

such as “eco-friendly”, “carbon-neutral”, and “lowest emissions”. They use these words without explaining how their initiative or product achieves that status. An energy company in Europe was found to have misled the public with an advert that claimed its customers were “driving carbon-neutral⁹⁹” because it offered to pay one euro cent to tree-planting projects for every litre of its fuel bought, thereby⁹⁰ offsetting⁹¹ drivers’ emissions. However, critics pointed out that the company hadn’t given any evidence⁹² that this was true, or that the firm could guarantee that they were removing CO₂ from the atmosphere through this scheme⁹³. This ad was pulled⁹⁴. Similarly, a well-known⁹⁵ European budget airline⁹⁶ (we’ll just say it contains a rather Irish-sounding corporate name) had its campaign banned⁹⁷ by the British watchdog⁹⁸ the ASA when it claimed that its clients flew on “Europe’s Lowest Fares, and Lowest Emission Airline.” The ASA found that consumers would not find sufficient⁹⁹ information to substantiate¹⁰⁰ such claims, and that data used by the misleading company was a decade old, not to mention very selective¹⁰¹ in the choice of airlines it compared itself with¹⁰².

Being aware of the buzz¹⁰³ out there would also be pertinent¹⁰⁴ when buying products made by some health-orientated food producers. When a food or drink is promoted as “organic” or “plant-based” it’s easy to assume¹⁰⁵ that it’s better for the planet also. But some producers of alternatives to meat and dairy¹⁰⁶ have been accused of¹⁰⁷ being misleading. One British producer of non-dairy beverage¹⁰⁸ that stated in its commercial, “Good for the planet – good for you. Your recipe¹⁰⁹ to a healthier planet!” had its advert banned because it failed to explain why its product had a lower environmental impact than dairy-based alternatives. Another claimed that its production generated 73 percent less CO₂ than cow’s milk, but it was later found that the claim was based on one product only, rather than on a comparison¹¹⁰ of all their non-dairy products with all dairy-based products.

However, all hope is not lost¹¹¹ for shopping enthusiasts. For lovers of clothes, for instance, there is an alternative to buying from the big brands – buying from thrift or

second-hand¹¹² clothing shops¹¹³. If bought from an online company, many of the supply chain¹¹⁴ costs – which increase the carbon footprint – are reduced. Some companies sell unworn¹¹⁵ items (having been quickly discarded¹¹⁶ by the big brands in the off-season¹¹⁷) and offer thousands of choices. Another option: look for non-polyester materials. According to Avneet Ghotra, who started a company that produces sustainable clothing, polyester plays a large role in the throwaway¹¹⁸ cycle and adds to the mounting¹¹⁹ piles of clothes landfills. Also, because it’s made from oil, Ghotra points out, “We love to blame cars and power companies for carbon emissions, [without] realising¹²⁰ that we’re literally¹²¹ wearing fossil fuels¹²².” Ghotra’s firm uses organic, biodegradable¹²³ materials – including apples and potatoes – in their production process. Several tech companies have climate change mitigation¹²⁴ aims underway¹²⁵ that, if continued, will substantially¹²⁶ reduce their footprints. Apple committed to¹²⁷ being 100 percent carbon-free across their whole business by 2030 – far

⁹⁹ carbon-neutral 'kɑːbən 'njuːtrəl neutralny węglowo

⁹⁰ thereby ðeə'baɪ tym samym, w ten sposób

⁹¹ to offset sth tu 'ɒfset 'sʌmθɪŋ wyrównać coś, zrównoważyć

⁹² evidence 'eɪdɪns dowód, dowody

⁹³ scheme skiːm program, plan

⁹⁴ to pull sth tə pʊl 'sʌmθɪŋ wycofać coś

⁹⁵ well-known wel nəʊn doskonale/powszechnie znany (tylko przed rzeczownikiem)

⁹⁶ budget airline 'bʌdʒət 'eəleɪn tania linia lotnicza

⁹⁷ to ban sth tə bæŋ 'sʌmθɪŋ zakazać czegoś, zabronić

⁹⁸ watchdog 'wɒtʃdɒg organizacja obrony praw (np. grup społecznych), ciało nadzorujące

⁹⁹ sufficient sə'fɪʃnt wystarczający

¹⁰⁰ to substantiate sth tə səb'stænfɪet 'sʌmθɪŋ udowodnić coś, poprzeć (badaniami, dowodami)

¹⁰¹ selective sɪ'lektɪv wybiórczy

¹⁰² to compare sth with sth tə kəm'peə(r) 'sʌmθɪŋ wið 'sʌmθɪŋ porównać coś z czymś

¹⁰³ buzz bʌz tu: szum medialny, nagłośnienie

¹⁰⁴ pertinent 'pɜːtɪnənt istotny, stosowny

¹⁰⁵ to assume tu ə'sjuːm założyć, przyjąć

¹⁰⁶ dairy 'deəri produkt mleczny

¹⁰⁷ to accuse sb of doing sth tu ə'kjuːz 'sʌmbədi əv 'duːɪŋ 'sʌmθɪŋ obwiniać kogoś o zrobienie czegoś, oskarżyć kogoś

¹⁰⁸ beverage 'bevərɪdʒ napój

¹⁰⁹ recipe 'resəpi przepis

¹¹⁰ comparison kəm'pærɪsn porównanie

¹¹¹ all hope is not lost ɔːl həʊp ɪz nɒt lɒst nie wszystko stracone

¹¹² second-hand 'sekənd hænd używany, z drugiej ręki

¹¹³ thrift shop θrɪft ʃɒp sklep z odzieżą używaną

¹¹⁴ supply chain sə'plaɪ tʃeɪn łańcuch dostaw

¹¹⁵ unworn ʌn'wɔːn nienoszony

¹¹⁶ to discard sth tə dɪ'skɑːd 'sʌmθɪŋ odrzucić/ wyrzucić coś

¹¹⁷ off-season ɒf 'siːzn posezonalny

¹¹⁸ throwaway 'θrəʊə weɪ jednorazowy

¹¹⁹ mounting 'maʊntɪŋ rosnący, narastający

¹²⁰ to realise tə 'riːəlaɪz zdać sobie sprawę

¹²¹ literally 'lɪtərəli dosłownie

¹²² fossil fuel 'fɒsl 'fjuːəl paliwo kopalne

¹²³ biodegradable ,baɪəʊdɪ'greɪdəbl biodegradowalny

¹²⁴ mitigation ,mɪtɪ'geɪʃn łagodzenie, ograniczanie (skutków czegoś)

¹²⁵ underway ,ʌndə'rweɪ trwający

¹²⁶ substantially səb'stænfəli znacząco, w znacznym stopniu

¹²⁷ to commit to doing sth tə kə'mɪt tə 'duːɪŋ 'sʌmθɪŋ zobowiązać się do robienia czegoś, zaangażować się w robienie czegoś

