

# GREEN TALK OR GREENWASH?

- NLP DETECTION IN ESG REPORT



# WHAT'S THE PROBLEM?

Many companies exaggerate their sustainability efforts through misleading claims, known as greenwashing. These claims often lack transparency and don't align with actual ESG performance.

This disconnect between ESG scores and greenwashing risks leads to misinformation, potentially misleading investors, consumers, and other stakeholders about the company's true environmental and social impact.



# WHY IS IT IMPORTANT?

**Trust and Credibility:** Misleading ESG claims undermine trust in companies and distort the credibility of sustainability reporting.

**Market Implications:** Greenwashing can affect investment decisions and market dynamics, allowing companies with poor practices to appear more sustainable than they are.

**Regulatory Pressures:** Increasing regulations demand transparency, and companies with inflated ESG claims face the risk of legal and financial consequences.

# MY ROLE

1.

**Collated ESG Reports from 30 Companies for Comprehensive Analysis**

2.

**Contribute to the conclusion of the project by synthesizing findings and interpreting the relationship between ESG scores and greenwashing risk**

3.

**Assist in finalizing the presentation by contributing insights and summarizing key takeaways.**

