



#Coal Is Not Clean greenwashing campaign

Kamila Drzewicka, clean air lawyer

June 2021

ClientEarth 

What is ecopea...?

- Small fraction coal (up to 31.5 cm)
- Higher quality standards (i.e.):
 - Max. 12% ash
 - Max 1,2% total sulphur
 - Min. 24 kJ...



A question...

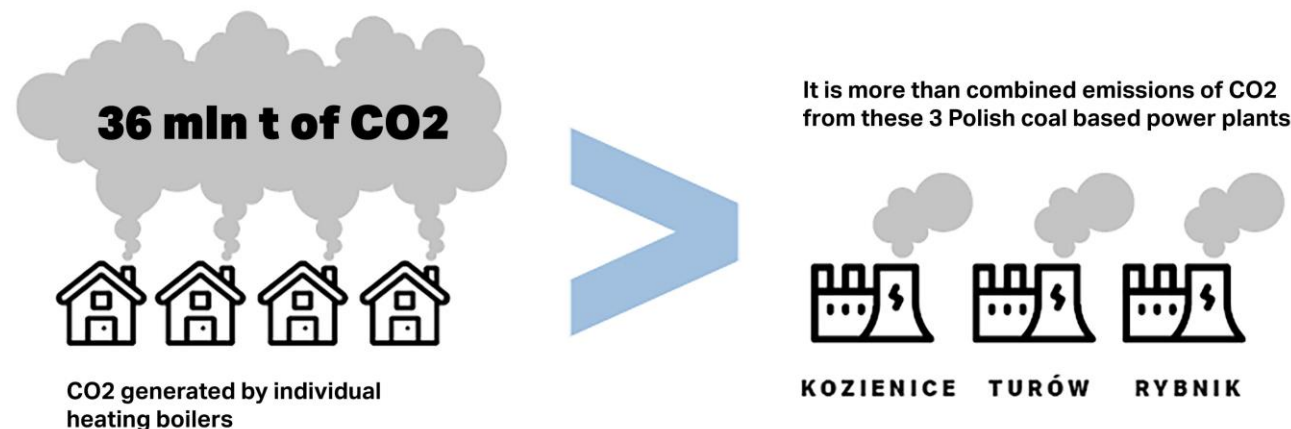
Do you agree that burning coal can be neutral for the environment if good quality coal is used?

(Kantar 2021)

Impact of coal quality on the environment

66%

of people who heat their homes with coal agree that burning coal can be environmentally friendly/neutral if high quality coal is used



Why is it possible?!

Greenwashing!

- Coal industry sells hard coal with an „ECO” prefix
- They practice aggressive green marketing
- They sell coal in “eco-friendly” packaging



Is it working? Yes!

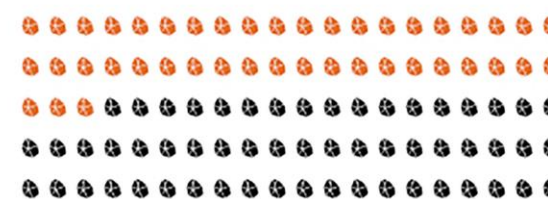
Perception of "ecopea coal"

There are almost **twice as many users of ecopea who identify this product as ecological** than among all coal users we surveyed.

23% any coal users



43% ecopea users



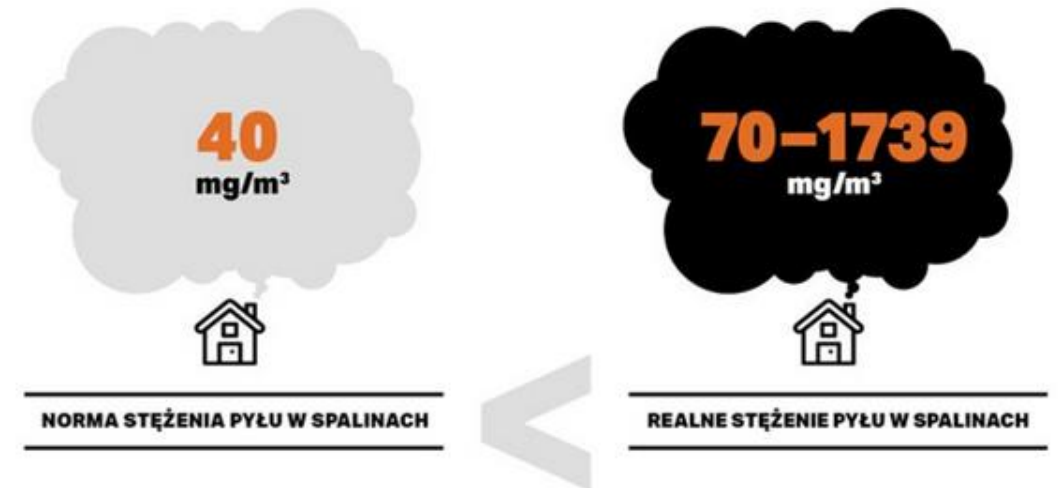
What is the truth?

- Concentrations limits of PM in smoke exceed up to 40 times
- exceedances of NO₂ and CO concentrations in smoke
- share of ashes higher than declared (meaning more PM emitted and more money spent)

Realne emisje ze spalania ekogroszku

43-krotne

przekroczenie norm emisji pyłu



#CzystyWęgielNieIstnieje

Badanie zrealizowane przez naukowców
z Politechniki Warszawskiej pod
kierownictwem dr. hab. A. Badydy, luty 2021

17 172

Liczba odbiorców

1217

Aktywność

Promuj post

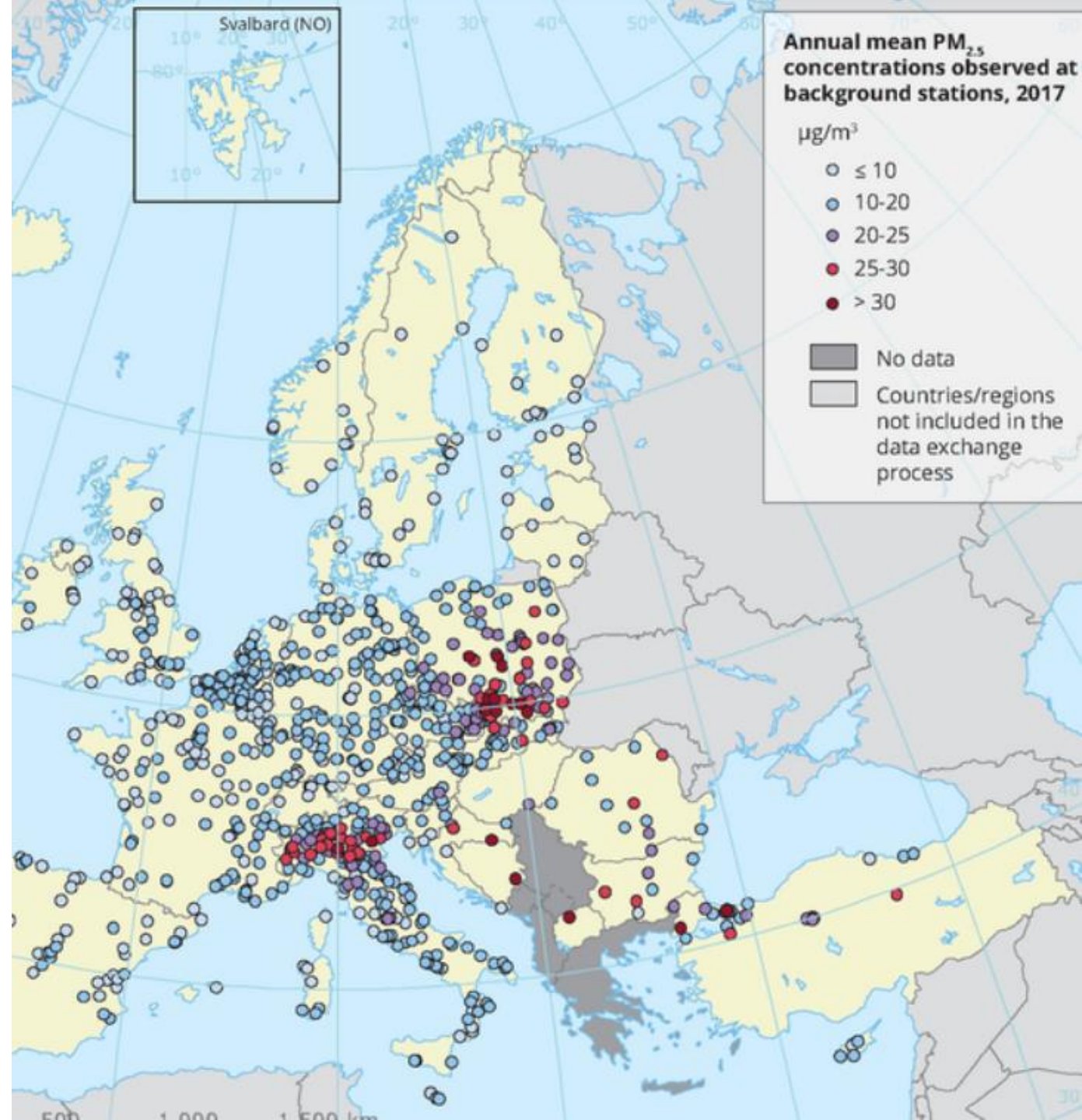
What do we want?

- To eliminate greenwashing from the coal industry
- To remove the name "eco-pea coal" from the law on quality requirements for solid fuels
- To stop subsidizing coal boilers under the governmental Clean Air Program
- Last but not least: to improve air quality in Poland



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Building the ground for the legal action

- Around **130 articles** in **www** (Onet.pl, Money.pl, Fakt.pl, Wprost.pl, Polsatnews.pl, Noizz.pl, BizBlog.pl, Interia.pl, Bankier.pl) **print** (DGP, SE, Trybuna Górnicza, Gazeta Polska, Fakt) and **radio** (TOK FM, RDC, Radio Kraków)
- 3 Media exclusives
- Greenwashig “unusual media pack”
- Responses and polemics from the industry
- Public support from opposition MP’s



Public debate started

wyborcza.pl
KLIMAT I ŚRODOWISKO
Wzrost 12.03.2021 | Dziennik gdański (wystąpienie)

Kraj Klimat Świat Miasta Opinie Gospodarka Nauka Tech Kultura Sport Magazyny Zdrowie Video Wysokie Obcasy News from Poland Prenumerata Podcast Więcej

smog

Naukowcy zbadali "ekogroszek", którym ludzie grzeją domy w całej Polsce. Wnioski: to ekologiczna ściema

Aleksander Gargal 24 lutego 2021 | 06:00

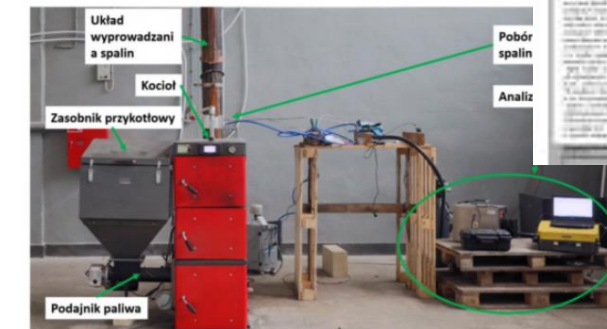


NAJCZĘŚCIEJ CZYTANE

- WYWIAD**
Wuj Daniela Obajka: Był dla mnie więcej niż syn, dziś walczyłem o niego z pamięcią
- MATERIAŁ PRODUKENT PASTERKA**
Chyba powraca. W nowym sezonie serialu zaskoczy niezależnością
- MATERIAŁ PRODUKENT PASTERKA**
Nazne Miejsce od Euro Style - w zielonym siedzeniu starożytności
- Bayer Full zrobił zawrotną karierę w Chinach?**
"Korzenie tej mistyfikacji. Będzie proces"
- RECEPTY**
Złoty szum na piśmie przejęcia granicznym Medyka - Sengine COVID? Jak COVID?!

Ekogroszek jednak nie eko? ClientEarth kontynuuje dyskusję

🕒 25 lutego 2021, 07:15



Rysunek 1 Widok ogólny stanowiska badawczego
Badanie pieca węglowego i paliw. Fot.: Centrum Badawcze En

ŚRODOWISKO

Ekogroszek i ekologia? Wolne żarty. W ten sposób ze smogiem nie wygramy



Michał Tabaka
28.02.2021

UDOSTĘPNIJ

UDOSTĘPNIJ (10)

KOMENTARZE (0)



Our legal strategy

- Complaint to the Competition and Consumer Protection Office requesting to initiate administrative proceedings related to collective infringement of consumer interests
- Court case before the civil court pursued by ClientEarth, in its quality of consumer protection organisation, against the leading producer of “ecopea” coal





What is a misleading commercial practice?

- false information that deceives or is likely to deceive the average consumer, and in either case causes or is likely to cause him to take a transactional decision that he would not have taken otherwise

STOP *greenwashing*

*** Spalanie węgla skraca życie
tysięcy ludzi w Polsce
i pogłębia kryzys klimatyczny.**

#Czysty Węgiel Nie Istnieje
www.pl.clientearth.org/greenwashing

Replicability

- consumer protection rights as a tool to fight greenwashing
- amendment of the Articles of association
- registration of ClientEarth entity as consumer protection organisation
- legal grounds: Directive 2005/29/EC concerning unfair business-to-consumer commercial practices in the internal market

A photograph of three young children running through a large, active water fountain. The children are seen from behind, moving away from the camera. The child on the left is a girl in a blue dress. The child in the middle is a girl in a dark blue shirt and light-colored shorts. The child on the right is a girl in a blue dress. Water is spraying upwards from multiple points along a yellow pipe that runs horizontally across the middle of the frame. The background is a soft-focus view of the fountain's structure and other water jets.

Thank you

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ClientEarth 