

OPINIONS



Greenwashing: Where Have all the Publicists Gone?

BY KINDRA DEVORE

Photo Credit: Nick-Fewings

LYING IS SOMETHING all companies do nowadays. The public is the Lenient Kaffee to their Colonel Jessup. Let me set the stage— a multinational corporation who, oh I don't know, let's just say Coca-Cola, is starting to notice some negative press about being the world's number one plastic polluter. What on earth shall they do? When someone says, "what if we start making our bottles out of recycled products?" Great idea, Joe! Thanks, Steve! The obligatory handshakes with an arm grab commence in the boardroom. Okay yes, that is a good idea, but it's only a good idea if it becomes a reality. Instead, they decide to lie. How about keeping the same bottles, slapping a green label on them, calling them eco-friendly, and charging double? Revolutionary! Bust out the champagne!

This is not a stand-alone case. Stories like this happen often, yet companies still think they can get away with it because how would the public find out, right? Wrong! They always find out, and it always ends like dropping a Mentos in a liter of Coke.

Another more recent example of this would be the lawsuit clothing brand H&M came into after making

false sustainability claims on their garments. H&M is part of this newer phenomenon called fast fashion. Fast fashion brands mass-produce low-quality items that are sold at a low price so that consumers will need to buy more clothes more often. There are a multitude of problems with fast fashion, but that is a discussion for another time. Just like Coca-Cola, H&M thought that making the label green, calling the item organic, and marking up the price would make people not question whether the claims they were making were true or not. But as the story always goes, that's not what happened, and consumer Chelsea Commodore slapped them with a lawsuit. Their genius idea was coming apart at the seams.

Pollution is the number one cause of climate change. At this point, that is common knowledge (or at least I would hope it to be). If something is not done soon to slow down climate change, what our Coke bottles are made from and whether our t-shirts are made from organic cotton or not will be the least of our problems. Large companies acknowledge this, and try to say that they care about our environment and want to do

everything they can to fight climate change (fist-for-emphasis gesture). If they really care that much about the environment, why do they keep trying to get away with things like this? If they would stick to their word and try to make a difference, then maybe they wouldn't have so many lawsuits on their hands. But what do I know? I'm just a stupid consumer that doesn't think twice about where the products I buy come from.

It astonishes me every time that these companies can just straight up lie to their consumers for, from an outside perspective, seemingly no reason at all. Did their grade school teachers never tell them about George Washington chopping down that cherry tree? "Father, I can not tell a lie. I cut the tree." Even though that story was made up to teach children to tell the truth, maybe we should start using it to teach these business executives that it works in their favor to tell the truth to the people that buy their products.

Five Dollar Coffee: How to Support your Mental Health and Be Financially Responsible

BY REBECCA BEASLEY

IF YOU HAD a small-town high school experience, chances are your financial advice all came from the ever-fuming Dave Ramsey. If you have no idea who I'm talking about, I envy you. Dave Ramsey is somewhere between Boomer and Gen X, but his anger and command throw him in the Boomer category for me. This man has had lots of life experiences, which I respect. He gives financial advice based on his experiences, which seems reasonable. What isn't reasonable is his attitude and judgmental stance, and the fact that he charges poor people to listen to him trash talk poor people.

Dave Ramsey thinks that credit scores are unnecessary to life in the 21st century. He's wrong. This isn't 1960 where a minimum wage job can cover rent and college classes. This is 2023, where minimum wage is painfully low and inflation is ever on the rise. You can't just save up your money to pay for a car when you need a car to get to work, and you need work to pay for a car... the vicious cycle can only be broken with financial help from mommy and daddy--or a loan.

Ramsey argues that the five-dollar coffee you buy that lifts your mood isn't necessary to living life. The



Photo Credit: Rebecca Beasley

Lush bath bomb you bought was a terrible decision because you could've invested that eight dollars when you were eighteen and become a millionaire at seventy. "Treat Yo-Self" is unheard of to Ramsey, who believes only rich people deserve to enjoy life.

The moral of the story is this: if it makes you happy and you can still pay rent and get to work and eat, it's okay. Don't listen to the active volcano that is Dave Ramsey. Treat yourself if it means it'll help your mental health. You don't want to end up in the psych ward for trying to end your life because you were so unhappy.

If you spend all your life trying to become a millionaire by following Dave Ramsey's senile advice, you'll have a miserable existence without any joy until you're finally on your deathbed and your investments return. How can you enjoy life then?

Dave Ramsey is part of the generation that never talks about mental health and blames avocado toast for the downfall of the diamond industry. As someone who is part of the generation that overdoes talk about mental health, buy the avocado toast. Enjoy food. Save up for a trip to Italy. Go to community college and take out loans. Use your credit card to buy gas for your car. Live the 21st-century life, and ignore the advice of dinosaurs that deny the existence of the meteors.