

# Greenwashing revisited by Coronavirus: What are the prospects for Coronawashing?

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**Abstract** - *Since its inception, greenwashing has developed well in various forms that are more insidious than sophisticated. For this reason, it was always difficult to fully understand this phenomenon and to counteract it especially in the absence, or at least, the inadequacy of clear legal texts and sufficiently deterrent sanctions. The purpose of this article is to study the transformation of greenwashing in the era of the Covid-19 pandemic that gave rise to coronawashing as a new form of communication. It is a question of better understanding how this new phenomenon has developed and its impact on businesses. In addition, this study highlighted the compensation practices used by companies to enhance their image and "wash their hands" of the climatic and health problems they have caused, practices that have skidded and are aligned again with greenwashing and coronawashing.*

**Keywords:** *Greenwashing; Coronavirus; Coronawashing; Responsible communication; Compensation*

## 1. INTRODUCTION

Faced with environmental issues that have continued to develop and the increased attention paid to ecological action, it was essential that the world of communication adapt to these changes. In this sense, the shift to corporate social responsibility (CSR) has forced companies to rethink the foundations of their marketing strategies, giving rise to new marketing practices and new forms of communication such as greenwashing, which since the 2000s has been a real source of inspiration for companies seeking to distinguish themselves through distinguished communication. Being a sensitive subject that still aroused controversy, greenwashing continues to attract supporters who justify their practices towards nature through an increasingly insidious communication.

This selective and abusive disclosure of information that highlights the environmental performance of companies in order to be qualified responsible, becomes a formidable tool to forge a positive image among an audience increasingly sensitive to the ecological cause. And since then, the term "washing" has been adopted to describe any initiative that camouflages bad behavior. This practice has affected a number of areas giving rise to several forms such as sportwashing (or money laundering by sport which involves using a sporting event to improve the reputation of a country, a company or an association), pinkwashing (a mercantile process used to give itself a progressive and committed image for LGBT rights), as well as coronawashing as the most recent form that has upset the world of communication. These are the

marketing processes adopted by companies, associations and even states in order to give themselves a positive image due to the help they provide during the Covid-19 pandemic. In fact, the current health crisis that has hit the world hard since 2020 was the turning point that forced companies to rethink their communication strategies. In this regard, in the face of increasingly anxious and savvy consumers and economically weakened states, companies have taken over the media world to take advantage of the crisis through the momentum of solidarity deployed. Indeed coronavirus caused a runoff donation in several forms (donation of meals, provision of hotel rooms for carers, distribution of masks, redirection of production chains to produce hydroalcoholic gel...). Since the beginning of the health crisis, support initiatives have been pouring in and the gestures of solidarity deployed by companies have been increasing. This has intrigued the experts and led them to question the deep and real motivations behind these behaviours: Is it sincere help or opportunism on the part of these companies? Therefore, it is tempting to draw parallels with greenwashing.

In any case, one thing is certain: in the current health crisis, aid would only be provided to serve the reputation of the provider (Eigenmann & Richterich, 2020)[9]. As a result, it appears that these companies will be caught between the hammer of coronawashing charges and the anvil of the valuable help they must provide to consumers and society.

## 2. GREENWASHING AND ITS DRIFTS

### 2.1 Greenwashing: Is it Still a Form of Responsible Communication?

Since the 1970s, ecology has been part of the strategic decision-making criteria (Marguerat & Cestre, 2002)[13]. Indeed, as everyone suffers from the worsening environmental problems, it seems that a certain awareness of environmental issues is beginning to develop on a global scale. As a result, many companies have embarked on this path, and since then the laws and regulations in this area have multiplied especially with the development of the consumer society which has only made the situation worse.

This environmental awareness has led to the emergence of new forms of communication based on the use of new qualifiers such as ecological, green, responsible, environmentally friendly... who have taken over the advertising. Companies want to re-enchant consumers by balancing the product with the environment and nature.

Although advertising is mainly a lever of persuasion whose primary vocation is to incite consumption, some advertisements sometimes slip up by revealing a discourse staging certain behaviors that can harm the environment (Audouin et al., 2009) [2]. However, if advertising is well used, it can be seen as a good means of disseminating responsible consumption patterns and thus contributes to the change in consumer attitudes, especially since it can establish, through its discourse, more eco-responsible lifestyles and consumption (Breduilleard, 2000) [7].

Faced with the changing environmental issues that have continued to take an increasingly important place in society, it was necessary for the world of communication to mutate to adapt to these changes.

Despite the proliferation of various concepts to describe environmentally conscious communication such as responsible communication, green communication and even eco-communication and many others, a consensus seems to be reached on the fact that is "responsible for communication that builds on the reality of the product or organization, who is also concerned about environmental, social, societal, economic and cultural impacts, and who strives to ensure respect for stakeholders, while aiming to achieve its objectives effectively" (Nizan, 2020) [16]. Moreover, the author goes further by proposing a spectrum of 360 degrees to characterize responsible communication insofar as it allows itself to encompass all the activities of the company by going beyond its own borders. In other words, responsible communication translates into a real and total commitment on the part of the company requiring the use of multiple registries. Indeed, when a company decides to adopt responsible behaviour and orient itself towards sustainable development, it must fundamentally change its corporate culture (Laville, 2009)[12].

In this sense, Canadian researcher Colette Brin (assigned to the Department of Information and Communication in

Laval) distinguishes a dual responsibility of communication: "responsibility to stakeholders (respect for consumers, advertisers and other stakeholders) and environmental and moral responsibility (development of forms of communication with reduced ecological footprint, development of responsible products, responsibility for accountability, responsibility for its actions, realization of a social assessment of campaigns)" (Nizan, 2020)[16].

However, the shift to corporate social responsibility (CSR) has forced companies to rethink their marketing fundamentals and practices, leading to the emergence of "green marketing". It is a new form based on all activities aimed at creating and facilitating any exchange that meets human needs and desires while inevitably minimizing negative impacts on the natural environment (Polonsky, 1994)[17].

Moreover, when the concept of sustainable development and social responsibility is introduced to marketing communication, and more specifically to advertising, it is common to hear about green communication. However, the difficulty in defining green communication lies mainly in the ambiguous line between environmental communication and greenwashing or environmental bleaching (Nizan, 2020)[16].

It is a new form of communication that has just emerged in a context of relative distrust of citizens-consumers towards the messages sent to them, in particular as a result of whistleblowing campaigns carried out by certain organizations and associations and supported by the media.

Thus, when it comes to green communication, it is clear that consumers have shown a lack of confidence, which has made it necessary to change marketing paradigms so that they can restore that confidence.

### 2.2 Greenwashing: A Perversion of Ecological Argumentation?

The concept of "environmental advertising" was introduced in the early 1990s into the field of research. It has been studied from several angles, and since then, more attention has been paid to its practices, especially as consumers have begun to forge expectations for environmental responsibility (Hanan et al., 2018)[3].

According to Banerjee et al. (1995)[4], advertising is called environmental when it manages to meet the following three conditions: First, it must address explicitly or implicitly the relationship between product/service and the biophysical environment. Second, it promotes an ecological lifestyle by exposing or not a product/service. Third, it highlights the image of a responsible company that respects the environment.

However, such advertising has been the subject of much criticism from various stakeholders such as NGOs, legislators and consumers who have strongly claimed the different negative impacts of such communication on the ecological state of the planet.

As a result, and in a context where ecology has become a major concern for consumers, companies have had to become more and more involved in this trend in order to restore their image and enhance their actions with an audience increasingly sensitive to the environmental cause, through communication on their various ecological activities. Nevertheless, industrialists must be careful not to overdo it at the risk of falling into a "greenwashing" which then becomes counterproductive.

Greenwashing, also known as "Eco-money laundering," can be considered to be the set of communication operations used by companies to be classified as responsible (Benoît-Moreau et al., 2008)[5]. According to Delmas and Burbano (2011)[8], Greenwashing is presented as "the intersection between two corporate behaviors: poor environmental performance and positive communication around this poor performance ». In other words, there is greenwashing when a company tries to make ecological what is not by communicating ecological virtues that do not correspond to reality.

In addition, it is important to note that greenwashing can also occur when the consumer is misled by a communication that makes false environmental claims (Khandelwal & Bajpai, 2011)[11].

In the end, the practices assigned to greenwashing continue to grow. Indeed, despite the broad consensus reached in relation to its definition, greenwashing can have different forms and aspects of which the most classic remain to claim false ecological qualities for a product or service.

### 2.3 The Different Forms of Greenwashing

Despite the diversification of greenwashing forms, companies are using it to give themselves an ecological vocation by focusing their communication efforts on greening their image. However, regardless of whether it is voluntary or involuntary, such disclosure may mislead the consumer about the true quality of the product/service.

In this regard, various advertising figure styles have been used to forge an eco-responsible image among the public. Indeed, several agencies specializing in environmental marketing - such as TerraChoice<sup>1</sup> and La Fabrique Ecologique<sup>2</sup> - have tried to identify the different forms and typologies and even the sins (Mathieu Jahnich, 2010)[14] of greenwashing. However, these typologies are not intended to be exhaustive and there are others.

Table 1: The different forms of greenwashing

Shape of greenwashing	Definition	Example
The greenwashing counter-truth	It is a question of claiming false ecological qualities for a product or	This is the case of a famous laboratory of plant protection products which had stated in the

<sup>1</sup> TerraChoice, an American agency specialized in environmental marketing.

<sup>2</sup> La Fabrique Ecologique, a pluralist foundation of ecology created in 2013.

	service.	advertisement of its weedkiller that it "respects the environment" and is "biodegradable". Such an assertion has been denied.
Greenwashing by omission	It is a matter of concealing important negative impacts on the environment.	This is what a major nuclear player did in his 2011 commercial, just before the Fukushima disaster, when he presented this energy source as producing "less CO2", without mentioning the risks of accidents and the harmfulness of its waste.
Over-overestimating greenwashing	It is about overestimating a positive impact on the environment.	For example, an electricity supplier spent a large part of its advertising budget on wind energy advertising in 2006, while its investments in the sector were very low.
Greenwashing by underestimating	It is a question of underestimating a negative aspect for the environment.	Thus a French car manufacturer can present for its diesel models the fine particles not filtered as negligible.
Greenwashing by confusion	In order to mask a lack of environmental progress, this form of greenwashing allows to produce an exaggeratedly complicated and circumvented ecological discourse, which often mixes acronyms and technical data in a french language highly	The "sustainable cleaning" label created in 2005 is an example: it is self-awarded by detergent manufacturers without any external control. It is based on a long, complicated charter that does not involve major changes to the products.



	anglicized (French).	
Distraction greenwashing	It is a form of advertising-show - or advertaine - that makes us forget the environmental and health impacts of the product.	An advertisement for a household detergent, recognized as toxic to human health by consumer associations, is focused on a beautiful and charismatic dancer in order to forget the ecotoxicity of the product.
Greenwashing by free affirmation	It consists of relying on an environmental argument without serious evidence, such as validation by an accredited body, a certificate, or a trusted third party. This type of greenwashing is the most common today.	Thus in 2008, the first campaign for laundry Le Chat "Eco Efficiency" claimed to "do more" ecology without providing convincing proof (plant tensioactives represent only a small part of the product and all industrial laundry is effective in cold water). This brand has since changed its communication by using labels certified by a trusted third party.
Greenwashing by guilt (of the public)	This is without a doubt the most insidious form. It consists of resting the negative environmental impact on the user of the product and not on its manufacturer or seller. Thus, the consumer is, for example, designated as a "waste producer" and not the company or brand.	Pollution from packaging and other plastics at sea would therefore not be due to the manufacturers of these products, but to consumer negligence.

Source: Alexandre Pasche, *La Fabrique Ecological* (2016)

In the end, it is important to note that despite the evolution of greenwashing in recent years, conventional practices as well as those considered very egregious seem to be in decline. Indeed, in the face of consumers who are no longer fooled and who are increasingly showing a growing demand for environmentally friendly products, and in the face of the increased commitment of civil society in protecting the environment, the old forms of greenwashing have lost their power of persuasion and have become skeptical. On the other hand, new, more insidious and sophisticated forms of greenwashing have become democratized, offering companies new avenues, especially with the regulatory uncertainty that prevailed.

#### 2.4 Carbon Offsetting and Impact Measurement: The Democratization of a New Form of Greenwashing ?

Today greenwashing, as a style of abusive or deceptive communication aimed at forging an eco-responsible image, tends to disappear. However, it is beginning to have new, more developed forms, including carbon offsetting. It is a device that promises "carbon neutrality" to businesses or individuals. Indeed, in the face of pressure from employees and consumers, as citizens, several large companies have announced their carbon neutrality by 2050.

Theoretically speaking, the principle of carbon offsetting is simple. It follows the following logic: if a company emits X tons of CO<sub>2</sub>, then it must plant X thousand trees that will capture all this CO<sub>2</sub> and thus compensate its carbon footprint<sup>3</sup>.

On this basis, many large companies are committed to offsetting their carbon footprint. This is the case, for example, of Danone, which has compensated 100% of the carbon footprint of its Evian plastic packaging, or the Total Group, which has been responsible for financing reforestation in Guyana, and many other companies. But would that be enough, if we ask ourselves how long it takes to grow the tree, for example?

Of course, the practice of compensation remains largely inadequate in that it allows companies simply to beautify their image and "wash their hands" of the climate problem nothing more or less.

Indeed, it seems that carbon offsetting has led to the development of a new form of greenwashing that is becoming democratized, as it is a practice that serves communication rather than the environment.

Based on this fact, and to counteract this trend, a new practice has just emerged: it is the impact measure that, by going beyond CSR, will help to identify the positive impacts that a company can have on the planet. This is how companies that have embarked on this path decide to rely on evidence and demonstration rather than speeches

<sup>3</sup> HORIZONS (January, 2020): <https://leshorizons.net/greenwashing/>

and words. Such companies have increasingly focused their efforts on transparency and proof of impact and have moved towards more responsible and virtuous practices. This is the case, for example, with the Yuka brand which pushes distributors to review the composition of their products, achieving a meteoric success<sup>4</sup>.

### 3. GREENWASHING IN THE AGE OF THE PANDEMIC: WHAT ARE THE PROSPECTS?

With the spread of coronavirus in early 2020, the global economic situation has experienced an unprecedented crisis. According to a report by the World Bank (2020), this crisis has led to a downturn in the economic situation similar to that experienced during the Second World War. The word coronavirus entered our language in the space of a few months, it quickly became a translation of the concerns of states and companies that are now forced to rethink their strategies and invent new practices to ensure their survival. Indeed, falling companies - seeing their turnovers decline, their activities at a standstill and their markets paralyzed by containment - must find an urgent solution while ensuring that the health measures and protocols imposed by the authorities are absolutely respected.

Communication seems to be the solution! As a result, new strategies and measures have been launched that are now part of the daily lives of these industrialists in distress. On the other hand, there has been some accusation against advertisers who have been trying since the beginning of the crisis to communicate messages of responsibility and commitment to their consumers, and there is a fear that they are outside the current of sympathy and solidarity established by all actors and stakeholders. Such is the case of the American banking giant HSBC, which flooded the web and the press with messages of support and "#staysafe", which was in the course of 2019 the subject of a conviction for blocking charitable aid for a Palestinian association (Ricket O., 2020) [19].

Other retailers have refused to speak because they are at a standstill or are in the process of thinking about rebuilding their advertising messages once the crisis is over. This refusal was also fuelled by a fear of falling back into greenwashing and even democratizing a new form: Coronawashing or Covidwashing.

#### 3.1 Has Greenwashing Given Way to "Coronawashing"?

Since the beginning of the health crisis, companies have become increasingly involved in combating the effects of Coronavirus. They have stepped up their initiatives and made more efforts to provide assistance and support to their consumers. This support is all the more suspect because it is aligned with the opportunism on the part of these companies. So is it coronawashing now?

Coronawashing as a neologism formed from the words "coronavirus" and "washing" (whitewashing), is inspired by the or greenwashing, which involves adopting the ecological argument for purely commercial purposes.

Indeed, according to some experts, several companies have taken advantage of their financial or productive support in the fight against the virus to restore and beautify their image. In other words, these companies are trying to increase their profits by exploiting the "solidarity against the virus" argument. In fact, it is not just about companies. Given that many organizations and even associations have used the health crisis to get noticed, to buy a moral or even a virginity<sup>5</sup>.

Now we are in the first wave of coronawash in which companies stumble to show their actions in markets threatened with closure. Coronawashing would thus be this new flow that will establish a new relationship between the company and the consumer. The efforts of marketers will then be directed towards transforming this crisis into a source of wealth. For Ricket O. (2020) [19], these private companies must project an image of public-minded compassion. As a result, the global pandemic can become an opportunity for communication agencies and businesses to achieve their goals. In short, it is a question of finding a solution to the following dilemma: how to look like legends without impacting profits?

In fact, Ferron V. (2020)[10] aims to identify four key concepts that allow us to better understand and understand the phenomenon of coronawashing. It stipulates that for a practice of coronawashing to take place, the information disclosed must be chosen, planned, voluntary and initiated by the companies. These four conditions must be met otherwise it is far from thought that companies practice coronawashing.

#### 3.2 The Impact of Coronawashing on Responsible Business Marketing

Until then, coronawashing has only been addressed on the side of companies that have mobilized at the local, regional and national levels to respond to the impending challenges facing the world, and have thus invested heavily in solidarity actions to improve their image and overcome the crisis. So what about the states?

The measures taken by many states forced people to stop work, which plunged the world economy into recession (Berrouche & Mehdaoui, 2020) [6]. However, whether targeted, widespread or collective immunity, the role of the state remains decisive in the fate of companies and employees (Moises R-G, 2020)[15]. This has helped to slow the spread of the virus, and thus reduce the cost of health and care expenses. In addition, aid paid to small traders, companies that have practised different types of unemployment (partial, technical, or generalized with total closure) and incentives for trades fighting on the front line are better examples to justify the role of the state (Berrouche & Mehdaoui, 2020)[6]. Thus,

<sup>4</sup> HORIZONS (January, 2020): <https://leshorizons.net/greenwashing/>

<sup>5</sup> Coronawashing in the trail: <https://www2.u-trail.com/coronawashing/>

coronawashing is visibly facilitated by the states. Indeed, these same companies are calling for government bailouts and are taking advantage of this crisis to lobby for favourable legislation and regulatory relief that are more necessary than ever before (Ricket O., 2020)[19].

In this context, the question must be asked: why not admit this practice as a rule and not as an exception to the pandemic? The answer to this question leads us to believe that these companies are able to create wealth on their own without the need of the state, and that they have been able to exploit the crisis in their favour. In this sense, coronawashing is practiced from the moment when companies or industrialists profit from the crisis or even by being part of the circle of decision-makers and thus practicing lobbying. It is precisely this strong practice of lobbying that has clearly marked the health crisis in Europe (Rasmussen, 2020) [18].

Indeed, groups, parties and even NGOs have taken advantage of the actions and measures deployed by states to make their voices heard and participate in decision-making. For example, meetings held as part of action in Europe have involved a large number of stakeholders. This is the case, for example, of stakeholders in Denmark who have set up a state-based advisory body (Rasmussen, 2020) [18]. As for the United States and Canada, these interest groups were even involved in the preparation of the bills. In this context, and to circumvent these kinds of practices, we have witnessed the creation of the Corona Lobby Watch observatory in Europe. The main goal has always been to reconcile the capacity of the state with the aspirations of companies and vice versa.

### **3.3 The Trap of Post-Coronawashing Compensation**

Many researchers and communication specialists have already raised the question about the future of post-corona communication by companies. Of course, the situation will change. Indeed, companies supported by the States will once again have to draw on creativity to preserve the trust so dearly gained throughout this crisis. To do so, it would be obvious to forge new relationships and change their rules to better adapt to the new situation created by the pandemic. In this regard, the companies have complemented their communication efforts and have taken steps forward through the implementation of compensation measures. This is a similar logic to the one mentioned above in relation to carbon offsetting for greenwashing.

Indeed, after causing "disasters", these companies invested heavily to "clean up" their image. Thus, whether it is greenwashing, nutriwashing or coronawashing, the concepts have multiplied to designate practices similar to which large companies have used to restore their image in the face of the damage they have caused to the environment and the health of consumers. These are companies that, on the one hand, market harmful products that cause in one way or another the mortality of people at risk of Covid-19, and on the other hand, they

communicate their solidarity and responsibility during this pandemic in order to forget the bad role they have played.

In Brazil, for example, Coca-Cola has chosen to install reinforced plastic barriers in front of counters in grocery stores in some poor villages in order to separate the seller from the customers. The aim of this action was to limit the spread of the virus in a country affected by this pandemic, which has claimed more than 200,000 deaths until January 2021, according to the Brazilian authorities. The American brand has played the solidarity card for a market with a population of about 210 million. This action is seen by consumers as a source of creativity and solidarity, while communication specialists perceive it as a kind of compensation for the crimes committed by this company against its consumers. Indeed, health authorities confirm that the main causes of deaths related to Covid-19 are obesity, diabetes and chronic hypertension. And that's where the American giant pops up with its sugar-rich drinks to the point that a can of Coca Cola can hold the equivalent about 7 sugar chunks.

In addition, the Nestlé Group has appeared in the list of companies practicing coronawashing through actions in solidarity with the Red Cross and the mobilization of its offices and factories to ensure the continuity of production during the crisis (Rasmussen, 2020)[18]. The concern is not only to convey a good image and ensure a permanent supply of its products but also to remedy its disadvantages and compensate the customers affected by Covid-19, especially since the Nestlé brand was responsible for the manufacture of substitutes for breast milk that affects infant nutrition and causes the weakening of the immune system, which increases the risk of death from this virus. The result is observed, among other things, on its turnover which has not been affected by this crisis. On the contrary, it has changed by about 3% in 2020 compared to the previous year.

In short, the actions of companies during the pandemic have multiplied and diversified to the point that it has become so difficult to distinguish them from coronawashing. This is the case, for example, of the firm Adidas, which, after making a net profit of 2bn euros in 2019, suspended the payment of rents to the franchisees of the brand during the crisis. Such an action, although far from being perceived as coronawashing, still justifies the company's commitment to the help of its employees during the crisis.

Such companies and many others that have shown solidarity have indeed benefited from aid from their states in the form of tax benefits, burden relief, preferential rates of credit by sectors or even subsidies paid. In any event, companies that have taken advantage of the pandemic in one way or another to support their communications strategies must take moral responsibility for their actions. This responsibility forces them to justify their role during the crisis, otherwise they will be accused of wilful coronawashing (Atwal & Kaiser, 2020)[1].



In conclusion, it should be noted that coronawashing, as a deceptive communication practice that aims to give the brand or product the image of responsibility, has developed well to give rise to new forms, notably through a kind of compensation that can be described as "coronawashing compensation like "carbon offsetting" that emerged with greenwashing. It is compensation deployed by companies wishing to hide their bad practices during the pandemic through a communication that focuses on solidarity and responsibility.

However, it appears that the practice of such compensation remains largely inadequate in that it allows companies simply to beautify their image and "wash their hands" of the bad practices they have implemented and the health problems to which they have contributed in one way or another.

On the whole, it seems that "coronawashing compensation" has helped to serve communication rather than to consumers and humanity.

#### 4. CONCLUSION

Although communication and the environment are, at first glance, perceived as two antagonistic terms, they have nevertheless led to the emergence of various forms of responsible communication (Nizan, 2020)[16] whose greenwashing represents the most widespread in recent years. Indeed, and since its inception, greenwashing has developed well in various forms more insidious than sophisticated. For this reason, it was always difficult to fully understand this phenomenon and to counteract it especially in the absence, or at least, the inadequacy of clear legal texts and sufficiently deterrent sanctions.

Nevertheless, companies and communication agencies have reduced their use of the environmental argument based on ecological virtues that do not correspond to reality. This explains the decline in greenwashing practices, which, once unmasked by environmental associations as well as citizen-consumers, have finally given way to new forms and practices.

In this sense, since the beginning of the health crisis, most companies have committed themselves to combating the impact of Coronavirus by increasing their efforts and initiatives to provide support and assistance to their customers. This support is all the more suspect because it has been akin to opportunism on the part of these companies. Thus, such companies have exploited the health crisis in their favour to restore their image and to be noticed. They based their communication policies on the "solidarity against the virus" argument to increase their turnover, thus democratizing a new form of greenwashing, coronawashing, also known as "covidwashing".

Based on this fact, we have tried, through this article, to elucidate the passage or transformation that greenwashing went through before it gave rise to coronawashing. Indeed, several companies have now set out to develop a new form of "coronawashing" communication by

highlighting their humanitarian and solidarity actions or by carrying out a more ethical and responsible communication.

While such practices are to be welcomed, companies must be careful not to derail them in order to circumvent the coronawashing trap. In this respect, only sincerity and transparency will prevent it from falling. In other words, it is a question of resisting any temptation of opportunism and of relying on communication on moral authenticity. Thus, and in the interest of all professionals (advertising, communication and marketing), it seems essential today to demand proof of any argument put forward whether ecological, solidarity or humanitarian. In addition, the enactment of new advertising rules containing environmental messages seems needed more than ever. In this regard, laws and regulations must be as precise and clear as possible and must therefore lead to stronger and heavier criminal sanctions. Another area of work is to promote and valorize good responsible communication and marketing practices.

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