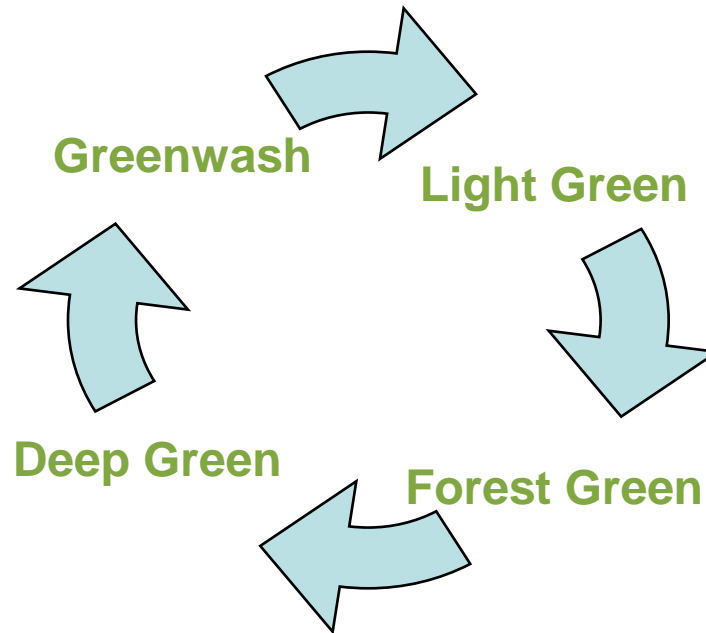


The Greenwash Cycle

Learning to Build a Green Canada



Hart House, Wednesday December 3, 2008

Rolf Priesnitz

Publisher, Natural Life Magazine

Director, Apprenticeship Programs, George Brown College



The Greenwash Cycle

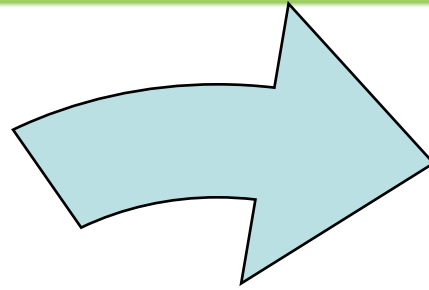


A necessary cycle of change common to all people, businesses, institutions, and governments about new and deeper concepts of greening, sustainability, economics, learning, and social justice.



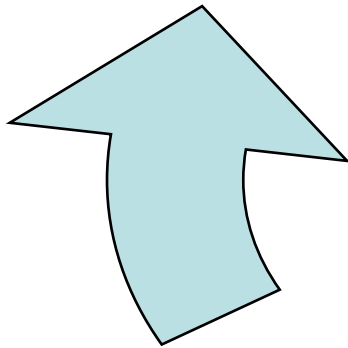
1 Greenwash

green branding with little regard for the environment

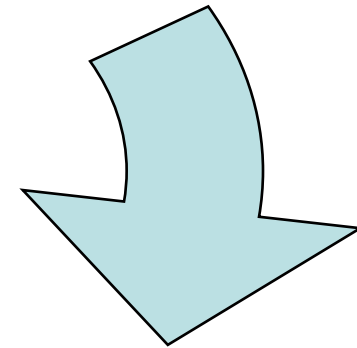


2 Light Green

eco consumption – changing brands, not substance

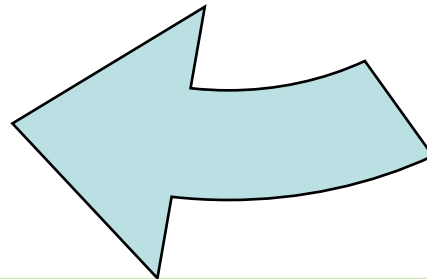


The cycle continues



4 Deep Green

solving problems by committing to real change



3 Forest Green

intermediary solutions with multiple shades of green



1 Greenwash

green branding with little regard for the environment

Greenwash – verb: the act of branding a company, product or service as having environmental benefits, regardless of how small.

Example: Changing the name of a course to infer a green focus without changing the content.



2 Light Green

eco consumption - changing brands not substance

“What’s good for the environment can be good for business, and what’s good for business can be good for the environment.”

Lorraine Bolsinger, VP, General Electric,
at the introduction of its Earth Rewards credit card

Example: Adding a new green course....



3 Forest Green

intermediary solutions with multiple shades of green

Example: Carbon storage and carbon offsets to mitigate production of greenhouse gases until reduction solutions are found.

Example: Adding a new green program....



4 Deep Green

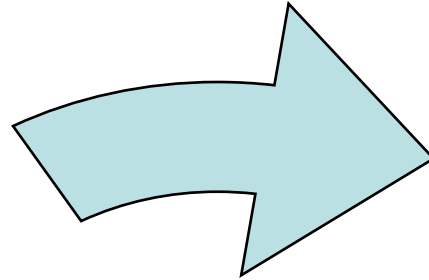
solving problems by committing to real change

Example: George Brown College's Centre for Construction and Engineering Technologies has committed to greening the campus and curriculum for all courses. The plumbing Lab has installed a grey water demonstration system while the Air Conditioning Lab uses a cooling water recycling system for student refrigeration units with funding from the Apprenticeship Enhancement Fund. Professors and students are becoming Energy Star and LEED certified. Students are now looking for green jobs.



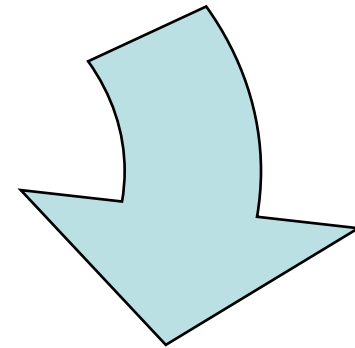
1 Greenwash

Changing the name of a course to infer a green focus without changing the content.



2 Light Green

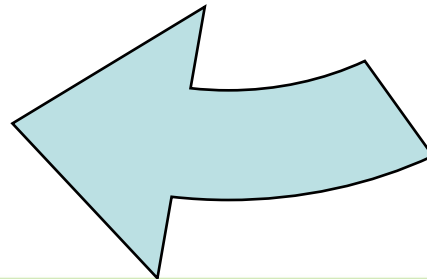
Adding a new green course.



3 Forest Green

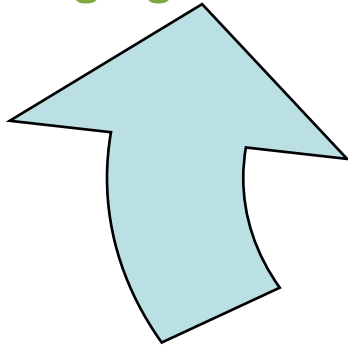
Adding a new green program.

The cycle continues



4 Deep Green

Greening the institution and all the courses.





4 Deep Green

solving problems by committing to real change

The need to define “green:”

“Under the GDP, environmental pollution is positive because it creates economic activity – and is even counted positively twice: once when it’s created and again when it’s cleaned up. Illness caused by that pollution also ends up on the plus side of the ledger because it, too, creates economic activity.”

Wendy Priesnitz, Editor, Natural Life magazine



4 Deep Green

solving problems by committing to real change

Definition of “green:”

Alternatives like the General Progress Indicator measure progress by how well we equitably distribute wealth, income and access to cultural amenities; diversify and stabilize our economic base; protect and restore native ecosystems; protect and promote health; and advance social, economic and environmental sustainability.



4 Deep Green

solving problems by committing to real change

The need to think outside the box:

In order to train for the future, rather than based on the past, we need to innovate, even within the confines of our institutional mindsets and budgets.

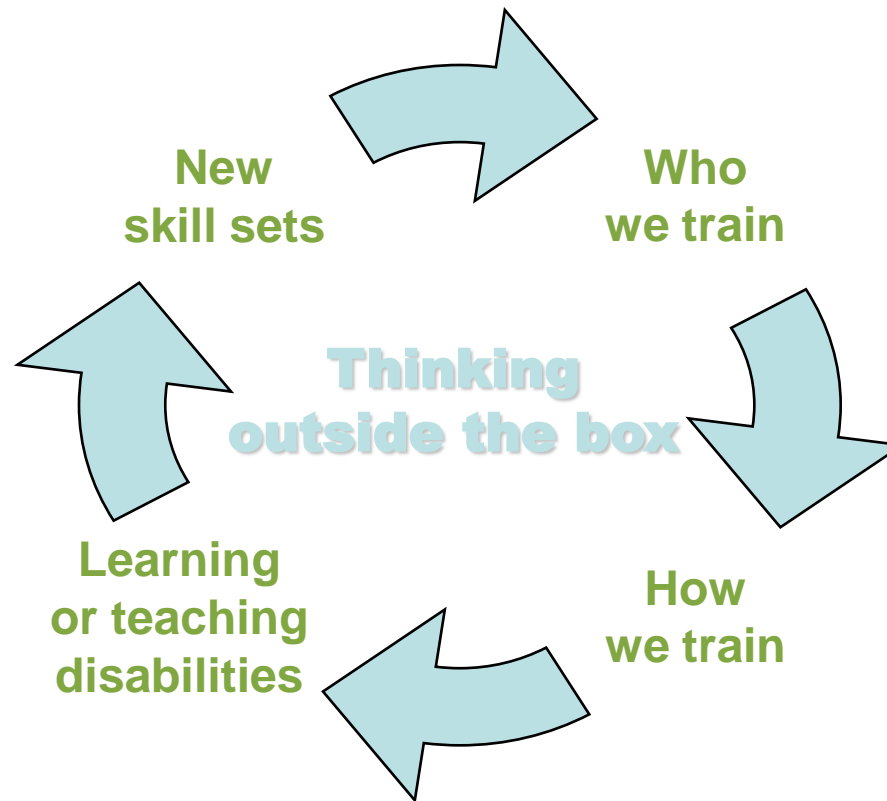
“The definition of insanity is doing the same thing over and over again and expecting different results.”

Albert Einstein



4 Deep Green

solving problems by committing to real change





4 Deep Green

solving problems by committing to real change

List of Pre-Apprenticeship Programs and Partners at GBC

Assistant Cook, Construction Craft Worker

Centre for Addiction & Mental Health

Assistant Cook, Baker, General Carpenter, Plumber

D. E. C .D. Collective – Regent Park

General Carpenter

Miziwe Biik Aboriginal Employment

General Carpenter

Georgina Trades Training

Residential Air Conditioning Systems Mechanic

St. Stephens House Employment

Residential Air Conditioning Systems Mechanic and Gas Technician

Toronto Rape Crisis Centre, Nellie's, and Direct Energy



Green Living • Natural Parenting • Life Learning

Natural Life

Save Money, Go Green

A Home That's Small, Green and Affordable

Grow Your Own Food . . . The Permaculture Way



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