

Bend backwards here

In Paris, you visit the headquarters of the company behind the 'Be green, drink green' campaign in search of answers. You also contact a climate lawyer for guidance.

CLIMATE ATTORNEY AND ACTIVIST NEARBY



CLAIRE DUVALL

“HELLO! THANKS FOR COMING. I’VE HEARD ABOUT THE SCANDAL TOO, BUT TAKING ACTION ALONE WON’T BE EFFECTIVE. INSTEAD, YOU CAN REPORT THEIR MALPRACTICE TO A PUBLIC INSTITUTION, SUCH AS THE EUROPEAN COMMISSION.

IN BRUSSELS, THE DIRECTORATE-GENERAL FOR JUSTICE AND CONSUMERS ENFORCES THE UNFAIR COMMERCIAL PRACTICES DIRECTIVE. GREENWASHING OFTEN VIOLATES THIS DIRECTIVE—FOR EXAMPLE, USING CLAIMS LIKE ‘100% ORGANIC’ WITHOUT PROOF. WHEN YOUR INVESTIGATION IS DONE, YOU’LL FIND SUPPORT THERE.

I HAVE CONTACTS ABROAD WHO CAN SUPPORT YOU TO GATHER SOLID EVIDENCE FOR YOUR INVESTIGATION. IF YOU WANT TO START WITH BANGLADESH, I CAN CONNECT YOU WITH SOMEONE THERE.”

RECEPCIONIST AT THE HEADQUARTERS



ÉLODIE MARCEAU

"THE DIRECTOR IS NOT GOING TO SEE YOU JUST BECAUSE YOU HAVE A PRETTY FACE, ESPECIALLY IF YOU ARE THERE TO INVESTIGATE SOMETHING.

EVERY DAY, 50 PEOPLE LIKE YOU COME HERE. I DON'T KNOW WHAT YOU THINK WE ARE, BUT YOU WON'T BE WELCOMED."

EMPLOYEE AT THE HEADQUARTERS



"DO YOU WANT TO FIND OUT SOMETHING ABOUT THE SCANDAL? THE DIRECTOR WON'T WANT TO TALK TO YOU; HE DOESN'T EVEN HAVE TIME FOR ANY OF HIS EMPLOYEES. HE'S INTERESTED JUST IN MONEY..."

I WOULD START BY GATHER INFORMATION ABOUT THE COMPANY'S SUPPLY CHAINS. I'M SURE YOU'LL BE ABLE TO UNCOVER SOMETHING THERE. ALL I KNOW IS THAT ALL THE GOODS COME TO US FROM ABROAD, SO YOU COULD LOOK INTO THAT.


ALSO, KEEP IN MIND THAT THE COMPANY'S MOST IMPORTANT DOCUMENTS ARE ENCRYPTED, SO YOU WON'T BE ABLE TO UNDERSTAND THEM."

ENVIRONMENTAL LAWYER AND CLIMATE ACTIVIST



Tariq Sarkar

CONTACT FOR MORE INFORMATION

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Cut the card, and keep it inside the envelope.