



 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.

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## Related IWRM Tools



● Tool

## **Corporate Stewardship**

C5.05

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