

Commission: Environment

Session : Zonal MUN 2024

Sponsors : Australia, Argentina, Egypt, Japan, Kenya, Malaysia, South Africa, Slovenia, USA, Republic of Korea (South)

QUESTION OF: **ADDRESSING THE ISSUE OF GREENWASHING BY MAJOR BRANDS AROUND THE WORLD**

The General Assembly,

Recalling the Consumer protection resolution 70/186 of 22 December 2015, in which the UN General Assembly adopted the United Nations Guidelines for Consumer Protection (UNGCP) to assist countries in the protection of consumers and encouraging ethical conducts,

Also recalling deceptive practice known as greenwashing, where companies falsely advertise their products or practices as environmentally friendly to gain a competitive advantage,

Noting with regret that such companies violate the 2015 Paris Agreement protocols rejecting the country's commitment to achieving the net zero target that greenwashing globally is becoming a threat to advancing the Sustainable Development Goal (SDG)13 in combatting climate change,

Referring to the fact companies are increasingly labelling products as "Green" causing a misallocation of resources endangering the green economic transition over the presence of an uneven playing field between companies that are green hindering consumers' confidence in green products and distorting the financial market,

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Deeply disturbed by the fact that internationally countries are unable to shield the nation's environment from the issues of greenwashing by not meeting the requirements of the ten practical recommendations made by UN's Climate Actions Expert's Group,

1. Encourages the establishment of an international certification system for an environmental claim, with standardized criteria and independent third-party verification to provide consumers with trustworthy information;

2. Further recommends the creation of an independent global monitoring body under the UNEP to investigate and report on cases of greenwashing by major brands;

3. Calls upon educating consumers about greenwashing tactics and how to identify genuine environmental initiatives in partnership with consumers protection organizations and the media to support the creation of public awareness campaigns;

4. Requests the UN, in alliance with the IFRS FOUNDATION'S recent International Sustainability Standards Board (ISSB) help establish a worldwide framework for the ESG rating of firms and that IFRS S1 and IFRS S2 that have been published, be mandated in countries' companies act;

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5. Further resolves to complying with the sustainability related disclosure regime leading companies to disclose risk-management, strategical and metric targets allowing consumers to be more aware of displayed products;

6. Urges member states to develop and implement natural regulations that define and punish greenwashing encouraging the media to create awareness about the problems that the aquatic animals are facing and sensitize the world about the sustainable development goals (SDGs 6 and SDGs 14);

7. Endorses financial institutions to launch innovative Green Finance schemes based on low interest rates to encourage sustainability through:

- a. Financial aid for eco-friendly investments;
- b. Special loans for firms under a certain sustainability rating and supporting the green economic transition;

8. Calls for governments to demoralize greenwashing and sensitize sustainability by introducing a Negative Tax system necessitating a monitoring body actively checking, with enforcement, the environmental impacts of companies through their ESG ratings;

9. Solemnly affirms the use of voluntary carbon credits and trading by ensuring distributional fairness.