**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | Sustainability is an approach to business where a company conducts its business in a way that minimizes any adverse impact on the environment or on society as a whole. |
| 2. | \_\_\_F\_\_\_\_ | Consumers don’t care about corporate brand values or sustainable practices. |
| 3. | \_\_\_T\_\_\_ | The concept of sustainability is not just ethical or an issue for organizations prioritizing corporate responsibility, it can be beneficial to companies from a business perspective. |
| 4. | \_\_\_T\_\_\_\_ | Energy use typically equates to about half of a company’s overall carbon footprint. |
| 5. | \_\_\_F\_\_\_\_ | While greenwashing is unethical, it is not illegal. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_D\_\_\_ 1. Which of the following are words or phrases commonly used when a business or brand engages in greenwashing?

a. “All natural” b. “Chemical free”

c. “Pure” or “raw” ingredients d. All of the above are common greenwashing phrases.

\_\_\_\_D\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_ is an example of ways a business can become more eco-friendly.

a. Pay bills online b. Use solar power

c. Improve packaging d. All of the above

\_\_\_\_B\_\_\_3. \_\_\_\_\_\_\_\_\_ is not an example of renewable energy.

a. Solar energy b. Natural gas

c. Hydropower d. Biomass

\_\_\_\_C\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_ refers to a company’s efforts to position a business or brand as eco-friendly using claims that could

mislead consumers.

a. Corporate responsibility b. Corporate activism

c. Greenwashing d. Business ethics

\_\_\_A\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_ is not an example of a benefit a company might see by going green?

a. Free advertising b. Increased employee satisfaction

c. Increased brand loyalty d. Cost savings

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## SHORT ANSWER (2 questions)

1. Provide one example of how a business can go green.

Student answers may vary.

* Investment in renewable energy
  + Renewable energy comes from sources that can naturally be replenished.
    - Solar power
    - Wind power
  + Water
* Reduction of carbon footprint
  + Energy use typically equates to roughly half of a company’s overall carbon footprint, so cutting back on energy bills can drastically reduce its negative impact on the environment.
  + Cutting unnecessary travel can help reduce a carbon footprint while also reducing costs incurred by the business.
  + Minimizing water consumption is becoming increasingly important as water reservoirs become depleted, draughts become more prevalent, and overall water levels continue to rapidly decline.
* Recycling
* Repurposing of materials
* Packaging
* Pay bills online to reduce paper consumption
* Encourage employees to bike, walk, carpool, or use public transportation to cut down on emissions
* Involving employees in eco-friendly projects like tree planting
* Providing opportunities for employees to work remotely

2. What is one example of a business or brand going green?

Student answers may vary. The examples provided in this lesson however include:

* Coca-Cola Company
  + In 2022, Coca-Cola announced that Sprite would no longer be packaged in its iconic green bottles, replacing it with a more useful recyclable material with clear packaging featuring a more prominent “Recycle Me” messaging.
  + Other Coca-Cola Company brand beverages will also transition to more sustainable packaging, including Fresca, Seagram’s, Mello Yello, and Dasani will be made from 100 percent recycled plastic (excluding the caps and labels)
* Nike
  + Since 2012, Nike has kept more than 3.5 million pounds of waste from reaching landfills in 2012 by reducing the amount of raw materials used and labor time necessary to manufacture its shoes, according to Fortune. The company now uses primarily recycled materials to produce most of its products.
* United Airlines
  + Airlines account for 2.5 percent of all emissions contributions to climate change, according to a study in the journal Atmospheric Environment. To help reduce its emissions, United Airlines began took a few simple steps to make its planes lighter, which also saved the company millions in fuel costs. To reduce the weight of each flight, United used lighter paper to reduce the weight of each copy of its ‘Hemispheres’ inflight magazine, installed lighter seats, redesigned its restrooms, eliminated beverage carts, and used lighter cargo containers.