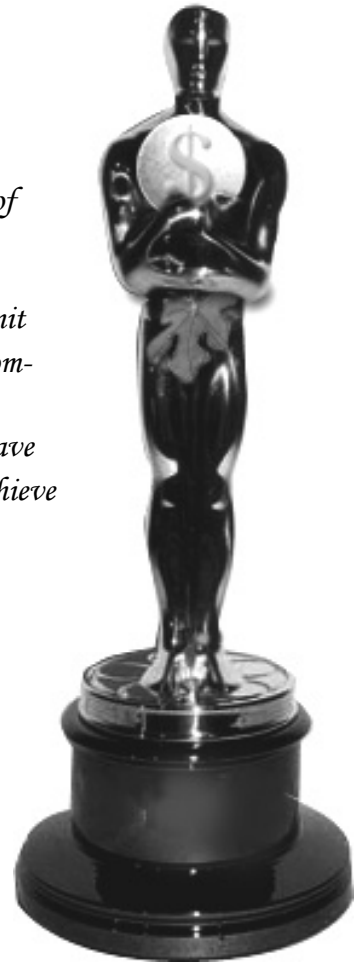


# ~ 2002 World Summit ~ Greenwash Academy Awards Programme

August 23, 2002  
Johannesburg, South Africa

*The Greenwash Academy Awards, aka Green Oscars, are given each year by the EarthSummit.biz Academy. These prestigious awards recognize the achievements of business and industry on sustainable development.*

*At the World Summit in Johannesburg in August 2002, as at the Rio Earth Summit ten years ago, business will be playing a leading role. Governments have invited companies to be their partners in delivering sustainable development. We believe the achievements of business speak for themselves. In the spirit of Johannesburg we have developed the Green Oscars to show the world how hard business is working to achieve sustainable development.*



## What Is Greenwash?

You've seen the ads. Lush green forests. Stunning birds of prey in flight. Humpback whales breaching. Pristine streams glimmering in the sunlight. All photographed beautifully and reproduced at great expense.

And all brought to you by major oil, chemical, nuclear and biotechnology companies. In fact, it's often the world's most polluting corporations that have developed the most sophisticated techniques to communicate their message of corporate environmentalism. Meanwhile, the climate is changing, communities are being devastated, forests are disappearing, species are going extinct.

### *Oxford English Dictionary Definition:*

**green\*wash: (n)** Disinformation disseminated by an organisation so as to present an environmentally responsible public image. Derivatives greenwashing (n). Origin from green on the pattern of whitewash.

### *EarthSummit.biz Academy Definition:*

**green\*wash: (grēn-wōsh)** –washers, –washing, –washed 1) The phenomenon of socially and environmentally destructive corporations attempting to preserve and expand their markets by posing as friends of the environment and leaders in the struggle to eradicate poverty. 2) Environmental whitewash. 3) Hogwash.

## Bluewash

More recently, companies have been touting their commitment to humanitarian causes like poverty eradication, disaster relief, human rights and sustainable development. Drawing on greenwash techniques, companies from industries like tobacco and mining tell heart warming, personal stories of how their money has helped make a difference. The humanitarian-themed variant of greenwash is called "bluewash" —for the color of the United Nations flag. Classic bluewash is the corporate association with the UN itself as the ultimate symbol of human rights.

At the Johannesburg Earth Summit both greenwash and bluewash will be on full display.



For more information about greenwash and the Green Oscar companies, please visit:

[www.foei.org](http://www.foei.org) • [www.groundwork.org.za](http://www.groundwork.org.za)  
[www.corpwatch.org](http://www.corpwatch.org) • [www.earthsummit.biz](http://www.earthsummit.biz)

## And the Winner Is...

**BP**, for their Beyond Petroleum rebranding campaign, and their "Oil is old news" ad.

### Statement by BP:

We would like to thank the Rainforest Action Network of the U.S., for their role in making our rebranding possible. When they used the campaign slogan, "Beyond Oil," they meant reducing dependence on fossil fuels in favor of renewables. When we use Beyond Petroleum, it seems to mean the same thing, but in fact we include natural gas, which has the same impact on the climate as oil. Co-optation of eco-lingo is one of the classic tricks of Greenwash, and we think this is one of the all-time best examples.

Look at our "Oil is old news" ad. Note the black woman. Using diverse people is de rigeur in greenwash of course. Not that she's the CEO of BP or anything. That's a white male, naturally, a knighted one. The woman is a math teacher. What's that got to do with us? Nothing at all.



BP's Beyond Petroleum PR campaign is Beyond Postposterous.

We brag of investing \$200 million in solar energy. Sounds like a lot to you maybe, but that's the price of a single refinery, chemical plant, or golf resort. And the 200 mil is over six years. We probably spent more just re-designing our new logo and advertising. When you spend more on advertising green investments than the investments themselves, that's greenwash! Meanwhile we spent \$26.8 billion to acquire Arco, and spend billions more on oil exploration every year.

How do get away with it? Well, the stinging reality is that even at a paltry \$200 million over six years, we're one of the world's largest solar companies. Sad, but true.

Carefully tailored messages are also a key to greenwash. So to all you environmentalists at WSSD we say, "Oil is old news, Solar is the future." And to the rest of you, listen carefully: "Oil is past, present, and future."

Thank you.

### Runners-Up:

**Mining Corporations** and the **OECD Guidelines for Multinational Enterprises**. The Newmont Mining Corporation—the world's largest gold mining company—promotes the Toxics Release Inventory in the Corporate Social Responsibility section of its website. TRI legislation gives Americans the right to know what toxic chemicals are being released into the environment in which they live. But for Latin America's largest gold mine—Minera Yanacocha in Peru—Newmont provides no such information. Yanacocha has been shrouded in controversy since its inception in 1993 with allegations of pollution of dikes, ditches, rivers and other environmental contamination. The OECD Guidelines for Multinational Enterprises have disclosure provisions, but they are voluntary. There is no enforcement mechanism, no appeals process and no independent verification. They have been ignored. The Greenwash Academy considered Newmont's nomination, but did not award the Oscar because the OECD Guidelines are ignored BY VIRTUALLY EVERY OTHER MAJOR MINING COMPANY AS WELL. Companies like BHP Billiton, Rio Tinto and Placer Dome all participate in the OECD's invitation to double standards, and they are part of the quasi-UN Partnerships Mining, Minerals and Sustainable Development (MMSD) initiative as well. MMSD promotes dialogue and sustainability, as long as mining companies get to continue their destructive practices.

## *And the Winner is...*

**Nestlé**, for overcoming one of the worst corporate reputations out there and daring to show its face at the United Nations.

### *Statement by Nestlé:*

Ladies and Gentlemen, we have had a difficult road to this Oscar. With the damage to our image due to the many boycotts of our company (the second round of boycotts has been going for 14 years in 20 countries), it is harder for us than for others to enter into the fashionable Type II Partnerships. We've tried hard to cover it up, but the truth is we still put infant and maternal health at risk through aggressive promotion of breastmilk substitutes, in violation of the International Code of Marketing of Breastmilk Substitutes, adopted by 190 countries.

But the former head of the International Chamber of Commerce is our former CEO, so we figured we could work something out on this Global Compact. So our website leads the public to believe that we are part of the Compact. And we got the ICC webpages to list our company's "best practice" study with a direct link to the UN pages, implying we are UN-approved.

The UN neither confirms nor denies that we are their partners. We get to bluewash ourselves silly.

We have also implied that we work with the WHO, and we claim to follow the Code of Marketing of Breastmilk Substitutes. It's not true of course, but then, that's the essence of bluewash.

Thank you.

### *Runners Up: Novartis and Aventis*

**Novartis** and **Aventis** are two of the world's largest biotech companies. So their products, especially genetically modified crops, are among the most controversial in the world. So it was no surprise that both companies leapt at the chance to join the UN's Global Compact. By signing on to the Compact, they have given the impression that their products have the UN's imprimatur. The UNDP has also given signs that it officially endorses GMOs as part of sustainable development. Type II partnerships under the WSSD are also likely to include biotech companies, including leading GE crop pushers. The Rio Agreements, as well as the Global Compact, stress the precautionary approach. Novartis, Aventis and the other biotech companies are behaving in precisely the opposite manner, with tacit approval from the UN. The bluewash of transgenic agriculture—a veneer of UN approval—is replacing scientific and democratic evaluation of the compatibility of these crops with the goals of sustainability.

Novartis and Aventis are sponsors of the Council for Biotechnology Information. The name itself is classic greenspeak, as it is neither a Council nor is it about information. In fact, this grouping of seven biotech giants, which will spend about \$250 million to promote transgenic foods, lobbies AGAINST providing information to consumers about bio-engineered foods.

### **Blue\*wash (n)**

1. Allowing some of the largest and richest corporations to wrap themselves in the United Nations' blue flag without requiring them to do anything new. (*New York Times*)
2. Efforts by corporations to be perceived as part of the world humanitarian community through voluntary association with the United Nations, without provisions for accountability. (*CorpWatch*)

### *And the Winner is...*

The **United States**, for representing corporate interests in environmental treaty negotiations

### *Statement by the United States:*

We don't have to thank anyone for this Award—either you are for us getting it, or you are against us.

### *And the winner is...*

The **Office of the Global Compact**, for allowing corporations to ally with the UN without committing to following its principles.

### *Statement by UN Office of the Global Compact*

We would like to thank the United States of America for pressuring us to become so business friendly that we can support the finest bluewash global corporations have yet devised.

Many have asked, What is your secret? Today I will reveal it.

We took the voluntary initiatives of the ICC and WBCSD, adopted them for ourselves, and called it the Global Compact, pretending that corporations had to promise something. Actually, all they have to do is say they support the Compact principles—they don't have to follow them. Then they have to post a "best practice" case study on our website—similar to the ones they have been doing for ICC and WBCSD since Rio. Sure we added some bells and whistles, like the Learning Forum and an Advisory Board with civil society members. But with ICC as our main partner, we knew we had to stick to voluntary, piecemeal approaches.

What we offer the transnational corporations is unparalleled in the annals of greenwash. They get to almost literally wrap themselves in the flag of the UN (actually they get to shake hands with the SG in front of the flag), use something similar to the Global Compact image in their publications, proclaim themselves part of the world humanitarian community, promote a case where social responsibility saved money anyway (it does happen now and then; we just ignore the cases where the opposite is true), partner up with a UN agency once or twice, and then continue business as usual (that's the business that's killing the planet, according to UNEP, one of the main Compact agencies).

We're proud to say that global corporations are practically tripping over themselves to sign on. And we've set the stage for the WSSD Type II partnerships that the Johannesburg meeting so desperately needs to save face when they can't agree on anything substantial.

By the next Summit, we should have 10,000 partnerships with the private sector, and the world will be no better off.

### *Runners Up*

Runners Up include **UNEP** and **UNDP**. UNDP's most recent Human Development Report all but officially endorsed genetically engineered crops as a sustainable development solution, even though the evidence shows the opposite. UNEP is co-hosting—with the International Chamber of Commerce, a leading anti-environment corporate lobby—the World Summit Awards for Sustainable Partnerships in Johannesburg. The winners will include some of the most environmentally damaging corporations in the world.

### *Wait Till Next Year*

Next year, the WSSD is the early favorite for this category, since its focus is on voluntary "Type II" partnerships with business. These partnerships afford business an extraordinary chance to wrap themselves in the blue flag of the UN without making substantive commitments.

Governments could come to their senses and demand real changes at the Summit next week, which would disqualify WSSD from the running for this Award.

## Best Documentary Destruction

## Best Documentary Destruction

*And the Winner Is...*

**Arthur Andersen**, for excellence in shredding

*Statement by Arthur Andersen:*

We're sorry, our statement was inadvertently shredded.

## Best Foreign Direct Investment

## Best Foreign Direct Investment

*The Academy is making a special joint Award in this category. And the winners are...*

**Unocal, Total** and **Premier**, for the Yadana and Yetagun gas pipeline projects in Burma, and for Unocal's role in the Business Humanitarian Forum.

*Statement by Total on behalf of Total, Unocal and Premier:*

I want to thank the military junta of Burma for forcing me to make this statement today. Our story is really quite incroyable. As a U.S. federal judge said about Unocal, they "knew or should have known" that the Burmese military "had committed, was committing and would continue to commit" acts such as rape, torture, murder, forced relocation and forced labor while providing security for our oil pipelines. Total executives saw forced labor first hand, and Premier knew all about the controversy, as their pipeline started after ours. Many of you know that forced labor is widespread in Burma, and that the regime is notoriously brutal. Most of you know that Aung San Suu Kyi has called for an economic boycott of her own country , which we have ignored. But here's something you probably don't know: Our pipeline projects are completely unnecessary! Thailand has an energy glut, and they are the sole customer for the natural gas we are producing. And yet, we still present these pipelines as beneficial to the local population. Premier has headlined a panel on corporate responsibility in the UK.

Unocal sends its apologies to the Academy for being unable to attend. It's executives are busy preparing for the lawsuit brought by Burmese villagers against them in California court.

They asked me to thank, on their behalf, the former UN High Commissioner on Refugees for co-Chairing meetings of the Business Humanitarian Forum with Unocal executives. Kofi Annan even sent a welcome message to this group, though it was an obvious front for Unocal image polishing. Without them, this Award would not have been possible.

## Best Make Up

## Best Make Up

*And the Winner Is...*

Enron, for, well, you know...

*Statement by Enron*

In 2001, we were the world's sixth largest corporation by revenue. How did we do it? We made it all up.

We would like to thank Arthur Andersen and Citigroup for their creative assistance.

*Runner up*

**Asia Pacific Resources Limited (APRIL)** is having a devastating environmental impact on Indonesia, but makes up claims about the soundness of its wood supply. In fact, its supply comes from Indonesian rainforest.

*And the Winner Is...*

**Sasol**, for “putting as much into the community as they do into petrol”.

*Statement by Sasol:*

We would like to thank the South African government for their subsidies and for the complete absence of pollution control regulations which allow us to dump hundreds of thousands of tons of cancer causing chemicals onto poor black communities in townships downwind of our plants.

We are a responsible and patriotic South African global chemical company. Now that we pay less tax we can sponsor national sports teams and build national pride. Our government understands us. We could not be socially responsible if we did not make such big profits. We could not make such big profits if South Africa had enforceable pollution standards. So, we are being responsible when we say that the solution to pollution control is not to interfere with us, and to trust us. How else could we put more back into the community?

*Runner Up*

**Eskom** is South Africa's largest company, key members of Business Against Sustainable Development, and their primary product is electricity from coal and nukes. Despite their decidedly climate-unfriendly business, all usual business activities are presented as cleaner technology. This fits beautifully with the token efforts toward sustainability and the very real mania for privatization, of which Eskom is such a prime example. The free market means not only automatic sustainability, it means cutting off as many as 20,000 South Africans per month in Soweto alone, for not paying their electricity bills.

Unlike their ads, it ain't a pretty picture.

*And the winner is...*

**Lee Raymond of ExxonMobil**, for deep greenwash (lobbying and bullying behind the scenes while pretending to care for the public interest)

*Statement by ExxonMobil:*

Every Thursday, we buy prominent space on the op-ed page of the leftist New York Times to sound reasonable, intelligent and caring. Meanwhile, no company has done more to undermine understanding of the science of global warming. No company has done more lobbying to weaken the Kyoto Protocol, and no company produces more oil and gas than we do. When we have a problem like accusations of complicity with violent repression in Aceh, Indonesia, or a human rights and environmental disaster like the Chad-Cameroon pipeline, we ignore it. We're too big to be bothered with that. To be Best Director you have to be tough, and we're tough.

Thuck you. I mean, Thank you.

And the Winners Are:

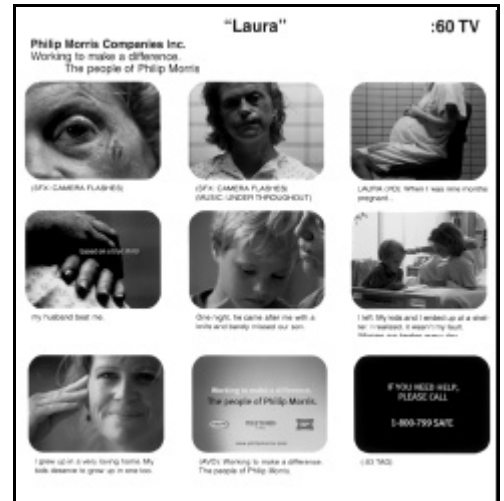
Philip Morris and British American Tobacco, for not convincing anybody despite spending hundreds of millions on PR.

Statement by Philip Morris:

We do everything. Meals on Wheels, battered women's shelters, symphonic concerts. We have ads about old hungry people, about battered women, that make even me cry. We pretend not to want kids to smoke.

But no one believes us. They call us liars. Drug peddlers. They say we deliberately sell an addictive product that kills people. That we're no friends of women, nor of children.

Our millions in PR have gone for naught. We've fooled no one. That's why we get the Greenwash Booby Prize.



Philip Morris sponsors moving ads about domestic violence. But Philip Morris could care less about women and children.

And the winner is...

Shell, for outstanding greenwash for over a decade.

Statement by Shell:

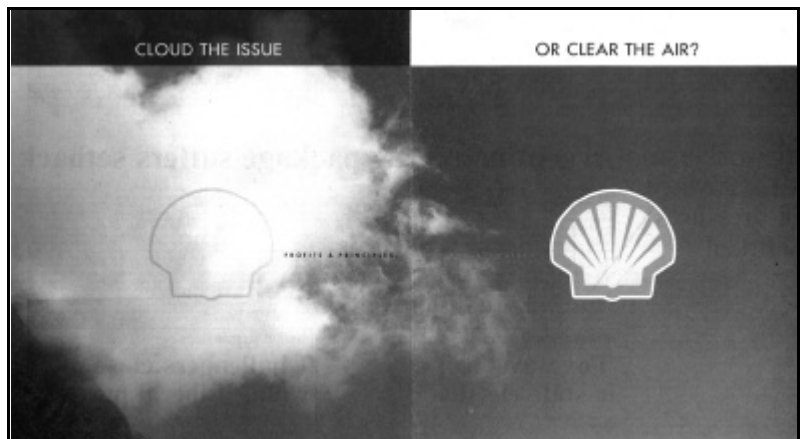
Thank you for this great honor. When it comes to Greenwash, we have been there since the beginning. Already in 1991 we showed a photo of an adorable Asian girl holding a globe with the caption "Protected by Shell." And we placed that ad in the magazine of Friends of the Earth Hong Kong! Environment, development and co-opting our adversaries message: all there in that early ad.

Our commitment to greenwash has never faltered. We believe we have spent more on greenwash than any other company (though naturally we will not give out figures).

We published a whole magazine called Profits and Principles dedicated to the philosophy that we don't have to sacrifice profits to be socially responsible. We imply that the PR fiascoes of the 1990's have changed us, without ever admitting that there were any fiascoes, or that anything needed changing! In other words, we didn't do anything wrong, and we'll never do it again.

Our ads have everything from exuberant green foliage to attractive blond actresses/geologists in Third World villages. We're starting a Sustainability Institute at Rice University, our executives are founders of WBCSD, BASD, the Global Compact, and have attended all the multi-stakeholder dialogues known to humankind. Best of all, our greenwash is working! Most 'reasonable' people (i.e. newspaper editors, government policy wonks, pretty much everyone except green wackos who we can easily marginalize) think we have changed.

We want to thank our PR companies and the UN for helping make this Award possible.



Shell's Greenwash is simply superb.

### Shell at a glance:

- World's 3rd largest oil company; operations in over 100 countries
- Supposed commitment to renewables but won't disclose amount of investments
- The burning of Shell-produced oil contributes some 2-3 per cent of global carbon emissions

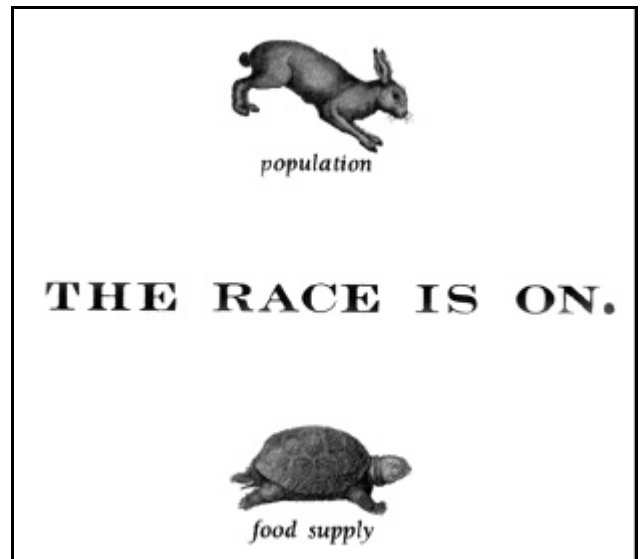
**Selected Infamous Controversies:** Complicity with Nigerian military dictatorship in execution of Ken Saro-Wiwa and other Ogoni activists; called on Nigerian mobile police to crackdown on Ogoni protests; gas flaring and other double standards in Niger Delta; Brent Spar oil platform ocean dumping; plans for exploration in a Pakistani National Park; claims to support precautionary principle while expanding oil and gas exploration and production.

### Runner Up

**Monsanto:** One of Monsanto's websites says its mission is "abundant food and a healthy environment." It says "all opinions should be heard" about transgenic food. It has an online Biotech Knowledge Center. Monsanto makes it seem that their very purpose is to feed hungry children, and that bleeding heart liberals are the ones that don't care about the poor. Monsanto has pioneered Greenwash with a Guilt Trip.

But their devotion to "open" discussion came after the PR and financial fiasco of introducing Roundup Ready crops to Europe. Monsanto is firmly against access to information about such crops, especially in the form of labeling, and had no intention of informing their customers that they were eating transgenic food (as they had kept it from the America public).

For tireless promotion of transgenic crops that just happen to use Monsanto's own Roundup herbicide as the solution to world hunger, and for publicly promoting open discussion of genetic engineering while lobbying against public information and labeling of genetically engineered foods, Monsanto is the Lifetime Achievement Greenwash Runner-up.



Monsanto claims that genetically engineered food will feed the world, but there is already enough food to feed everyone on the planet.

## Special McPartnership Award ~~Special McPartnership Award~~

Sponsored by McDonald's

### *And the winner is...*

**UNICEF**, for its partnership with McDonald's.

Thirty years ago, kids were the partners with Unicef, as they collected pennies for other children on Halloween. Now, McDonald's is Unicef's partner, and you can pick up your Unicef penny box while eating a Big Mac & soda. Is McDonald's food good for kids? Nevermind, Unicef needs their money.

McUnicef—"You Can't Make This Stuff Up."