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GREENWASHING

In 2019 McDonald's introduced paper straws in the UK and Ireland. While the move was intended to be an environmentally friendly alternative to plastic straws, it turned out that the paper straws were not recyclable due to their thickness. Cutting down trees to make disposable straws is just a case of a corporate giant pretending to address an issue — in this case, plastic pollution — without actually doing anything. This led to criticism from both environmental activists and customers, who accused the company of "greenwashing".

Based on the results of the social survey conducted among students aged 18 to 21, only 19.4% of people are aware of this concept, even though it impacts them in countless ways in everyday life. The term 'greenwashing' generally understood to mean the practice of making brands appear more sustainable than they really are. It may involve cynical marketing ploys, misguided PR stunts, or simply changing the packaging of an existing product while continuing to use unsustainable ingredients or practices. It's a way for companies to seem concerned about the environment while boosting their profits, knowing that eco-conscious consumers are often ready to pay extra for sustainable options. 66.7% of the respondents believe that greenwashing has a strong impact on the company's sales. The aim of the paper is to highlight negative sides of greenwashing as a marketing strategy, because it affects the credibility of the brand. According to statistics, most of the 80.4 percent of respondents who did not know about greenwashing believe that it increases trust in the brand, although this is not essentially the case.

According to a sustainability report completed by Nielsen's IQ, 73% of zoomers are more likely to purchase a product if it is environmentally friendly and sustainable [1]. In fact, most of the respondents pay attention to the environmental statements of companies. Unfortunately, many of these environmental concerns don't pan out. Research carried out in Europe found that 42% of green claims were exaggerated, false, or deceptive, which points to greenwashing on an industrial scale [2]. At the same time, for 84.4 percent of respondents value a transparent environmental policy.

According to KANTAR statistics 22% of consumers are actively changing their behavior to shop more sustainably. This group is growing and currently makes up a $456 billion opportunity and is projected to grow to $1 trillion in 2028 [3].

In 2024 KANTAR made survey using Sustainability Sector Index that shows the degree of people's distrust of what brands say. It's shocking that 52% of people have heard or seen any misleading or false information given by brands.

Even more worryingly, the data shows that the more people perceive greenwashing, the more likely they are to drop those brands out of their consideration set and reject them.

According to our respondents, in the context of environmental initiatives, the company should be trusted with reports of environmental organizations and consumer feedback, while the media are not trusted by the audience. Because of wide application

of greenwashing in business, companies need to maintain people's trust in order not to lose their customers.

Moving from theory and practice, the focus shifts to the key methods for addressing this issue. Such as: tightening of legislation; education and consumer information; creation of independent certification organizations, that will monitor and analyse companies in order to reveal greenwashing; transparency and reporting of companies;

In conclusion, one can't but mention greenwashing is a serious threat to the environment and society. It misleads consumers, creating a false sense of companies' commitment to sustainable development. This not only undermines the credibility of true environmental initiatives, but also makes it difficult for consumers to choose truly responsible brands. As a result, not only ecosystems suffer, but also bona fide companies that adhere to high standards. It is necessary to fight greenwashing to protect the interests of nature and consumers, as well as to create a fair competitive environment.

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NAVIGATING THE NEW WORKFORCE: UNDERSTANDING GEN Z'S IMPACT ON EMPLOYMENT DYNAMICS

The purpose of the study is to explore the unique characteristics, values, and expectations of Generation Z as they enter the workforce.

Generation Z, often referred to as Gen Z, encompasses individuals born between 1995 to 2010. As the first generation to grow up with the Internet, smartphones, and social media from a young age, Gen Z is deeply influenced by technology and digital connectivity. They are often described as tech-savvy, socially conscious, and entrepreneurial. As this generation enters the workforce in increasing numbers, they bring with them new expectations, priorities, and communication styles that are reshaping employment dynamics. While this transformation offers exciting opportunities, it also presents challenges for employers and teams unaccustomed to their unique approach to work.