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Six Greenwashing Tactics that Investors should keep an eye on

Planet Tracker, a non-profit entity that engages with financial institutions to foster change in their investment strategies, published in January 2023 a report warning of six types of greenwashing that investors should not fall for.



Image Source: Planet Tracker

To read the full report, [please click here](#).

Type	What is it?	Example
Greencrowding	Hiding in a crowd to avoid being discovered for lack of efforts or hiding its environmentally-harmful activities.	Alliance to End Plastic Waste (AEPW) portrays an image of collective corporate action while there are no real individual actions/efforts.
Greenlighting	Drawing attention away from environmentally-harmful activities by shining a spotlight on an environmentally friendly effort in operations/ products.	TotalEnergies was sued for violating the ban on misleading practices by using the hashtag "MoreEnergiesLessEmissions" and referencing that it was "adapting to meet the climate challenge".
Greenshifting	Shifting the blame onto consumers.	The focus of ExxonMobil on consumer-related terminology in their public communication on global warming.
Greenlabelling	Using misleading words to call certain actions/products sustainable.	The use of ill-defined green and sustainable terms, such as recyclable, organic and ozone-friendly.
Greenrinsing	Regularly changing sustainability targets before achieving them.	The frequent changes of recycling targets before the target date by Coca-Cola and PepsiCo.
Greenhushing	Under-reporting or hiding sustainability credentials from investors.	Around a quarter (23%) of organizations surveyed by SouthPole choose not to publicize their climate-related progress.

The Digital Governance Council was Launched on January 30, 2023 in Canada

The CIO Strategy Council [took on](#) a "new" identity and name at the end of January 2023. It is now called the Digital Governance Council and has a broader mandate. The Council will:

- Act as Canada's national forum for digital governance best practices;
- Design technology governance standards;
- Certify organizations in the digital economy protection field; and
- Establish the Digital Governance Standards Institute.

Nigeria's first carbon-mitigating mutual fund on the Nigerian Exchange

The country's first carbon-mitigating mutual fund [to be listed](#) on the Nigerian Exchange (NGX) is Africa Infra Plus Fund (AIFI I). This fund, which was listed on January 30, 2023, raised N20.5 billion and is managed by two asset managers: Africa Plus Partners Plc and Capitaltrust Investments and Asset Management Limited. This fund is the debut instrument on the NGX's "Impact Board" for listings of sustainable financial instruments.