



**RESOURCE**

# The troubling evolution of corporate greenwashing

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**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**

Private Sector Urban Water services

Language English

View resource

**Related IWRM Tools**



Tool

## **Corporate Stewardship**

C5.05

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**Source URL:** <https://iwrmaactionhub.org/resource/troubling-evolution-corporate-greenwashing>