

# ALL TALK, LITTLE ACTION



Fig. 5.  
All talk,  
little action

Cartoon from Lamb WF et al. (2020)

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“We are world leaders in addressing climate change. We have approved an ambitious target and have declared a climate emergency.”

Otherwise known as “greenwash”, this is the approach of claiming great achievements in combatting climate change while actually doing very little.

- There are many examples of this from politicians, corporations and other organisations – see [www.greenwash.earth](http://www.greenwash.earth)
- Currently less than 40% of the UK’s required emissions are supported by proven policies and sufficient funding ([www.climateactiontracker.org](http://www.climateactiontracker.org))
- The UK government obscures the country’s total carbon emissions by refusing to include shipping, aviation or consumption emissions in its official statistics. Consumption emissions are those created by other countries when they produce the goods we use in this country
- “Carbon offsetting” and “net zero” can be seen as examples of greenwashing. They both rely on the idea that you can somehow continue emitting greenhouse gases while balancing them out by some fantasy method (such as technology that doesn’t yet work [eg carbon capture which cannot be scaled up enough], or planting thousands of trees [A newly-planted tree can take as many as 20 years to capture the amount of CO<sub>2</sub> that a carbon-offset scheme promises, and meantime it is vulnerable to drought or wildfire])

