GREEN WASHING

What is it? Who is responsible? How can you recognize it?

WHAT IS GREEN WASHING?

Green Washing is the marketing process that corporations use to profit off of falsely advertised environmentally friendly products. It is another way that companies exploit our climate anxiety.

SOME POPULAR, EVERYDAY EXAMPLES OF GREENWASHING ARE RECYCLING, ELECTRIC VEHICLES AND PRODUCT LABELING/FALSE ADVERTISING.

WHO IS RESPONSIBLE?

THIS DISHONEST ACT IS PERPETRATED BY BIG CORPORATIONS AND COMPANIES TO GENERATE PROFIT.

RECYCLING

- ACCORDING TO THE NATIONAL FRONTIER 49% OF "RECYCLED" PLASTICS END UP IN THE LANDFILL.

-ABOUT 9% OF PLASTIC PRODUCED IS ACTUALLY RECYCLED.

-THIS NUMBER IS ONLY EXPECTED TO DECREASE AS MORE PLASTIC IS PRODUCED.

-A LARGE PORTION OF PRODUCED PLASTIC IS INCINERATED, OR BURNED, RELESING TOXIC CHEMICALS INTO THE AIR.

-THE PLASTIC INDUSTRY PUSHED RECYCLING AS THEIR WAY TO MAKE CUSTOMERS FEEL MORE COMFORTABLE AND CONTINUE TO BUY THEIR PLASTIC PRODUCTS

MISLEADING LABELING AND PACKAGING

COMPANIES OFTEN USE PACKAGING WITH CERTAIN KEY WORDS AND COLORS TO MAKE COSTUMERS BELEIVE THAT THEIR PURCHASE IS ENVIRONMENTALLY FRIENDLY. ONCE AGIN TURING THE BLAME ONTO THE CONSUMER.

***STARBUCKS'* STRAWLESS LIDS CONTAINED MORE PLASTIC THAN THE REGULAR STRAW AND LID COMBINATION**

FAST FASION

FURNITURE COMPANIES

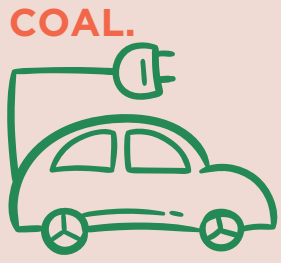
SINGLE USE WATER BOTTLES PORTRAYING NATURE ON THEIR PACKAGING

OIL AND GAS COMPANIES

ELECTRIC CARS

-ELECTRIC CARS ARE OFTEN CHARGED BY PLANTS THAT RUN OFF OF BURNING COAL.

-THESE BATTERIES ARE COMPOSED OF COBALT AND LITHIUM WHICH REQUIRE GAS FUELED VEHICLES TO EXTRACT



-OVER HALF OF AMERICAS ELECTRICITY IS PRODUCED BY FOSSIL FUELS

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