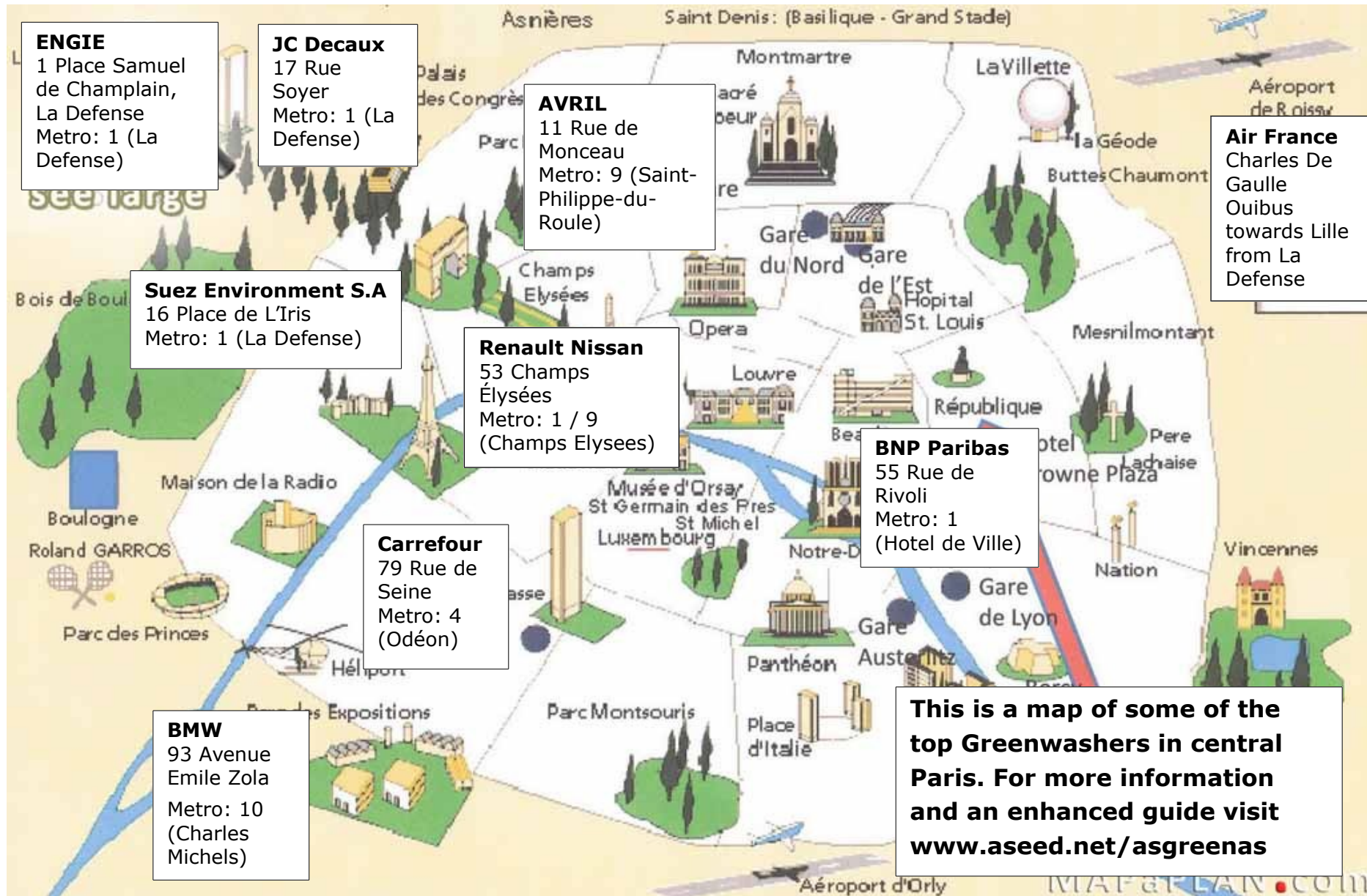


Small Guide for the Guerilla against Greenwashing at COP21



GREENWASHING = companies that wreck the climate, pollute the earth and destroy livelihoods paint themselves as environmentally friendly and socially progressive;

DISTRACTING from the negative impacts of their core activities (e.g. burning fossil fuels), helping them to pretend to be part of the climate solution (rather than problem);

MISLEADING policy-makers into believing polluters deserve a seat at the table.

As green as ...

The Guerilla Against Greenwashing campaign will expose the worst greenwashers present at COP21. The message "*This Company is as green as this sticker / poster / banner...*" is a simple one that can be repeated time and again. The repetition of this action should enable a strong dissemination of the message.

How to get Materials

There are stickers and posters available for people who want to join the Guerilla Against Greenwashing. On www.aseed.net/asgreenas you can find out where. On this page you can also find the latest updates about this campaign and you can download the poster to print some copies yourself. Of course you can be creative and make your own flyer, poster, banner or other attribute to use for your own action against the greenwashers.

How to Publish your Action

If you have a short report or some pictures of an action against greenwashing (from yourself or something you saw in Paris), please let us know about it:

Email pictures and reports to climate@aseed.net

Post your pictures and report on **Indymedia**

Tweet your pictures with the #asgreenas

Post your pictures and report on ASEEDs **Facebook** page

TOP GREENWASHERS

- 1) **Engie** (formerly known as GDF Suez) - a French multinational electric utility company, which operates in the fields of electricity generation and distribution, natural gas and renewable energy.
- 2) **Renault Nissan** – is a Franco-Japanese strategic partnership between automobile manufacturers Renault, based in Paris, France, and Nissan, based in Yokohama, Japan, which together sell more than 1 in 10 cars worldwide.
- 3) **BNP Paribas** – BNP Paribas is a French multinational bank and financial services company with global headquarters in Paris. BNP Paribas is one of the largest banks in the world.
- 4) **Avril** – Avril is a French agribusiness. Its name may not be well-known, but it is a huge company with a €7.3bn turnover. It is mainly present throughout the oils and proteins sectors. It

has joined the "Solutions COP21" platform, advertising its new biodiesel and the introduction of large-scale soy production in France as 'climate solutions'.

Some others: JC Decaux, IKEA, AirFrance, Coca Cola, Carrefour, Suez Environment, BMW.

Corporate Greenwashing Events:

COP21 Sustainability Innovation Forum - 7-8 Dec (Stade de France (gate E))

Solutions COP21 - 2 Dec: (Trophies awarded at World Efficiency's 'Solutions Gallery', Le Bourget). 4 Dec: (Winners honoured at Solutions COP21 Winners Conference, Grand Palais).

World Climate Summit - 6 December (Hotel Potocki (Paris Chamber of Commerce), 27 Avenue de Friedland)

Council meeting WBCSD - 7-10 December (same as above)
Energy for Tomorrow - 8-9 December (same as above).