**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | 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. | \_\_\_\_\_\_\_ | Consumers don’t care about corporate brand values or sustainable practices. |
| 3. | \_\_\_\_\_\_\_ | 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. | \_\_\_\_\_\_\_ | Energy use typically equates to about half of a company’s overall carbon footprint. |
| 5. | \_\_\_\_\_\_\_ | 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.**

\_\_\_\_\_\_\_ 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.

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_ is not an example of renewable energy.

a. Solar energy b. Natural gas

c. Hydropower d. Biomass

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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.

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