@Anti_Greenwash

Plastic is a major player in our future. What needs to happen is a change in mindset so individuals, brands and governments understand it for the precious commodity it is and not a throw away material that's burnt or shipped overseas.
#StopTheGreenwash

18.

For those who want to reach peak geek



Stop the Greenwash

@Anti_Greenwash

(1/2) Glass (like plastic) is a commodity that is easy to recycle. However, new glass is made from a specific type of sand that's harvested from riverbeds and sea beds. Taking sand out of the natural environment disrupts the ecosystem & leaves shore lines open to flooding and erosion.

19.a

(damn you twitter character limit)



Stop the Greenwash

@Anti_Greenwash

(2/2) What's more, glass is the heaviest material to transport, which means it produces more emissions and costs more to move. #StopTheGreenwash

19.b



Stop the Greenwash

@Anti_Greenwash

The production of paper bags uses four times as much energy as the production of plastic ones, not to mention water. In general, more greenhouse gases are emitted during the production of paper products than their plastic counterparts. #StopTheGreenwash

20.

On paper straws:



Stop the Greenwash

@Anti_Greenwash

(1/2) Fossil fuels power machinery and equipment used in the production of both plastic and paper straws. But paper products are more energy-intensive to produce, so, producing paper straws uses more resources and emits more greenhouse gases than the production of plastic ones.

21.a

(damn you twitter character limit. Again.)

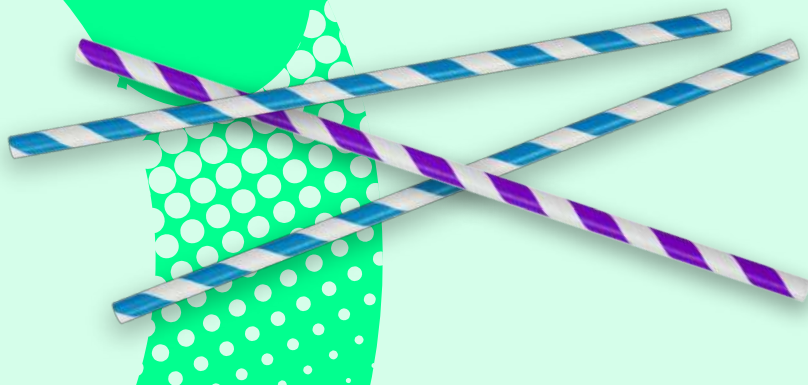


Stop the Greenwash

@Anti_Greenwash

(2/2)... What's more, most recycling facilities will not accept food contaminated paper products, and since paper absorbs liquid, this includes paper straws. #StopTheGreenwash

21.b



22.



Stop the Greenwash

@Anti_Greenwash

Let's tackle paper straws. Limp, and soft... not a good look. Please pull out. #StopTheGreenwash

The shameless shout out:



Stop the Greenwash

@Anti_Greenwash

23.

Check out Bright Green Plastics [@_brightgreen](#). It's their mission to become the number one recycler of household plastics in the UK and work alongside suppliers and partners to help create a more sustainable future for everyone.
#StopTheGreenwash



**Bonus comment
on wet wipes.**



Stop the Greenwash

@Anti_Greenwash

Like any nappy change, greenwashing has hidden surprises. Sustainable wet-wipes may be made from sustainable materials, but encouraging consumers to use throw away wipes is only adding to our escalating landfill problems.

#StopTheGreenwash #DontBeAWetWipe

24.



We're Bright Green Plastics.



Our mission is to become the number one recycler of household plastics in the UK and work alongside suppliers and partners to help create a more sustainable future for all of us.

With hard graft, science, a bit of humour and a lot of heart, we are here to make some serious noise about the benefits of recycling.

Welcome to the future of plastic recycling...



@brightgreenplastics

#BRIGHTSY



Follow us on social media to be part of the debate and stay informed (and mildly entertained) by Brightsy our pseudonymous social media artist, and pro-plastic activist who is out there on the front line, tackling greenwashing tweets.

*Although this document has been created as a tongue in cheek response to greenwashing, it is something that is we take very seriously. We cannot wipe out misinformation, but as long as the media perpetuates greenwashing and demonises plastic, and brands continue to make greenwashing claims, then the other issues affecting our planet on a greater scale will not receive the attention they deserve.