#Coal Is Not Clean

greenwashing campaign

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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.

It is more than combined emissions of CO2 from these 3 Polish coal based power plants

#CzystyWęgielNielstnieje
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

#CzystyWęgielNielstnieje
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)
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 Górnica, 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
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
Replicability

- consumer protection rights as a tool to fight greenwashing
- amendment of the Articles of association
- registration of ClientEarth entity as consumer protection organisation
Thank you

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