

Greenwashing

Business implications and Consequences



List of Contents



- ① Introduction about Greenwashing
- ② Research Questions
- ③ Methodology
- ④ Finding: Case Studies
- ⑤ Conclusion



introduction



- What is greenwashing?
- Types of Greenwashing
 1. Decoupling
 2. Attention deflection



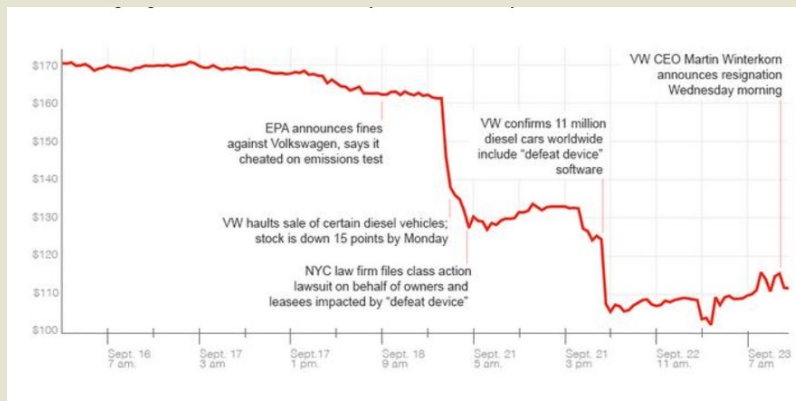
Research Questions



What are the consequences of a company Greenwashing?

If Greenwashing is a strategy which the companies use does it work?

Business implications of a company which was caught practicing greenwashing.



- ✓ Scandal came out in 2014
- ✓ Defeat device installed
- ✓ Company was fined \$30 billion
- ✓ Company made several changes to its working
- ✓ Deceptive manipulation technique





Ryanair



- ⚠ Accused of greenwashing by Advertising Standard Authority
- ⚠ 'Europes lowest fares, lowest emission Airline'
- ⚠ Fly greener
- ⚠ Consequences for this action by the company

EUROPE'S LOWEST EMISSIONS, LOWEST FARES AIRLINE

Everybody knows that when you fly Ryanair you enjoy the lowest fares. But do you know you are travelling on the airline with Europe's lowest emissions as well?

While aviation is responsible for just 2% of carbon emissions, our industry is determined to play a leading role in reducing emissions. Aviation already pays significant environmental taxes - this year Ryanair will pay €100m in environmental taxes in Europe.

Ryanair has the lowest carbon emissions of any major airline - 66g CO₂ for every passenger kilometre flown. This is because we have the youngest fleet of aircraft (avg. age 6 years), the highest load factors (97% of seats filled) and newest most fuel efficient engines.

Ryanair is committed to cutting our carbon emissions further which is why we are investing over \$20 billion in new aircraft that will cut our carbon emissions by 40% by 2030 and lower noise emissions by a further 40%.

Many of our customers are now choosing to offset the carbon cost of their flight each time they book with us. We support them making that choice and we thank them for contributing to our 4 great environmental partners.

Find out more at www.ryanair.com/environment

FirstSource RENEWURE woodland Fair Miles and Carbon Offset

RYANAIR



Starbucks

**ENVIRONMENTAL ACTIVISTS
APPLAUD STARBUCKS'
NEW STRAWLESS LIDS!!!**



*The new lids use more plastic
than the old lid/straw combo*

- ⚠ In 2018, Starbucks took an initiative to remove plastic straws.
- ⚠ Introduced straw less lids
- ⚠ New lids are made from a thicker type of plastic than the original combination
- ⚠ Harsh reality is that only about 9% of all plastic is recycled worldwide
- ⚠ Focus on recyclability, overshadows the more critical need to reduce plastic

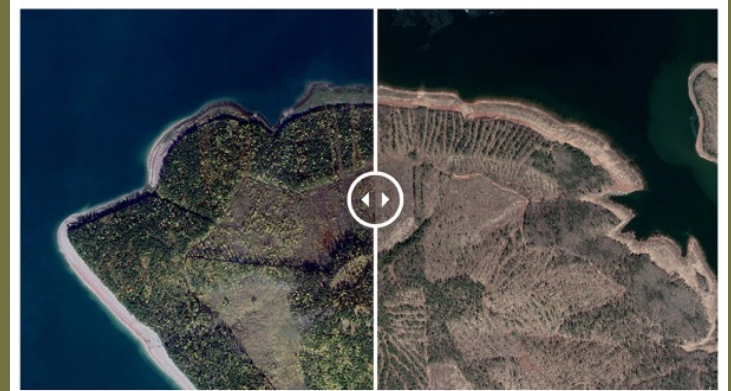




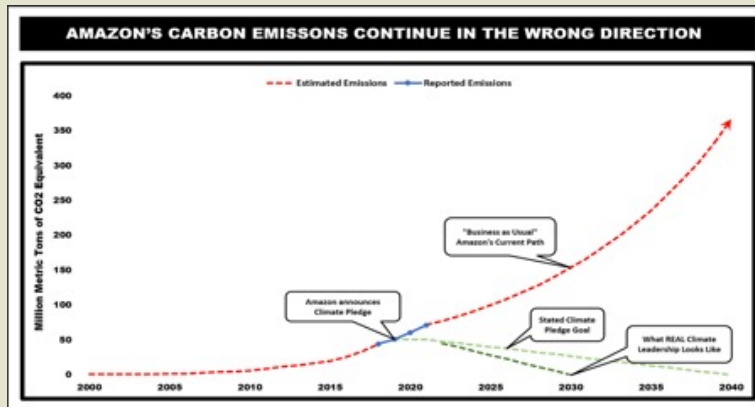
- Ikea has practiced a selective and inaccurate disclosure strategy.
- Ikea is linked to illegal logging activities in Russia's protected boreal forests.
- Bakurov's enterprises have been implicated in harvesting approximately 2.16 million cubic meters of wood from protected forests.
- Ikea denied any wrongdoing and stated that the wood was 'legally harvested'.



Barge loads of logs from local politician Evgeny Bakurov's forest leases in Irkutsk, Russia, in Sept. 2020. Earthsight



Before image: Sept. 30, 2018; After image: May 19, 2019; Maxar Technologies / Google Earth



Amazon has abandoned one of its main climate commitments.

Amazon's "Shipment Zero" pledge to make half of all shipments net-zero carbon by 2030 recently disappeared from its website... replaced by a little link to an update that says "we've decided to eliminate it."



amazon

- Amazon employees filed a resolution in December 2018
- Launched Shipment zero program to reduce carbon emissions
- Amazon promised to achieve Net carbon zero by 2040
- Company silently cancelled the shipment zero program
- Carbon emissions have alarmingly elevated by using 40%



Conclusion



- ① Consequences for a company Greenwashing
- ② Business implications of a company which was caught practicing greenwashing
- ③ Greenwashing as a strategy and does it work?

OUR PLANET IS
ON FIRE



SAVE THE TURTLES
NO TO PLASTICS!

Thank You