Activity: Is It Greenwashing?

Select **one** of the companies below to work with. You'll start with these articles, and can dig deeper with some additional research of your own:

- IKEA: [Towards zero waste, for a better tomorrow](#) and [Rise of the circular economy: Ikea announces furniture buy-back scheme](#)

- Microsoft: [Microsoft will be carbon negative by 2030](#) and [Microsoft Sustainability Calculator](#)

- Interface Carpets: [A Look Back: Interface's Sustainability Journey](#)

- H&M: [H&M's New CEO Wants To Fix Fast Fashion. Is That Possible?](#)

Profile the business and report back:

- What initiatives are they running?

- Consider:

  - Imagine the full set of environmental impacts that this business has. How do you think they've chosen this impact/initiative to focus on? Do you believe they've chosen the right one - is it the most significant one for them to be addressing? Or have they chosen a 'charismatic' issue that is highly visible but not a key driver of their environmental impact? (Do you believe that it's morally wrong if they've selected an issue for reasons other than the scale of the impact?)

  - Why do you believe they're doing this: is it greenwashing; are they doing it just because they see it as a requirement to stay competitive and make money; or are they genuinely trying to be a leader in the space and set an example for others?

  - Would you categorize them as A, B, or C (Avoid harm, Benefit stakeholders, Contribute to solutions) in the model we discussed?

- Take a stand: Do you believe that this company is doing enough to protect the planet and minimize environmental harm? **If yes**: make an argument for why. **If no**: make some suggestions for what the company's initiatives should be doing or focusing on.

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