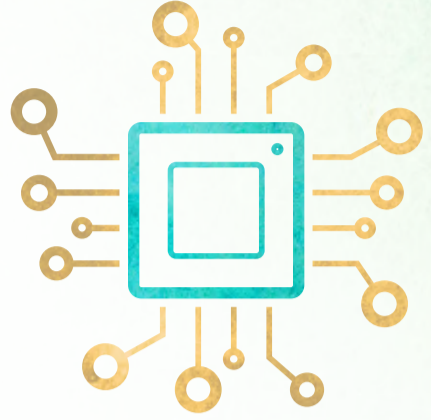


# How prevalent is greenwashing in the technology industry?

Source: How Sustainable is the Technology Sector? – 2022, iResearch Services

# 91%

of technology professionals believe some, if not all, companies within the industry are guilty of **greenwashing**



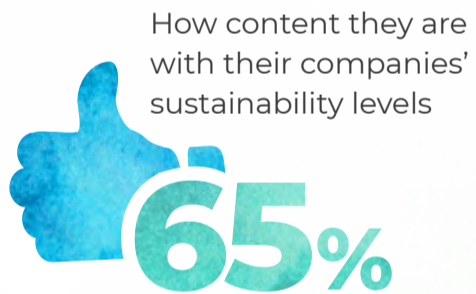
## What is greenwashing?

'Greenwashing is claiming to be more sustainable than the company is. Both a deliberate intent to mislead or over-enthusiasm in communicating about sustainability initiatives fall under the umbrella of 'greenwashing'.

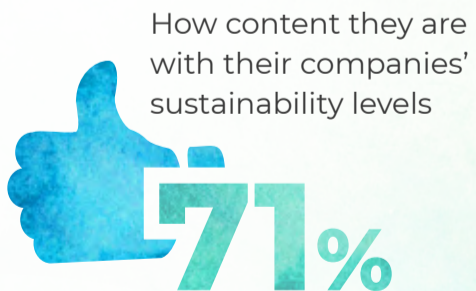
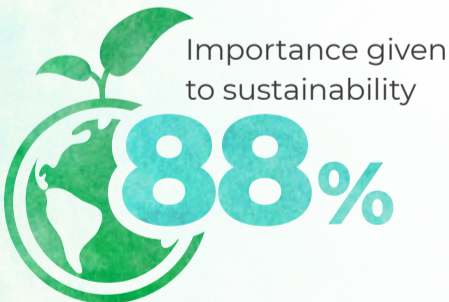
Customers are demanding more sustainable, ethical products and services and calling out all talk and no action firms, a reputational risk for companies worldwide. Businesses that do not act now are likely to be left behind by their competitors.

## The Sustainability Perception Gap

### CEOs



### Company directors



**These statistics indicate a wider issue across the technology sector**

For in-depth insights on the perceptions surrounding sustainability in the technology industry, get a copy of our report today.

## How Sustainable is the Technology sector?

[Learn more](#)