06 DECEMBER 2015 / 17 SAFAR 1437H

AVOID GREENWASH, USE CREATIVITY TO CONVEY ENVIRONMENTAL SUSTAINABILITY MESSAGES SAYS ADJUNCT PROFESSOR

Environmental issues are central to everyday life but taken for granted by corporate businesses, said the Adjunct Professor of School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia (UUM), Professor Tan Sri Leo Moggie when delivering his lecture here, recently. In his lecture entitle “Environmental sustainability and the role of communication,” he slammed the practice of greenwash by corporate businesses where they engage public relations officers to disseminate false environmentally friendly image rather than really spending resources to tackle the environmental issues.
“Greenwash communicators spend more time and money into voting being green rather than actually spending resources in environmental friendly practices. Greenwash is sometimes used to distract stake holders from negative practices of the company business,” he said. He urged the communication students who are future public relations officers to avoid the greenwash practice. “Please do not engage in greenwash. It damages the trust of stake holders, the reputation of the company you represent, and it also damages your reputation as an ethical professional,” he said to about 150 communication students who attend the lecture.

Tan Sri Leo who is also the Chairman of Tenaga Nasional Berhad (TNB) said that eco-initiatives taken by businesses were not communicated well to the public which resulted in failure to engage the public to participate in the initiative. “These messages should be simple, logical, straight forward manner, relevant to the audience, accurate, easy to understand and creatively package,” he said.

He commended the UUM efforts in communicating the environmentally friendly policy through its “University in the rainforest” tagline.

He also touched on several efforts by the government and corporate sector towards environment sustainability, stressing that it must be a cumulative efforts. The lecture were not only pull the crowd from UUM, but also attended by 30 academic staffs and students from ASEAN countries including Thailand, Cambodia, and Indonesia who attended the ASEAN University Conference on Public Relations (APRC), also held here.

End.

Thank you.