

The court in Germany forbade Apple to call the clock “carbon-neutral”

Apple in the advertisement stated that her Apple Watch Series 9 became the first “carbon-neutral” product. The company claimed that in the production, use and disposal, the clock does not contribute to global warming. Now the German court ordered Apple to abandon this statement.

The environmental organization Deutsche Umwelthilfe filed a lawsuit, indicating that each aluminum Apple Watch Series 9 and 10 still produces about 8 kg of CO2 emissions. Apple compensated this by the purchase of “carbon loans” - planting eucalyptus in Paraguay.

The court drew attention to the fact that 75% of forest plots are rented only until 2029. After the end of the lease, the trees can be cut down, and then compensation for emissions will be doubtful. According to the chairman of the court, consumers have the right to expect that such forests will remain at least until 2050, in accordance with the Paris Climate Agreement.

Apple said that the court partially supported their approach and the company would continue to reduce emissions due to the use of pure energy and new technologies. The plans are to achieve carbon neutrality of the entire supply chain by 2030.