



(Research on Lifestyles, Values and Environment)
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

FORTHCOMING SEMINAR

Wednesday 3rd September, 2008, 1300-1400

45b AZ 04
University of Surrey

Diana Verde Nieto

Avoiding Greenwash - How to Align your Communications with Sustainable Principles and Practice

Diana intends to present an innovative seminar that will explore one of the newest and most complex challenges facing the communications industry today: "greenwashing".

Green claims have become a tempting option to engage consumers, however with regulatory bodies such as the ASA announcing crackdowns on firms making misleading green claims, the communications industry now more than ever needs a deep understanding of the issues that brands are facing. Not only for their own benefit, but to meet increasing demands from an educated client base, where transparency and trust are directly linked to their bottom line.

Diana will discuss the pitfalls of greenwashing and give examples of responsible business best practice from Fortune 500 brands, including an insight into policy and lobbying work and working with NGOs. Diana will be sharing ways to ensure that campaigns represent a deeper shade of green through the use of case studies, theory and visual aids. She will look at how companies can embed sustainability throughout their entire business model and how to ensure that their responsible business practices are communicated to their stakeholders with maximum positive impact.

The seminar will portray a contentious yet positive message.

Enquiries to Gemma Cook, RESOLVE Co-ordinator, 01483 686689

