

Corporate Greenwashing

These days it's easy to find shoes made of **faux leather**, **carmakers** that are saving the planet with their **petrol-free autos**, and food products that didn't touch a single animal. However, as **BEM's Michael Gaylor** found out, you might want to take some of these **claims** with a grain of salt.

When it comes to shopping, leading an eco-friendly way of life is trendy. The choice of both millennials and Gen Z, which are quite different from their previous generational counterparts, have played a big part in this movement, as has the "transparency" of companies. Nowadays, it's much easier than it was in the past to learn more about how a business has (or hasn't) implemented products and services that make a positive difference in the environment and whether their investments and other activities show "responsibility for" their "footprint" in the world. And this, most would agree, is quite a positive thing. But not all companies are genuine in their claims. Some, it appears, engage in greenwashing.

What Exactly Is Greenwashing?

Numerous businesses promote awareness of their role in climate change and the ecological well-being of the planet through their adverts. In doing so, they attempt to reflect the public's apparent Gen Z eco-friendly trend, which is a positive difference in the environment and whether their investments and other activities show "responsibility for" their "footprint" in the world. And this, most would agree, is quite a positive thing. But not all companies are genuine in their claims. Some, it appears, engage in greenwashing.

- 1 odpowiadzialność za coś
- 2 footprint ślad (czyjś)
- 3 genuine, dyszan autentyczny, faktyczny
- 4 greenwashing, griniw greenwashing (działania)
- 5 pozornie proekologiczne podejmowane przez firmy w celu polepszenia wizerunku)
- 6 numerous, liczny
- 7 awareness of sth e'weasəv sɪt' smɪŋ świadomość
- 8 czegoś
- 9 well-being well bɪŋ dobre samopoczucie
- 10 (psychiczne/fizyczne)
- 11 advert (advertisement) 'ædvɜ:təd'vɜ:zɪsmənt reklama, ogłoszenie
- 12 in so doing 'ɪn dɒŋ sɒ, ..., ɪn 'sɜ: dʊŋ in doing, 'des poprzecz zrobienie czegoś
- 13 to reflect sth ɪz rɪ'flekt smɪŋg odzwierciedlać coś
- 14 the public ðə 'pʌblɪk społeczność, ogół
- 15 społeczeństwa
- 16 apparent ə'pɛrənt widoczny, dający się dostrzec

- 1 faux fau sztuczny, będący imitacją (czegoś) ('frɑ:ʊ)
- 2 carmaker kɑ:('r) 'meɪkə(r) producent aut
- 3 petrol 'petrəl benzyna (UK)
- 4 auto 'ɔ:təv samochód (pot., US)
- 5 claim kleɪm twierdzenie, zapewnienie
- 6 to take sth wɪtʰ a grɪn oʊ sɔ:lt o'dbɪərɪt'kɔ:s to take sth wɪtʰ a grɪn əv sɔ:lt o'dbɪərɪt'kɔ:s
- 7 ze szczyptą rezerwy