

This week Dublin’s Q102 looked at Greenwashing in the Aviation and Travel industry

**Did you know…**

* 16 million people departed Ireland by air in 2022.
* 3.7 million left Ireland by air during the first quarter of this year, a 1.5 million rise compared to last year.
* Most airlines offer customers the chance to offset their carbon emissions after booking their flights.

**What is Greenwashing?**

* Greenwashing is a term used to describe untrue or misleading facts made by companies or industries about the positive impact the company or service has on the environment.
* Greenwashing isn’t always a completely false or untrue claim, it can also be a claim that isn’t entirely accurate and can be seen as deceptive.

**What can I do to help with carbon emissions while travelling?**

* Travel more sustainable routes and consider the impact that long haul flights can have on the environment.
* Travel more sustainably and consider opting for holidays around Ireland rather than abroad.

**Here’s a few websites if you want to know more !**

[**Fáilte Ireland's Plans To Drive Sustainable Tourism**](https://www.failteireland.ie/Utility/News-Library/Failte-Ireland-unveils-2023-plans-to-help-drive-su.aspx)

[**The Truth About Flying and Greenwashing**](https://www.aef.org.uk/2022/10/28/the-truth-about-flying-greenwashing-in-the-aviation-industry/)