



**Jean Cannon**, enviro entrepreneur, is author of *Reducing Your Carbon Footprint, a simple tool for your home and work*; *Green Your Business – the Do-It-Yourself Manual*; and *It Is Easy Being Green – simple steps to help your business help the world*.

Jean was born in England and came to Australia at a young age, settling in South Australia where she found a new passion for the environment and the ocean. This inspired her to complete a Bachelor of Science at the University of Adelaide and she went on to become a Marine Biologist and complete Ph.D research. With this qualification Jean carved her own reputation as a force to be reckoned with when it came to the environment.

Many would call Jean ahead of her time and it is now as we face global warming that Jean's expertise is being called upon by industry both within Australia and internationally.

With a passion for the environment and the passion to succeed in business, Jean has taken on some of the most difficult and challenging industries, such as the tuna industry, and has changed attitudes and business practices. Jean was able to help that industry become environmentally friendly, and increase their value in exports to countries like Japan.

Jean is qualified as a Lead Auditor in both Environmental and Occupational Health & Safety Management Systems.

She is now on a mission to change business culture and the way people think of the environment. Jean's philosophy is that by going green companies can make more money. This is the new breed of environmentalist, influencing businesses to become environmentally commercial. With the invention of new technology and new ways in which businesses can streamline their processes, not only can they be environmentally friendly, they can reduce their energy costs, increase profits and reduce the risk of contravening environmental regulations.

[www.envirojean.com](http://www.envirojean.com)



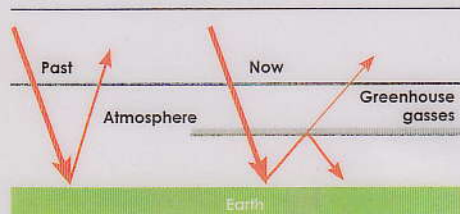
False green advertising is 'greenwash' and it is fraud.

# green, greenwash and what to do

So what is 'green'? It is about being aware of what we are using, and even more importantly, what we are wasting. It is about how big our environmental and carbon footprints are, and trying not to use more than our fair share. We Australians, together with the USA and Canada, are the three greediest resource users per head of population in the world.

We are putting our children's and grand children's future at risk and we ignore the situation at THEIR peril. Pumping excess carbon dioxide, methane, nitrogen oxide and other gases into the air is pollution and we need to make some changes now. The changes we make will save us money once we decide that change is OK. It's time.

If we don't make significant change as urgently as possible, we risk major economic effects, political instability and increased unpredictable weather patterns. (Stern, 2006)<sup>1</sup>



The arrows on the left indicate the situation before we started to seriously pollute our atmosphere and the right hand side shows the greenhouse effect.

We all need to be aware that this is arguably the most important issue facing mankind. The effects of climate change, resource security and the resulting implications for potential political instability put our future at risk.

Because of this, 'green' is the new black – it is now a fashion in marketing. This should not surprise us because we know shopping is an emotional experience, so it follows that marketers use emotion to sell. All the recent surveys show that over 90% of Australians are worried about the environment and more than half of us are prepared to pay more for products and services that we perceive as green. And perceive is the danger word.

False green advertising is 'greenwash' and it is fraud.

As consumers we need to be careful of advertisements using emotive images such

as frogs, dolphins and pandas. Ask what the relevance is to the product or service provided. You should also be careful of adverts and names using *eco*, *enviro* and *environmentally friendly* and such vague phrases as *green*, *safe for the environment*, *environmentally preferred*, *energy efficient* and *recyclable*. They could be misleading. The Australian Competition and Consumer Commission (ACCC) has launched a crackdown on greenwash. There are very large fines and they have already been imposed on some. The ACCC also frowns on the use of scientific language the public may not understand, for example, claims that the 'product is CFC free'. Because CFC is illegal, all product is CFC free so the claim is irrelevant.

Another form of greenwash includes some of the huge range of new 'Green Ticks'. Few of these are backed up by regular external audits from qualified auditors. The safest green certification is the international standard called ISO 14001. Achieving that standard certifies the work practices of a business and requires the business to prove to a highly qualified external auditor that they do what they say they do, and that they continually improve.

Some quick tips to help you and your family go green are:

- Be informed. Read the latest reports about air pollution and be proactive. You can visit my website at [www.envirojean.com](http://www.envirojean.com) for more ideas on reducing your carbon footprint.
- Educate young children on the effects of pollution and be an example that they can follow.
- Think green. Make planting a part of your family's activities. Join organisations that have programs to plant trees. This is also a good way of involving and educating children.
- Be careful of how much green matter you send to landfill – it breaks down to release more methane to the atmosphere. ■

Endnotes – 1. Stern (2006) "The Economics of Climate Change." (online) <http://www.hm-treasury.gov.uk>

AUSTRALIA

# honestly woman

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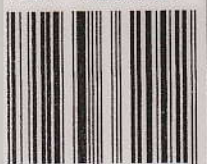
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