

**GREEN**washing



  
**PINK**washing

Critics of **CSR** 🤔



# Don't Be Misled by

## GREENwashing

A  
D  
V  
E  
R  
T  
A  
S  
I  
N  
G

1. Attention to only one issue
2. Lack of supporting information and certification.  
"It's greenwashing when a company..."
3. Poorly defined or broad claim  
"more defined or broad claim... through"
4. False impression of a third party endorsement  
"marketing t... implementing"
5. Unimportant environmental claim  
"that minimize environmental impact."
6. Only true within the product category

Consumers

Business



CSR 🤔

# Don't be a victim of

## GREENwashing

1. Do you know why they promote with pink ribbon logo?  
Usually refers to:  
Political activities

2. Do you know which organization gets the donation?  
using

3. Is the product already been met?  
a) "the promotion of friendliness of a  
b) "the promotion of friendliness of a

4. Is the product linked to increase risk of brand?  
downplay or soften aspects. Consider

## CRITICS of CSR



**GREENwashing**  
1. Positive image with minimum effort

“There is one and only one social responsibility

of business – to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition

2. Publicity of CSR creates false image of majority of businesses engaging in CSR.  
3. CSR and outsourcing

as it stays within the rules of the game, which is to say, engages in open and free competition

4. Engage without CSR reputation and fraud

5. CSR is an empty promise

**Critics of CSR**  
*Milton Friedman, one of the most notable opponents of CSR concept*

