

Going green is all the rage

Earth Day makes everyone go green, right? Yesterday, once again, I saw a television commercial for Chevron that touted how a gas company can do good for the environment. It's a long commercial—probably one minute long, and it shows “green” images such as fields of wheat, etc. I wonder what the target is. Do you buy gasoline based on green practices? Do you believe oil companies can be green? After all, the commercial did not mention specific initiatives that Chevron is invested in, it only claims they are working on “human” interest. In fact, the whole commercial is so stylized and designed for an emotional response that it made me doubt its sincerity and accuracy.

Obviously, being green is an important attribute these days. Some companies have the actions to back up the claims. Whole Foods has banned plastic bags at check out, for instance. Some companies print on recycled paper and make a note of it. Some companies try to use recyclable paper and inks for the printed materials. But I can't recall a green campaign that has made me sit up and take notice. I know it is the hot topic du jour, but companies can use the current interest in the environment both to their advantage and to help the planet. If they can actually walk the walk, and tell people about it at the same time, they are truly ahead of the game. That is why the Chevron commercial did nothing for me. They are telling me how interested they are in the environment, but they are not actually telling me specifics.