



The troubling evolution of corporate greenwashing

ı

Author(s)

Watson, Bruce

Description / Abstract

In the mid-1980s, oil company Chevron commissioned a series of expensive television and print ads to convince the public of its environmental bona fides. Titled 'People Do', the campaign showed Chevron employees protecting bears, butterflies, sea turtles and all manner of cute and cuddly animals.

Publication year

2017

Publisher

Chain Reaction

Keywords

corporate greenwashing

Thematic Tagging

<u>Private Sector Urban Water services</u> Language English <u>View resource</u>

Source URL:

https://beta.toolbox.venthic.com/resource/troubling-evolution-corporate-greenwashing