

POST

# Greenwashing

March 21, 2021

\$30 trillion being “greenwashed”? Accountability critical to corporate and investor success ... enter EnviroAI’s real-time ESG monitoring

Lots of allegations in the news lately about companies “greenwashing ([http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlHkS86BtGZ8WXYvqtehjjDTi1ie-UZcIoWEiFVZykT3pTBFU\\_GB31Hj1upX4ZMBTPyi7u6CftCPHhZERSgF3yjCTeVJVFIY1Rzb-tpLKYEzWgS2xHb9aa7KlrAYR4NS1hYupZv9oAqDzy\\_KvHe7W7-IAvbRevvOrp21yOckrV97kES6c81Chlg==&c=&ch=](http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlHkS86BtGZ8WXYvqtehjjDTi1ie-UZcIoWEiFVZykT3pTBFU_GB31Hj1upX4ZMBTPyi7u6CftCPHhZERSgF3yjCTeVJVFIY1Rzb-tpLKYEzWgS2xHb9aa7KlrAYR4NS1hYupZv9oAqDzy_KvHe7W7-IAvbRevvOrp21yOckrV97kES6c81Chlg==&c=&ch=))” **trillions of dollars** ([http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlDKhJZf15Ic6V8p6uB3ospRtli\\_tQxUwft2ta3HroBCo2tWpvnvK5McJFm5ySSKnw5IQeMKmirUiJ8SiOqADzhBvFADo8o3OXCJGakTcUC9F-NQ66\\_DktPv5pyIlJkp-KFHERClwgd1xCaUecvFMXSZKT-c1uj2LCu43TMyKM8caK-xvFGg2vfaOY-UiHkm1Xa26vWujjEUpU=&c=&ch=](http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlDKhJZf15Ic6V8p6uB3ospRtli_tQxUwft2ta3HroBCo2tWpvnvK5McJFm5ySSKnw5IQeMKmirUiJ8SiOqADzhBvFADo8o3OXCJGakTcUC9F-NQ66_DktPv5pyIlJkp-KFHERClwgd1xCaUecvFMXSZKT-c1uj2LCu43TMyKM8caK-xvFGg2vfaOY-UiHkm1Xa26vWujjEUpU=&c=&ch=)) **in investment money:**

- **Forbes: “Global Securities Watchdog Targets Greenwashing in ESG Plan”** ([http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlYEzWrN1TdruFr\\_c7ZsSrPACvnB2UjFC-FEZB5xhQAYskyMoHZB4noA4gLLKsX1Ltgd9RycRtHeoDh1AeoPIpl8D4yQjSdd\\_wYdeX5-3lCN4cf\\_bVj9goA4BpKs29u\\_RcAlhk4S4UNwO34qdZvhMnEmCl9mRbqLywOK2QXTRyRGsgQ13WHJoKERnqyZW6CZaS6wdS2aT7jWvjE\\_8LO6E3UA==&c=&ch=](http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlYEzWrN1TdruFr_c7ZsSrPACvnB2UjFC-FEZB5xhQAYskyMoHZB4noA4gLLKsX1Ltgd9RycRtHeoDh1AeoPIpl8D4yQjSdd_wYdeX5-3lCN4cf_bVj9goA4BpKs29u_RcAlhk4S4UNwO34qdZvhMnEmCl9mRbqLywOK2QXTRyRGsgQ13WHJoKERnqyZW6CZaS6wdS2aT7jWvjE_8LO6E3UA==&c=&ch=))
- **USA Today: Financial world greenwashing the public with deadly distraction in sustainable investing practices** ([http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlJR-KXbgswJYqLZSmpDh3tV9S6B64JUo\\_ENK1pUs77Bjxutlu054DDJWo2qmunv91V2r4ntzfD-e5mo-c-gqvZwHPsjmsPd6ebb1k5hnJa3m9b-qfXo1vyw4imqrJytZfHVEhjoJPoTwTkHtM5GdbiZmYS7PevW8NnbKqweM\\_C8UEWjBdlozpSehbhFd-wWeFBWlV7PWWofwXz5-Z18ezI7XBFJ6YV8\\_s&c=&ch=](http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlJR-KXbgswJYqLZSmpDh3tV9S6B64JUo_ENK1pUs77Bjxutlu054DDJWo2qmunv91V2r4ntzfD-e5mo-c-gqvZwHPsjmsPd6ebb1k5hnJa3m9b-qfXo1vyw4imqrJytZfHVEhjoJPoTwTkHtM5GdbiZmYS7PevW8NnbKqweM_C8UEWjBdlozpSehbhFd-wWeFBWlV7PWWofwXz5-Z18ezI7XBFJ6YV8_s&c=&ch=))
- **Wall Street Journal: “What Is Greenwashing? Here Is What Investors Need to Know** ([http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlHkS86BtGZ8WXYvqtehjjDTi1ie-UZcIoWEiFVZykT3pTBFU\\_GB31Hj1upX4ZMBTPyi7u6CftCPHhZERSgF3yjCTeVJVFIY1Rzb-tpLKYEzWgS2xHb9aa7KlrAYR4NS1hYupZv9oAqDzy\\_KvHe7W7-IAvbRevvOrp21yOckrV97kES6c81Chlg==&c=&ch=](http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlHkS86BtGZ8WXYvqtehjjDTi1ie-UZcIoWEiFVZykT3pTBFU_GB31Hj1upX4ZMBTPyi7u6CftCPHhZERSgF3yjCTeVJVFIY1Rzb-tpLKYEzWgS2xHb9aa7KlrAYR4NS1hYupZv9oAqDzy_KvHe7W7-IAvbRevvOrp21yOckrV97kES6c81Chlg==&c=&ch=))”

- **MarketWatch: Buyer beware: What's really in your 'earth-friendly' ESG fund?** ([http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlwJnIe2T78CDn7ycWQb52Ykji0oabPuvRZT72fqBOq2A-OyUUj4zQmaH1iv4d7niHaXy14yPhA-pdD5ods6bd\\_1nYOYtYkqGDtari\\_2vfxoOkrhdDXhdnXmoF4PJINPqHPv5ceqZX-Q4pG3sOqMdrRHKARRFA1vmuLF3SxScioaRHbMqVJXl8dXW1VEtytf1kH&c=&c](http://r20.rs6.net/tn.jsp?f=0014Pn5aM9WveiH1QBvBSXolgftwKM4MhrjPnsnGs9ZegQiIYXOFup7X3uNX1sHFKmlwJnIe2T78CDn7ycWQb52Ykji0oabPuvRZT72fqBOq2A-OyUUj4zQmaH1iv4d7niHaXy14yPhA-pdD5ods6bd_1nYOYtYkqGDtari_2vfxoOkrhdDXhdnXmoF4PJINPqHPv5ceqZX-Q4pG3sOqMdrRHKARRFA1vmuLF3SxScioaRHbMqVJXl8dXW1VEtytf1kH&c=&c)  
h=)

Greenwashing

\$30 Trillion?

ENVIROAI

MONITORING

ESG PERFORMANCE

AT THE FACILITY-LEVEL







---“Companies are not going to greenwash investors and the public . . .because both companies and investors themselves will soon begin to monitor ESG performance at the facility level in real-time.

Everyday EnviroAI's ability to scrape data from the internet, from agency databases and documents, and collect information from satellites and other remote sensing equipment increases. And everyday our increasing machine learning capabilities are providing more useful insights to our customers from the exabytes of data we are sifting through and analyzing."

- Jed Anderson, CEO, EnviroAI



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Investor?

Contact EnviroAI today for more information about our ESG monitoring services.

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