



Our Greenwashing Policy

Put simply, at Visions of Soon, we consider anyone projecting or marketing an image which suggests they are doing more to protect the environment than they actually are as greenwashing, and we will avoid profiling them.

However, avoiding greenwashing may not be that straightforward. Knowledge of what irrefutably constitutes greenwashing is evolving, and in the interim there are no standard definitions or clear universal criteria that can be applied to test the existence of greenwashing in all instances. Development of things like taxonomies and case precedents will help improve understanding and confidence and we will take these into account as they become available.

Our approach will therefore be quite subject specific. We will do our due diligence as objectively and holistically as possible to establish truthfulness. We are conscious that despite our best efforts, sometimes we may inadvertently get it wrong or the situation of a previously profiled subject may change without our knowledge. When such instances arise, or when we are alerted about a genuine mistake in carrying a story, we will act quickly to edit, correct or remove the profile, as may be needed, and notify our audience through our website.

In the spirit of being open and inclusive, we welcome anyone who wishes to write to us with informed and constructive views that would help us maintain the accuracy of the profiles.