New Resource Bank: In Pursuit of Green

Key ISSUE: Greenwashing
- The act of misleading consumers
- Vague terms, e.g. 'Natural'
- How to avoid the Seven Sins

Examples of domestic and international greenwashing

- Chevron Australia: "We Agree"
- Arrowhead Water Ecoshape Bottle
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Content

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Sin of Vagueness
THE CLAIM that is kind of meaningless. The phrase “all-natural”, for example, applies to poisons such as arsenic, uranium, mercury and formaldehyde.

Sin of Lesser of Two Evils
THE CLAIM that may be true when compared with direct competitors, but is not important in the broader picture. A V8 car may be fuel-efficient compared to other V8s, but not to smaller cars.

Sin of False Labels
THE PRODUCT that, through dodgy words or logos, leads us to believe it’s been okayed by some kind of certifying body, when it hasn’t.

Sin of Irrelevance
THE CLAIM that may be true, but is unimportant. “CFC-free” is commonly seen, despite the fact that CFCs are banned by law.

Sin of Fibbing
THE LEAST frequent Sin, self-explanatory. The most common examples, according to the report, were products falsely claiming to be Energy Star certified or registered.

Sin of No Proof
THE CLAIM that is not backed up by evidence. According to the report, tissue products are a common example, claiming various percentages of recycled content without any evidence.

Sin of the Hidden Trade-off
THE UNREASONABLY narrow definition of green. Paper may come from a sustainably harvested forest, but the cost of the manufacturing process, including energy, greenhouse gas emissions, and water and air pollution, must be considered.

Sin of the Hidden Trade-off
South Australian beer necks up plenty of greenhouse miles being transported around the states.
Summary of Case

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- Growing popularity of anything natural

- Profiling Green Consumer

- Green cosmetics trends

- Chemicals in Skincare and cosmetics

- Lack of regulation

- Seven Sins

- Natural Instinct Case

- One Group Case
Key Issue: Greenwashing
- The act of misleading consumers
- Vague terms, e.g. 'Natural'
- How to avoid the Seven Sins
Secondary ISSues

- State of industry

- Shift towards healthy lifestyle
Links to Theory and Concepts

Segmentation
  • Lifestyle
  • Behaviour

Purchasing decisions based on marketing rather than facts
  • Product
  • Price
  • Promotion
  • Place