

Samantha Foley

Mr.Lee

English 101

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When we see a sticker that says something like cfc-free, green, pure, or all natural, that makes us more likely to buy this product. When we buy products from companies using deception and lies to make you buy more products while fighting laws that would benefit the environment, release illegal amounts of toxic chemicals into the air, and for example sucking precious groundwater out of the ground so a resource that used to be plentiful and free, was gone and left people scrambling to feed and hydrate the city, hiking miles upon miles simply to find clean water to drink. You may believe that this is out of our hands, but enough people protesting the negligent and amoral laws and refusing to buy products that are from corporations that make seriously immoral and unethical choices.

And on sweatshops, which often goes hand in hand with greenwashing:

Slavery is currently illegal in all countries and it has been illegal for years globally, and we often think that if something is illegal people will refrain from doing it. Many people fail to realize however that worldwide 21 million people are enslaved in forced labor, and 250 million children work in sweatshops worldwide and children make up only twenty percent of sweatshop workers, cases of sweatshops involve workers being locked in to keep them working overtime, being paid 200\$ a year (3 shifts at a minimum wage job in north america) and of course, forcing women to take birth control so they will never take maternity leave. You may believe that we cannot take action against this, but you can easily buy from ethical brands and protest modern slavery until corporations are forced to change their policies or to leave their chains to rot.

Many people misunderstand the importance of greenwashing and false advertising, but when we buy tons of these products because they make us feel good, we end up supporting companies that are breaking the law and regularly hurting the world and people in distant places

According to reporter Breena Kerr” Coke’s been accused of taking water away from farmland in drought-ridden areas of India and Latin America. Farmers in some of

those places were scraping by with just enough water to sustain their crops and feed the local population. But when Coke opened bottling plants, it sucked water away from those farmers and crippled their ability to grow or feed themselves.” this quote shows that mega-corporations often refrain from doing the right, or even borderline legal thing if it will make them a profit.

And the case of the fiji bottlers despite claiming that they do more good then bad; the fiji islanders had just enough water to be sustained on until fiji bottlers can and began to suck precious and natural groundwater strait out of the earth forcing the fijians to hike for miles in order to find water thanks to one of the biggest exporters in the world. AND they are taking a resource that runs from the tap and selling it for hundreds if not thousands, of times more than that actual price.

And the third example, leading directly into sweatshops reads “According to deposition transcripts and interviews from the case the African American work crews were treated with abuse that represents an affront to human rights and dignity. On a regular basis they were called “boys”, “monkeys”, “lazy \*\*\*\*\*” by their GE

supervisor, according to transcripts. They were forced to work up to 12 hours a day, often with only one half-hour break for lunch, and denied bathroom and rest breaks.

Workers were even refused requests for water or a chance “to just get some air because the temperature in the bag house was very high — often over 100 degrees.”

”and from the same article“Work crews were denied adequate protection from the dangerous chemicals they handled on a daily basis — including lime, coal black, lead, and arsenic. Their supervisor “resisted giving the crew new face masks because he did not want them to take the time to change them.” On one job in Columbia, Georgia the particulates workers’ handled “burnt their skin because the Tyvek suits they had on were insufficient to protect their skin from the toxins in the baghouse.”

”this is remarkable considering GE’s promise of creating millions of safe, well paying jobs and seems more like forcing workers into unsafe and potentially illegal environments, especially since the company is fighting against allowing these employees, and workers a chance to testify in court; Despite the fact that they have the legal rights to do so, and big corporations in general often violate their general rights as people in general, possibly locking them up so they have no choice but to do more work, throwing slang or emotional or mental harm in the continued case of GE quoted straight from the evidence includes this quote , physical harm, denience of medical care of which this example from the workers themselves“According to

another crew member, while working at high altitude in the winter, he suffered a seizure due to hypothermia and almost fell to his death because his supervisor had denied him a break to warm up. When he was taken down by his crew mates, the supervisor refused to call for medical help. When a plant worker called an ambulance, the GE supervisor said “I don’t care what happens to that \*\*\*\*\*.”

These three examples show that corporations will often lie to make a profit, and if they ever are forced to make a change for the government or repeated protesting and boycotts against a product, they will often act as if the change was voluntary and advertise the change and market something along the lines of “being” more ethical than ever” often people avoid questioning a product doing something good, especially if the person was already using the product and the new spur of marketing will often cause the person to tell their friends about the “super ethical” brand they are using; and as of today when people will do almost anything to gain attention, will blog about that brand they are using being ethical and by association them being ethical. Therefore spreading the use of a harmful, efficient, and more costly product

In association to advertising through social media, sometimes kids are found and paid to market a product to the student body, or even paying off movie stars or actors in famous tv shows to market their product.

In the case of celebrities they often don't even need to advertise out loud, often simply wearing the product onstage, keeping it on screen in their tv show, or even the food in a particularly good scene; will usually cause dedicated fans to trample over each other in order to get the products that their idol was using. Especially the stars that seem to have a particularly "green" history.

Another issue with greenwashing is the fact that lobbyists, or representatives for the agency, are sent to places such as congress and attempt to slow down, manipulate, or outright stop laws that would force companies to be more responsible. This not only affects climate change, but it also decreases the chances of organizations getting the funding they need to research and stop global warming, due to major politicians being paid off or convinced that global warming is not an issue. These lobbyists are even feeding excuses to the government on why they do

not need to do anything against climate change; we all know that many politicians do not believe in climate change despite scientific evidence, and we know that corporations will stop at nothing to get more money but in case this still sounds crazy according to the newspaper the guardian “Lobbyists succeed by owning the terms of debate, steering conversations away from those they can't win and on to those they can. If a public discussion on a company's environmental impact is unwelcome, lobbyists will push instead to have a debate with politicians and the media on the hypothetical economic benefits of their ambitions. Once this narrowly framed conversation becomes dominant, dissenting voices will appear marginal and irrelevant.”

Another issue with greenwashing is they often cover up genetic mutation of plants, spraying deadly chemicals, and saying that the pesticide they are using and/or selling to us is eco friendly. spraying chemicals into our food in fact is a very grave issue, according to the article Harmful Effects Of Pesticides On Human Health “Since pesticides are intended to be toxic, they are “biologically active” agents, created to elicit a physiological reaction. This means that although they are effective in pest control, they can potentially endanger humans, household pets, and the environment

as well. In fact, pesticide poisoning (and related fatalities) are a fairly common occurrence, with over five million cases occurring each year across the world.”this quote explains that the pesticides in our food and the ones we use in our homes and yards that gratutee themselves to be safe, have indeed resulted in extreme changes in health such as strokes, development of heart disease, development of lung disease, the cause of numerous strokes and heart attacks,cancer, and even fatalities in children and devastating miscarriages stillborns and serious inborne health defects from being exposed to some of the chemicals in pesticide, some of the more devastating chemicals include

Animal abuse is also common from the meat,fur,egg and dairy industry's, and often resulting to flat out lying in order to seem more ethical, heed this example quoted from the USDA or United States Department of Agriculture“*The U.S. Department of Agriculture said Tuesday that Tyson Foods Inc. routinely gave chickens an antibiotic that can be used in humans, even though the company had defended its "raised without antibiotics" claim by saying it only used an antibiotic not used in people.*”this statement proves that companies can and will lie and you need to take history into account.Take GE as an example, the united states government trusted them and funded them with the new ecomagination project, that



involved taking the unemployed and offering them safe well paying jobs that would help the environment and as you have read earlier in this essay, that did not end with the promised results; wondering what this has to do with history?

This was the company that infamously claimed “PCBs do not pose adverse health risks.” and as we now know PCBs which stands for Polychlorinated Biphenyls cause multiple health risks such as Increased levels of some liver enzymes, Chloracne and related skin lesions, and Respiratory problems and illnesses, Acute lethality, Body weight loss, causing cancer, skin damage and poisoning, Fatty livers, increased risk on genetic mutation, enlarged livers, effects on the immune system, loss of motor control, alzheimer’s, effects on the nervous system, Reproductive and developmental toxicity. AS you can see, it does indeed cause health issues, not even mentioning their supposed clean coal campaign; a short way to say this is the fact that it is very hard to trust an organization. Sometimes even the ceo of a company is unaware of illegal or unethical activity, and if they are aware it is much easier to deny, exaggerate, lie and cheat to get the consumers appreciation and attention than to go through the trouble to be ethical or even borderline, minimally legal.

When according to english magor ruth daly:“‘250 million children, 61% in Asia, 32% in Africa, and 7% in Latin America’ are employed in sweatshops”and are victimized by illegal child labour; where were government officials? Slavery is illegal after all; Glad you asked, it may be because the government buys about 1.5 billions worth in garments made in sweatshops, and they are paid huge bribes in order to not pass laws that would force industrys to be more eco friendly and use responsible(and more expensive)producers.

Not only does the government buy from sweatshops(after all we do too)but they also allow multiple sweatshops to continue working in their own countries. You also may decide to generalize and think that sweatshops only exist in rural and developing countries, but even countries like the big 5 at the united nations(arguably the most esteemed countries) have people in bonded labour, the government of the united kingdom estimates hundreds of thousands of people in the united kingdom work in bondage.In the United States of America, there are estimated to be two million one hundred sixty-eight thousand six hundred.In Russia the estimated number of bonded workers is one million forty-eight thousand five hundred.France with the smallest number at 12,000,and last and definitely not least China at two million nine hundred

thousand modernized slaves. Not to mention the 35.8 million modernized slaves in latin america. Or the And after all, this does actually affect us since we are actually paying these companies every single time we buy from non-ethical resources. We are not even mentioning the statistics of the countries with the highest rates so please see the chart below.

Along with that, the government often cannot or will not spend the resources they have on stopping sweatshop labor, despite it being the third largest criminal industry in the world. Victims of sweatshop labor are often smuggled into countries with no knowledge of the laws and rights they have and are often emotionally, sexually, mentally, and physically abused. Many of the people working in sweatshops are very young 86% of sweatshop workers are between the ages of 15-24 and were told that they would be given free housing, well paying jobs and short hours, does rooming with up to twenty people, being paid an average of 40 cents an hour and working twelve hours a day sound like that to you.

Often evidence of sweatshop using companies include:

Being oddly secretive about their products or unusually hiding data that most companies make public, heavy layers of green-washing and bragging, not allowing workers to speak to the press or testify against them in court, having a history of mistreatment of workers or violation of environmental and labor laws, being proven to have violated two or more labour laws, therefore being legally classified as a sweatshop, only allowing reporters or inspectors to come if there is plenty of warning and/or not allowing inspection or interviews at all.

When you decide to go on a shopping spree , research brands that have proven themselves to be ethical, it may seem like a waste of time, but these brands, since they are organic, are often low price and well-made and you will be making less of a negative impact and receiving goods of better quality. Examples of brands like this include clothing brands such as Pact, Swap, thredUp,

Offon, and jyoti; all of these brands are even between twenty-five to fifty US dollars!

For those of you who are very conscious on their budget and are organic, non-GMO, fairtrade, and are noted on fair if not exceptional labour policies.

If you are still sceptical or wondering why I am bothering to write this truthful if not mildly depressing article, is this fact, imagine yourself in a hot crowded room, barely lit, with 13 other people your age, a girl that seems to be no older than nine is assigned to teach you the requirements for a job, and how you got into this mess, you wanted to get ahead of the game and get a good job, and when a man came to you with a job promising you a free house, easy work, and good pay; who were you to refuse in order to escape your hardworking, hard life in a small and practically unknown country, but you soon realize it was all a sham, working over fourteen hours a day, sleeping on your only break with over a dozen people, and being threatened, hurt or yelled at for making mistakes. This is why I am writing this essay, and this is what we can do to prevent it.

We can donate or volunteer for organizations, and if you don't have the time or money, you could always get a low qualifying job writing against this topic in hopes of swaying more people to join the cause, and even getting paid for it! Cook up a storm on social media, tell your friends, get as many people as possible to listen; despite all the greenwashing, after a matter of time companies do crack and do what they need to do to appease consumers. Always try to make the ethical decision, and for these reasons I hope you will not only understand these issues, but to also be encouraged to take a stand.

In this article, Tom McNichol, an experienced writer and journalist, provides proof on the subject of greenwashing, he shows that greenwashing companies often resort to flat out lies. McNichol appears to be knowledgeable on this topic due to his experience as a journalist and author. This article was posted nearly ten years ago but the information is relevant due to the fact that it is to provide ways that a company may greenwash, and examples cannot be influenced by time, because of the factor of the fact that you cannot change the past, even if these major companies changed their course of action, the damage has been done.

This article elaborates on the basis of greenwashing, and will allow me to look closely at different examples of greenwashing and I will be evaluating that specific topic within my paper. This article also provides many sources that I may look into for further background information on greenwashing that I may use to provide evidence in my paper on the fact that the issue of greenwashing is indeed relevant. This will be a very useful resource for my paper in general

In this article, Maria Rodale a CEO of an independent publisher and book author, shows that it is indeed possible to avoid greenwashing through several easy methods. She shows not only how we can avoid greenwashing, but also shows why we should not succumb to it, and she supports this by showing examples of the ways greenwashing advertise their products.

Rodale appears to be credible on this topic because of her previous books and articles on the subject. The article is only 4 years old and is unaffected by time due to the fact that the article was written as a way to avoid greenwashing, which remains an issue, and the fact that Rodale's sources and examples are currently up to

date. Rodales article will prove to be useful in my topic due to the fact that in my article there will be the need to explain how to avoid greenwashing and I may use this article to support my own personal claims.

In this article, Anna Lappe a Project Director, Real Food Media Project and author gives a case against greenwashing in a Chicago community where the city is being turned into a giant advertisement for Coca-Cola. Lappe provides not only useful statistics but argues against Coca-Cola using the people of Chicago as an enlisted force for advertisement.

Anna Lappe appears to be credible on this topic because of her actions against greenwashing and her strong support on environmental topics. Lappe's article will be useful to my topic in the case of providing useful background information, ways a company will greenwash, and useful evidence on why greenwashing must be stopped. This article was posted 5 years ago but it seems that even if the company backed off of the Chicago recycling bins, the article did its job, making it even more credible.



In this article, Brendan Smith co-founder of Voices for a Sustainable Future writes about the conditions of the corporation GE or general electronics give to its workers on the project “ecomagination” which was funded by the government. Smith provides more than just evidence and information on what is happening at this company now, but is also providing information on the record of this company and writing in numerous quotes from workers and CEOs and supervisors.

Smith appears to be credible on this topic due to his part in founding a charity organization directly related to this topic. Smith’s article will be useful while writing this essay due to the fact that it not only provides ample amounts of evidence on the welfare of sweatshop victims, but also will provide information to quote to strengthen my points.

