

1 Blue-Washing

deceptive practices in which companies present themselves as socially responsible or committed to social causes, such as humanitarian or human rights efforts, in a misleading or insincere manner

2 Pink-Washing

When a company or organisation claims to support breast cancer awareness or research as a form of marketing or PR, but their actual contributions are minimal, and the campaign is seen as insincere.

3 White-Washing

when a company or entity attempts to cover up negative actions or facts by presenting a more favorable or positive image. It is often used in a broader context beyond environmental or social issues.

Interesting Terms on Corporate Behaviour and Sustainability

4 Peace-washing

Using the rhetoric of peace, diplomacy, or humanitarian efforts to cover up or downplay conflicts, aggression, or human rights violations.

5 Social-Washing

Similar to greenwashing, social washing involves a company exaggerating or falsely promoting its social responsibility efforts or commitment to social causes.

6 Rainbow Washing

refers to the practice of organisations using LGBTQ+ symbols and language to appear inclusive and supportive, often during Pride Month, without making meaningful contributions to LGBTQ+ causes.

7 Sustainability Washing

when a company exaggerates its sustainability efforts and practices, creating a false impression of being environmentally responsible without substantial actions to support it.

8 Green-washing

the deceptive practice of making a company or its products appear more environmentally friendly than they actually are, often through misleading marketing and claims.

9 Human-Rights Washing

when a company attempts to create a positive image by emphasising its commitment to human rights while potentially overlooking or downplaying issues within their own operations or supply chains.

10 Ethics-Washing

Ethics-washing relates to companies presenting themselves as ethical and morally responsible without genuinely adhering to ethical principles or standards.

Interesting Terms on Corporate Behaviour and Sustainability

11 Sports-Washing

Used in the context of sports events, it refers to attempts by governments or entities to divert attention from human rights abuses or other controversial issues by hosting sporting events or investing in sports sponsorships

12 Art-Washing

When urban development projects or gentrification initiatives use art and culture as a way to distract from or mitigate the negative impacts on communities.

13 Health-Washing

Deceptive marketing practices by companies or products that falsely claim to have health benefits or are healthier than they truly are.

14 Equality-Washing

Refers to companies that falsely claim to support gender equality or diversity and inclusion while failing to implement meaningful policies or practices in these areas.

15 Woke-washing

Superficial or opportunistic adoption of social justice or "woke" rhetoric and symbolism for marketing purposes without meaningful action.

16 Purpose-Washing

Presenting a company or organisation as driven by a strong social or environmental purpose while failing to implement substantive changes.

17 Astroturfing

The creation of fake or deceptive grassroots movements or online personas to support a specific agenda or corporate interest.

Interesting Terms on Corporate Behaviour and Sustainability

18 Green Energy Washing

Misleading claims about the environmental benefits of energy sources, such as promoting fossil fuels as "clean energy."

19 Pink Money

This term is sometimes used to describe the practice of organisations or businesses targeting LGBTQ+ consumers purely for financial gain without any genuine commitment to LGBTQ+ rights or issues.

20 Lavender Score

Historically, this term referred to the practice of discriminating against LGBTQ+ individuals, particularly during the mid-20th century, within government or employment sectors.

21 Tech-Washing

The use of technology products or services to create a positive image while downplaying privacy, security, or ethical concerns.