



# Roll up the Responsibility

## Tim Hortons' Green Washing Practices



# Outline

- Introduction (What is Green-Washing and How is it done?)
- How Tim Hortons is Green-Washing
- Tim Horton's Green Harm
- Justification for identifying Tim Hortons' Green-Washing
- Our Solutions
- Conclusion
- References
- Questions



# What is Green-Washing?

- Green-Washing is the act of making claims that state the product or company is sustainable or environmentally conscious in an attempt to gain market share (Dahl, 2010).
- Green-Washing is nothing new but is something that has been around since the mid-1980s (Dahl, 2010).
- It can cause public confusion and is a threat to the environment and public health.
- <https://www.itmustbenow.com/feature/our-big-questions/greenwashing-explained/>



# How is Green-Washing Done?



1. **Sin of the hidden trade-off:** suggesting a product is green from narrow traits while ignoring other environmental issues.
2. **Sin of no proof:** an environmental claim that cannot be verified.
3. **Sin of vagueness:** an environmental claim that is poorly defined. (All Natural)
4. **Sin of irrelevance:** an environmental claim that may be truthful but is useless for customers. (CFC-free)
4. **Sin of lesser of two evils:** a claim that distracts the consumer from a greater health or environmental impact.
5. **Sin of fibbing:** making claims that are false.
7. **Sin of false labels:** using third party certification to exploit consumer's demand.

# Tim Hortons' Green-Washing

- 10-cent discount to customers who bring in their own travel mug
- Waste diversion programs
- Employees are encouraged to make the cup of coffee in a paper cup and then pour it in the customers travel mug
- To participate in the roll up the rim contest, customers cannot use their own travel mug
- 300 million Tim Hortons paper cups were sold during this year's roll up the rim contest

# Tim Hortons' Green Harm

- Empty cups VS travel mugs
- Travel mugs cannot be used
- Tim Horton's 'paper cups' cannot easily be recycled due to plastic lining.
- Therefore, cups are NOT biodegradable.
- Seen in 'Plastic Paradise' are the effects of BPA.
- Even Tim Horton's Website acknowledges difficulty in recycling their 'paper'/plastic cups.
- "It was unknown as to whether our cup could be recycled"





# Justification

- Tim Hortons top among national leaders of plastic waste pollution (Garrison, 2019)
- Company has not taken responsibility or initiative for their impact on the environment (King, 2019)
- Reusable mugs: counter productive approach with main focus on profit for the company
- Still not reducing their waste, while attempting to make it appear as if they are
- Tim Hortons main concern: maximizing profit over environmental sustainability



# Solutions

- Truly Biodegradable Cups
- From Paper to Technology
- Reusable/Washable Container to Measure Sizes
- Better incentives for customers to bring their own cups.





# Conclusion

- Green-Washing is the act of making claims that state the product or company is sustainable or environmentally conscious in an attempt to gain market share (Dahl, 2010).
- There are various methods for companies to tell full or half lies about the sustainability of their products, be aware!
- Tim Hortons has minute incentives for green initiatives, but their redundant policies complete negate any environmental benefit.
- On top of that, Tim Hortons cups are not biodegradable.
- Tim Hortons top concern is \$\$\$\$\$\$!
- There are very easy solutions that would not take much effort on Tim Horton's part to implement.

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Questions?