



AN ETHICAL RISK IN MARKETING: GREEN WASHING

WHAT IS THE GREENWASHING ?



KEY WORDS

- ▶ ECO- FRIENDLY IMAGE
- ▶ MISLEADING ADVERTISING / MARKETING
- ▶ SUSTAINABILITY
- ▶ UNETHICAL PRACTISES
- ▶ GREEN IMAGE
- ▶ TRANSPARENCY
- ▶ BRAND REPUTATION

A GREEN WASHING COMPANY :



ABOUT HM:

- ▶ 1947
- ▶ STOCKHOLM, SWEDEN
- ▶ OPERATES IN OVER 70 COUNTRIES WITH MORE THAN 4,000 STORES
- ▶ 135,000 EMPLOYEES
- ▶ FASHION AND ACCESSORIES FOR WOMAN, MEN AND CHILDREN

WHAT IS HM DOING ABOUT RECYCLE?



HM's ROLE IN GREENWASHING :

- ▶ H&M collects millions of second-hand clothes from its customers every year.
- ▶ According to the news by Staffan Lindberg from Aftonbladet newspaper from Sweden
- ▶ 10 AirTagged Clothes and Travel to Third World Countries



- It was revealed that the clothes being tracked were being sent to third world countries as garbage.



PUBLIC REACTIONS

According to Prof. Dr. Levent Kurnaz, Director of Boğaziçi University Climate Change and Policy Center (iklimBU) and Green Newspaper Columnist :



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"Biz milyonlarca giysiyi yeniden kullanıma sokuyoruz" deyip sadece yüzlerce giysiyi yeniden kullanıma sokuyorsanız bu [#yeşilbadana](#) sayılır. Ama bu giysileri üçüncü ülkelerdeki çöplüklere gönderiyorsanız bu [#dolandırıcılık](#) sayılmalı. [#tekstil](#) [#iklimkrizi](#)



Aftonbladet's investigation into H&M's recycling in 9 points

Konum: aftonbladet.se

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