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Araştırma Makalesi / Research Article

Do Governments and International Organizations Support Green Washing? Acting As A Global Partner in The Global Climate Crisis

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Abstract

The climate crisis constitutes the first main agenda of the world with two important consequences that have become the 'new normal': extreme weather events that surround the whole world and pandemics. All micro/macro and national/international institutions and organizations have significant duties in preventing and reversing the crisis. However, while these tasks place a heavier burden on individuals and underdeveloped countries with the least share in the crisis, the production sector, which is at the root of the problem and turns the wheels of the linear economy, evades this responsibility. Moreover, companies that are forced to transition to a circular economy within the framework of the 'Green Deal' due to the climate crisis not only evade legal responsibility by resorting to 'greenwashing', but also manage to turn this situation into profit by appearing 'environmentalist' with a counterattack. Hence, the effectiveness of international organizations such as the EU and the UN is becoming more important in preventing the climate crisis. However, considering the half-century-long process of transformation to an environmentally sustainable economy from the 1970s to the present and the progress made, the effectiveness of these most important organizations in preventing the climate crisis in terms of legal coercion and sanctioning power has been questioned; these organizations have even created a feeling in the public that they are distracting the urgent climate agenda by supporting greenwashing under the guidance of multinational companies engaged in green washing.

Keywords: *Climate Crisis, Greenwashing, Green Economy, Circular Economy.*

Hükümetler ve Uluslararası Kuruluşlar Yeşil Yıkamaya Destek mi Çıkıyor? Küresel İklim Krizinde Küresel Hareket Etmek

Öz

İklim krizi, 'yeni normal' haline gelen iki önemli sonucu; tüm dünyayı saran aşırı hava olayları ve pandemi ile tüm dünyanın birinci gündemini oluşturmaktadır. Krizin önlenmesinde ve geri döndürülmesinde mikro/makro ve ulusal/uluslararası tüm kurum ve kuruluşlara ciddi görevler düşmektedir. Ancak, bu görevler, krizde payı en az olan bireyler ve az gelişmiş ülkelerin üzerinde daha ağır bir yük oluştururken; sorunun kökeninde yer alan doğrusal ekonominin çarklarını çeviren üretim kesimi bu sorumluluktan kaçmaktadırlar. Hatta iklim krizi nedeniyle 'Green Deal' çerçevesinde döngüsel ekonomiye geçişe zorlanan firmalar 'yeşil yıkamaya' başvurarak hukuki sorumluluktan sıyrılmakla kalmamakta, üstüne üstlük karşı atakla 'çevreci' görünüp bir de bu durumu kâra dönüştürmeyi becerebilmektedirler. Bu yüzden iklim krizinin önlenmesinde başta AB ve BM gibi uluslararası kurumların etkinliğinin önemi artmaktadır. Ancak 1970'lerden bugüne uzanan yarım yüzyıllık çevre odaklı sürdürülebilir bir ekonomiye dönüşüm süreci ve alınan mesafe göz önüne getirildiğinde; hukuki zorlayıcılık ve yaptırım gücü açısından iklim krizini önleme yolundaki bu en önemli kurumların etkinlikleri sorgulanır olmuş; hatta bu kurumlar, kamuoyunda, yeşil yıkama yapan çok uluslu firmaların güdümünde yeşil yıkamaya destek olarak acil iklim gündemini oyaladıkları duygusu uyandırmışlardır.

Anahtar Kelimeler: *İklim Krizi, Yeşil Yıkama, Yeşil Ekonomi, Döngüsel Ekonomi.*

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INTRODUCTION

The Linear Economy model, which emerged with the Industrial Era and progressed as 'take- build-use-dispose', has reached the 21st century as a model based on resource extraction, fossil fuels, carbon emissions, and consequently dragging the world into ecological destruction and climate crisis. While this economic model - the capitalist understanding of production and consumption - sees economic success in economic growth, it has not been concerned with the consequences of growth, such as income inequality or environmental degradation for many years.

In the mid-20th century, the concept of sustainability gained importance following the entrance of environment into economic agenda. The concept of sustainable development was defined in the Brutland Commission report in 1987 as a development that can meet the needs of present generations without compromising the ability of future generations to meet their needs (United Nations [UN], n.d.). Sustainable development, which has four dimensions such as society, environment, culture, and economy, has been integrated into many global frameworks and conventions in key areas such as climate change, biodiversity, disaster risk reduction, sustainable consumption, and production (UN, 2022).

However, it was only possible to declare 'access to a clean, healthy and sustainable environment' as a universal human right in 21st century, / and needed to be waited until /on July 2022 (UN, 2022). On the other hand, the same United Nations General Assembly that declared clean environment as a universal human right in 2022 had officially defined 'Internet' as a fundamental human right in 2016 (Euronews, 2022). Even if this priority ranking was not arranged as a result of the demand and pressure of individuals/societies, it is noticeable in terms of reflecting the general agenda of countries, and the world.

The data published by the European Statistical Office (Eurostat) in October 2022 on the economic impacts of climate change on EU countries are important for countries to prioritize climate and the environment. According to Eurostat, extreme weather events caused by climate change led a total economic loss of over 145 billion Euros in the EU in 10 years between 2011 and 2020 (Eurostat, 2022).

The severe consequences of the climate crisis such as pandemics and extreme weather events that have shaken the world as a whole, and the rapid growth of the resource consumption of the planet along with the other living beings have led to the development of social sensitivity on environmental and climate issues.

The reaction of companies to the growing environmental awareness has not only been a requirement in terms of their social responsibilities, but they have also been able to provide economic benefits for themselves by utilizing the increasing demand for sustainable products and services. The additional earnings of the companies can be considered as a plus in addition to fulfilling their social responsibilities in return for selling their products at higher prices by claiming that their products are environment and climate friendly. The concept of greenwashing is used to identify inconsistencies between firms' claims of being environmentalist/eco-friendly/green and their actual behavior. Greenwashing can be defined as the promotion of a good, service or organization that companies and organizations provide to their consumers or target audiences as if they are environmentally friendly, even though the good, service or organization itself is not environmentally friendly or sustainable (Mlaba, 2021). In this context, the concept of greenwashing is technically defined in the dictionary of Cambridge as 'behaviors

or activities that make people believe that a company is doing more to protect the environment than it actually does' (Cambridge Dictionary, 2023).

Multinational companies, which give direction to consumption both with the production dimension constituting the linear economy and instruments such as advertising and marketing to mass the production, stand at the center as the main responsible of the climate crisis, as well. With marketing weapons such as planned obsolescence, fashion, and advertising, companies have found the way for more consumption/production and profitability by achieving the transition from a consumer who buys only what they need to a disposable consumer model that consumes everything quickly. As a result, a consumption model that consumes 1.5 times the renewal capacity of the world's resources has emerged, and if this structure continues unchanged, two and three planet worlds will be needed in 2030 and 2050 respectively to meet these consumption needs (TEMA, 2015; Hickel, 2021).

In the long run, individuals will one by one responsible both for establishing a circular economy and for combating the climate crisis caused by the economic structure shaped by multinational corporations based on fossil fuels and focused on further growth. Individuals will definitely be at the center of stopping and reversing the climate crisis through either their purchasing decisions, or political behavior and the mechanisms of pressure groups that they belong to. The young climate activist Greta Thunberg has shown how important even a single individual is in this transformation process. The effect called as Greta Thunberg Effect, which found a place for itself in the literature, has led millions of young people around the world to add today's linear economic order’s damage to environment and climate in the agenda through the 'Fridays for the Future' movement (Schwab, 2019).

However, given the climate emergency, the number one task in achieving the climate target that will stop the climate crisis, keep global warming below 1.5°C, halve carbon emissions by 2030 and zero by 2050 falls to supranational organizations. The reason for it is that, as will be discussed later, developed countries, which are at the center of the climate crisis, support greenwashing by moving in the opposite direction, let alone complying with climate targets.

First chapter of this study will focus on the climate change and its impact on the planet Earth with an emphasis on how the current economic system exacerbates its effects. Secondly, the concept of responsibility shall be discussed in a three level of analysis, namely individual, firm and state responsibility. In the subsequent section, the study will explore the concept of greenwashing and how do firms utilize this strategy to gain profit meanwhile minimize their social responsibility. Then again, third chapter will include examples of greenwashing done by companies. Subsequently, some empirical examples regarding greenwashing on global scale shall be explored and discussed. Furthermore, fifth section of the study will focus on the global agenda on climate crisis and what kind of action is required to combat with the climate change.

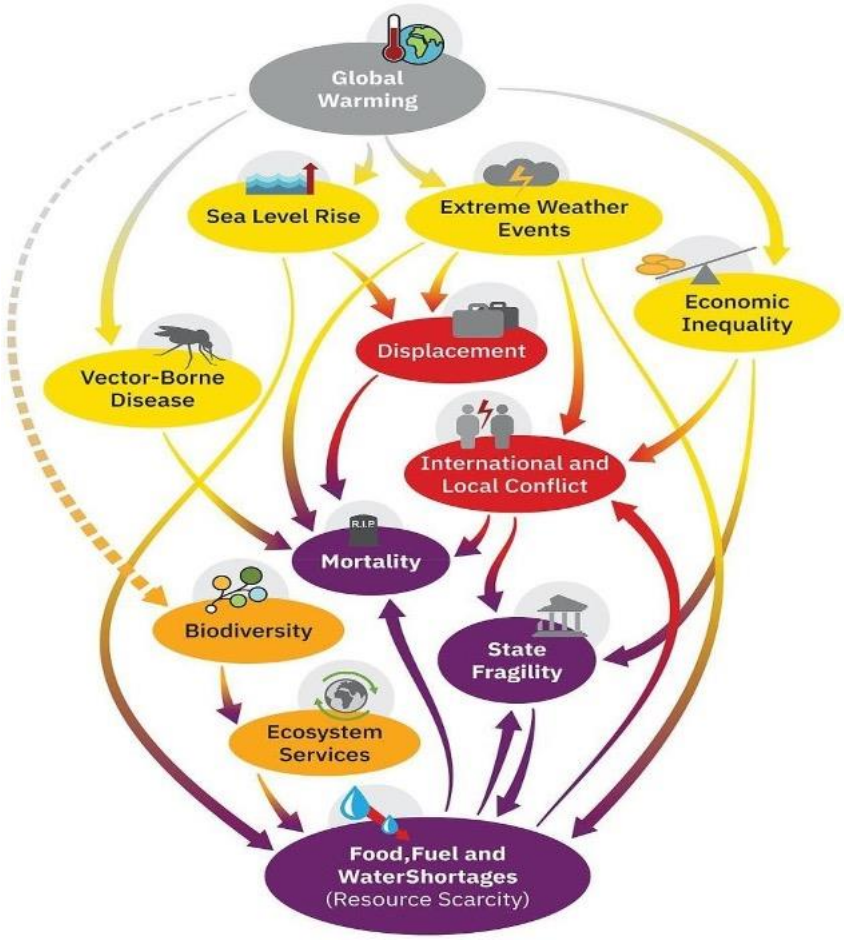
1. CLIMATE CRISIS AND ITS IMPACTS ON THE PLANET

The UN Environment Program's (UNEP) Synthesis Report, 'Making Peace with Nature', published in February 2021, addresses the planet's three main problems, 'climate change, biodiversity loss, and pollution', together within the framework of the Sustainable Development Goals (UNEP, 2021a). The report also shows the scale of the ecological threat the planet faces:

- 'In the last 50 years, growth in the global economy, production and consumption has increased fivefold as a result of natural resources and energy being tripled.
- The world population has doubled to 7.8 billion people. Despite a doubling in average prosperity, around 1.3 billion people are in poverty and 700 million people are still hungry.
- Three-quarters of lands and two-thirds of oceans are now adversely affected by human activities.
- One million of the World's estimated 8 million plant and one million of animal species are threatened with extinction and many of the ecosystem services essential for human well-being are eroding.
- Current and projected changes in climate, biodiversity loss, and pollution make the Social Development Goals (SDG) even more challenging to achieve.
- Damage arising from natural disasters caused by global warming cost approximately 155 billion dollars only in 2018.
- Diseases caused by air pollution cause around 6.5 million premature deaths each year, while polluted water causes 1.8 million deaths, most of whom are children.
- Every year 400 million heavy metals, toxic, and other industrial wastes contaminate the water.
- Ten percent of the World's forest areas has disappeared.
- Since 1980, marine plastic pollution has increased 10-fold' (UNEP, 2021b).

According to the latest Living Planet Report, published in October 2022, about a year after UNEP's report, the population of wild animals declined by 69 percent between 1970 and 2018. (Living Planet Report 2022, 2022) This staggering loss, not to mention the consequences of the climate crisis such as hunger, migrations, floods and droughts, shows that the lives of all species, including humans, are at risk and urgent measures are needed. Apart from the consequences of the climate crisis such as hunger, migration, floods and droughts, this staggering loss shows that the lives of all species, including humans, are at risk and urgent action is needed. The total impact of the climate crisis is seen in Figure 1 below (Kemp et al., 2022).

Figure 1: Cascading Global Climate Failure



Note: This is a causal loop diagram, in which a complete line represents a positive polarity (e.g., amplifying feedback; not necessarily positive in a normative sense) and a dotted line denotes a negative polarity (meaning a dampening feedback).

Reference: Kemp et al., (2022)

For those who want to see beyond the economic loss, as explained in the figure above, it can be said that we are faced with much more severe consequences. A scene where the land, seas, air are polluted and forests, wetlands, glaciers, wildlife are destroyed, biodiversity decreases, extreme weather events, climate migration and ecological anxiety increase, and the Covid19 pandemic, which is the result of the climate crisis, reveals the destruction for the whole planet (Çetin & Yılmaz, 2021).

The figure above showing the Total Impact of the Climate Crisis also indicates that climate change starts with human behavior and ends with the impact on humans (and other living things and the ecosystem). That is, human activities cause carbon emissions, these greenhouse gases accumulate in the atmosphere, and leads to global warming, which in turn results in climate and environmental changes, ultimately affecting lives and economic situation (Stern, 2009).

According to the World Economic Forum's Global Risks Report for 2022, 8 of the 10 major disasters that await humanity in the next 10 years are climate-based, which shows how serious the danger is (World Economic Forum [WEF], 2022).

In the fight against climate change, the idea of 'abandoning the current linear economic system' has recently become widespread in particular; as an alternative, the circular economy model has emerged, which aims to 'extend the life cycle of a product as much as possible and minimize waste in resources' (Hartley et al., 2020). However, it will not be easy to change a three-hundred-year-old deep-rooted economic structure that emerged with the Industrial Era, and the ultimate responsibility, here, will fall on supranational organizations.

2. WHOSE RESPONSIBILITY SHOULD IT BE TO TAKE CARE OF THE FUTURE OF THE PLANET?

The severe consequences of the climate crisis accelerated by extreme weather events and the pandemic, which shook the whole world, and the acceleration of the consumption of the resources on the planet including other living beings, has led to the development of social sensitivity on environmental and climate issues, albeit belatedly. In this situation an important question arises: whose responsibility is it to tackle the issue of the climate change? There are multiple levels of consideration in this topic, namely individual, corporate, and state responsibility.

On the individual level for taking responsibility and acting to minimize its impacts, there are several narratives that can be considered: prudential responsibility and moral responsibility. Prudential responsibility means that responsibilities of a person for oneself, whereas moral responsibility means responsibility of an individual towards others (Jamieson, 2010). In terms of individual responsibility for the climate change two questions emerge: (a) do individuals feel responsibility for their actions (or inactions), (b) do individuals feel responsibility for others? According to Sagoff (2011) individuals who are living today may not see any explicit gain by reducing carbon emissions which Sagoff believes those persons are to lose more as individuals. Then again, Hourdequin (2010) believes that the notion of individuals are actors that only maximize their own benefit in expense of others is not a reality and can be challenged. In this regard, several surveys have shown that individuals are willing to take the responsibility of paying more for a product that is environmentally friendly. For example, a report by Glass Packing Institute (2014) states that “75% of millennials are actively looking to make greener changes in their homes and lifestyles”. Moreover, A survey of 17,000 people from 17 countries reveals the awareness about the dimensions of the climate crisis. Even in Turkey which is going through a troubled period in terms of economic problems in particular, 75 percent of the respondents have serious concerns about the climate crisis. 85 percent of the respondents state that they are inclined to pay more for sustainable products (Vodafone, 2022). In addition to the consumer behaviour, greenwashing accusations would enable citizens to demand more restrictive laws on firms by the government, a study made in Switzerland claims. The author claims that the study applicable to high-income democratic nations (Kolcava, 2023). Likewise, in a BBC World Service survey of 30,000 people in 31 countries, an average of 56 percent of respondents want their governments to set stronger targets against climate change: While this rate was 43 percent in the same survey conducted in 2015, the rate increased to 56 percent in 2021. It indicates the public support for governments to take serious measures and set ambitious targets against climate change as soon as possible (BBC, 2022).

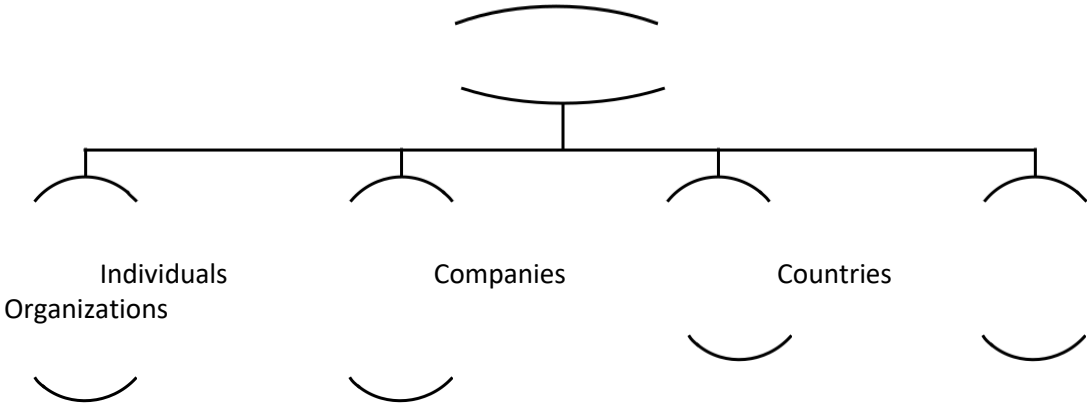
In addition to the previous arguments, the development of information and communication technologies, the widespread use of the internet and social media, and the accelerating globalization that has brought global values to the forefront have increased the number of individuals who are more sensitive to nature, environmentally friendly, and aware of their responsibilities towards the planet and therefore support sustainable practices. Among them there are young people, who are much more sensitive to nature and have ecological concerns (Coffey et al., 2021) to protect both the planet and their own future. These individuals, also called as green consumers, have gained power to manage production and consumption over time by preferring products that protect and do not pollute the environment (Odabaşı, 2017). Companies that closely follow these developments have also sought to impress consumers by showing themselves as environmentally friendly.

On the corporate perspective, two concepts emerge when it comes to understanding their responsibility in combatting with climate change: Corporate Social Responsibility (CSR) and Corporate Environmental Responsibility (CER). Corporate Social Responsibility can be defined as "a form of international private self-regulation focused on the reduction and mitigation of industrial harms and provision of public good moves." (Sheeny, 2015). On the other hand, Corporate Environmental Responsibility can be understood as "the firm's ability to integrate environmental factors into its daily operations and management". Sometimes CER is assessed under the CSR itself (Li et al., 2020). These responsibilities are expected to be beyond what the law and regulations request.

Furthermore, from the viewpoint of firms, which, by nature, prioritize their profits, it is hard to say that consumers are yet in a position to force them to make a decisive and rapid turn to a green economy. Moreover, this situation seems to take even more time. Furthermore, according to a study (Kircherr et al., 2018), consumers' low awareness and lack of any direct interest in the circular economy make firms more hesitant for the transition to the circular economy. Therefore, the number of individuals and firms acting individually with the motive of 'social responsibility for the future' in the fight against climate change will not be high enough in the short term. It will obviously take time for individuals/consumers to change their habits and for companies to enter an environmentalist transformation in the transformation of production and consumption patterns shaped by the dominant economic paradigm over the years. Therefore, it is clear that there is not enough support for the transition to a circular economy in both the producer and consumer base in the short term. In this case, the legal deterrence of states and especially supranational institutions/organizations becomes more important for climate emergency.

As a result of the arguments above, it can be said that companies have developed misleading green marketing strategies to show their responsibility towards nature (Demirci, 2021). The cunning of companies has also imposed the responsibility on consumers to act much more carefully in their consumption decisions.

Figure 2: Who are Responsible for Preventing and Reversing the Climate Crisis?

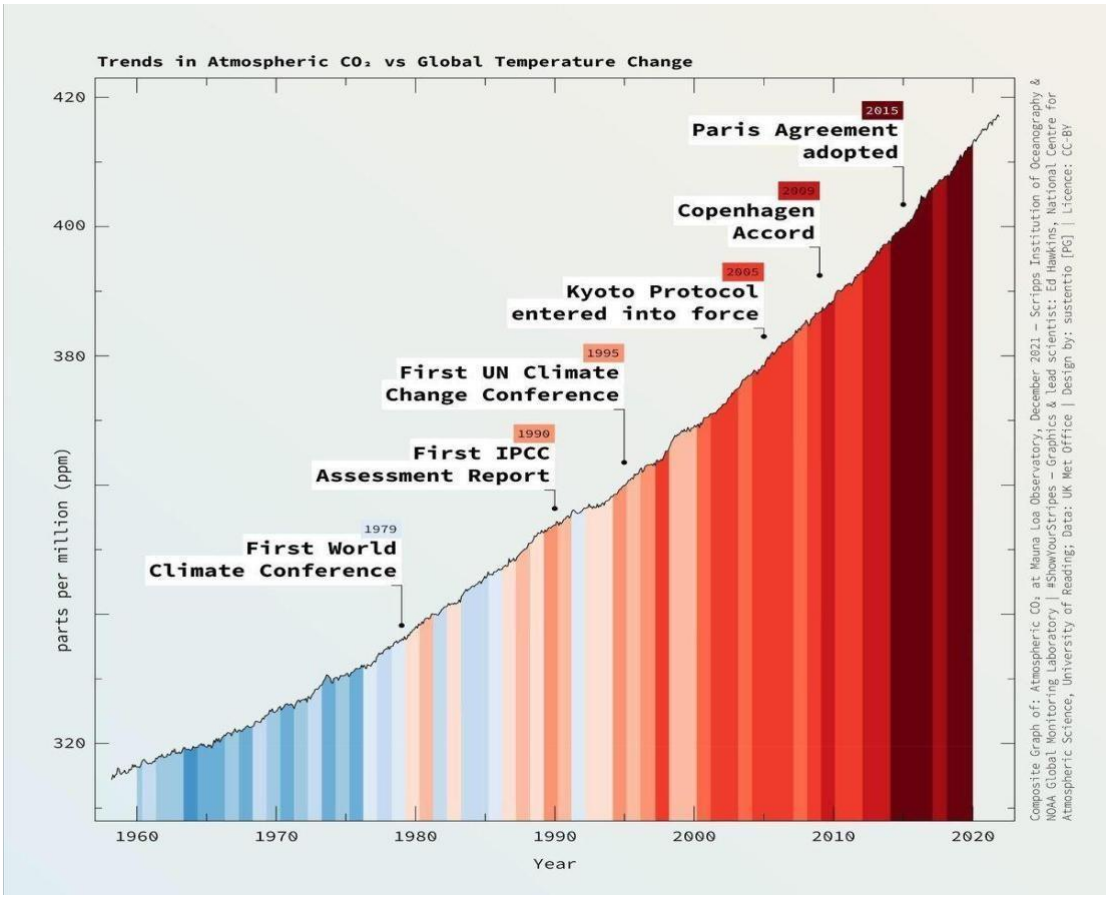


Reference: Çetin, M., Çelik, D., Duman, S., 17.10.2023**.**

Furthermore, states are frequently seen as the main agents of climate change. Since it affects the entire world, climate change is intrinsically tied to the field of international politics. States are the main political actors in this context, and they are the ones who either take action or fail to do so. States are in charge of implementing new emissions treaties and laws that alter the economic landscape and make it more financially feasible for businesses to engage in clean technology and other mitigation measures, despite the higher costs (Hormio, 2023). However, apart from intergovernmental treaties such as Kyoto Protocol and Paris Climate Agreement, there are no legal basis for claiming one state's responsibility to another; or even the case where these states breach their obligations, there is no structured polity for enforcing consequences as it is in the national systems (Voigt, 2008). So, lack of a supra-national entity in governing the global climate policies may result in a failed collaboration amongst states to produce global standards for tackling and mitigating the climate change. On top of everything, states may fail to feel responsible for their actions because of accountability and enforceability of treaties and commitments other than economic sanctions. For example, Harris (2011) explains claims that "the narrowly perceived national interests that have guided climate diplomacy are not consistent with global interests or indeed with the long-term interests of most countries, including China. This perspective might not be limited to China as Western countries have same "national interests" mind. For example, during the Trump administration, the US had withdrawn from Paris agreement and mitigation efforts took serious backlash (Bomberg, 2017).

Although the arrows point to supranational organizations for the solution of the climate crisis, the situation there is not encouraging either. Figure 3 shows the steps taken at the international level following the increase in the awareness about environmental and climate problems. Since the 1950s, the climate crisis has been making itself felt more and more, and organizations have continued to propose solutions to raise worldwide awareness and share responsibility. The first international climate summit was held in 1979, and international climate summits (UN Conference of Parties) have been organized every year since 1995 to reduce greenhouse gas emissions. However, the figure below clearly shows that despite the time that has passed and all the agreements and commitments, greenhouse gas emissions continue to increase, and ecological destruction deepens.

Figure 3: Trends in Atmospheric CO2 and Global Temperature Change



Reference: Joachim H Spangenberg, Only Radical is Realistic Now International Carbon Rationing in a Climate Emergency

As can be clearly seen in the figure above, since 1995 when the first Conference of the Parties was held, leaving aside the economic crises and pandemic in between, there has been no visible decrease in the rate of greenhouse gases in the atmosphere and emissions have even increased. If these conferences and meetings were to work, the results achieved in the past 30 years should have affected the CO2 emissions. However, these meetings have been held for 30 years and carbon emissions have been increasing for 30 years, let alone decreasing (Kurnaz, 2022).

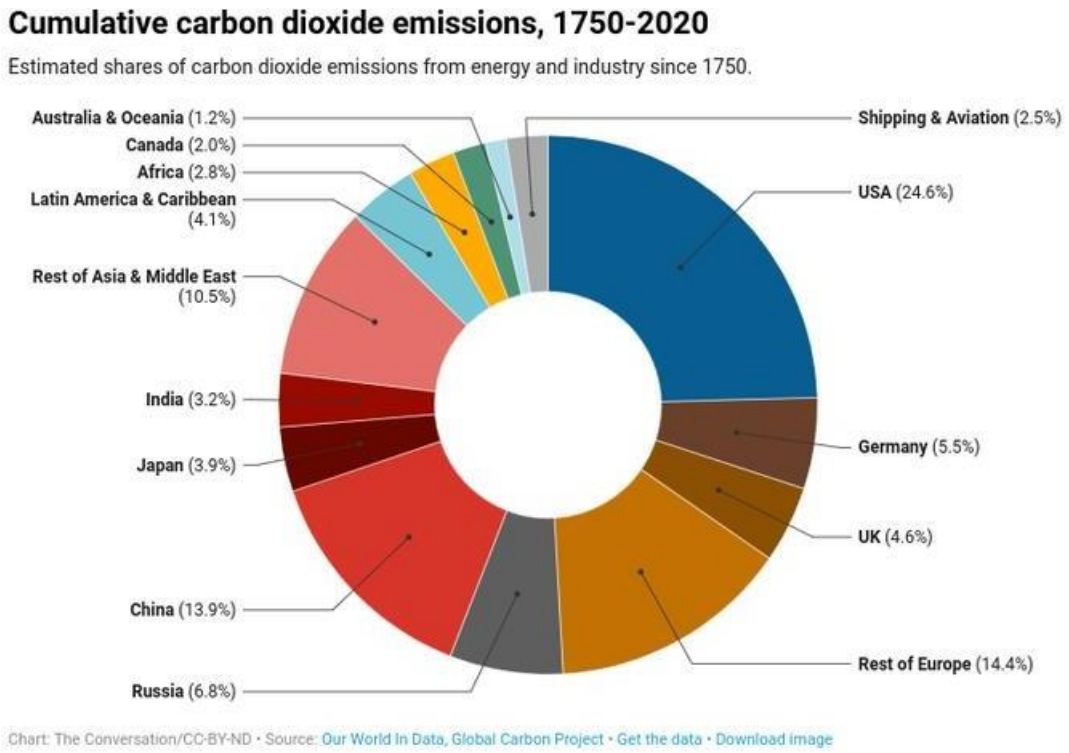
The imbalance/inequality between the Global North, which concentrates global wealth and impoverishes a significant part of the world's population and is affected least by the climate crisis it causes, on the one hand, and the Global South, which contributes least to the climate crisis but receives the smallest share of world growth, on the other hand, points to an unsustainable situation.

For example, according to Christian Aid's research, the growth rates in the gross domestic product of African countries that are responsible least for the global climate crisis could fall by

as much as 64 percent by the end of the century, even if the world manages to keep global warming at 1.5°C ("the coast of Africa", 2022).

On the one hand, there is Pakistan that is responsible for only 0.3 percent of greenhouse gases globally (Euro Topic, 2022) on the other hand, there is the United States that is responsible for 25 percent of historical emissions since 1751, as shown in the figure below.

Figure 4. Cumulative Carbon Dioxide Emissions, 1750-2020



Reference: Hannah Ritchie, Our World in Data, "Who has contributed most to global CO2 Emissions? (https://ourworldindata.org/contributed-most-global-co2, 22.11.2022.

All individuals and communities, all national and international companies and organizations have responsibilities to transform the current economic structure and to eliminate the risks posed by climate change, only some of which are listed above. While each individual tries to reduce his carbon footprint within the framework of his personal responsibility and strives to live a life that respects nature, he can also put pressure on governments to take action on climate change and ratify global agreements through civil society organizations as voters, citizens, or communities (Stern, 2009).

Consequently, the world urgently needs to reduce emissions to achieve the goal of restricting the average temperature rise. In order to ensure both climate and income justice in this process, those who have contributed most to the problem should also assume the greatest responsibility to cope with the crisis.

3. A SOLUTION FOR SUSTAINABILITY OF PROFIT AN ENVIRONMENTALLY FOCUSED NEW CAPITALIST SYSTEM: GREENWASHING

CER and CSR activities can be considered as main motivators for businesses to link environmental preservation to their corporate value. According to stakeholder theory, CER may increase a company's worth as well as its position and competitive advantages in the market by cultivating a positive reputation among its staff, customers, and other public organizations (Dixon-Fowler et al., 2017). On the other hand, the trade-off theory claims that these initiatives increase costs for businesses meanwhile having no immediate benefits whatsoever (Escrig-Olmedo et al., 2017). However, companies are not forced to choose between implementing stakeholder theory or trade-off theory. They can implement what literature calls "greenwashing" strategy to obtain benefits while avoiding cost increases. Although greenwashing can bring some benefits to enterprises in the short term. However, in the long term, greenwashing does not add value to enterprises (Cao et al., 2022). Furthermore, in absence of governmental regulations, the greenwashing of corporates cannot be contained. For an effective way of constraining firms from utilizing greenwashing strategies, there should be a governmental punishment mechanism that exceeds the "additional benefits" of these strategies (Sun and Zhang, 2019).

In this regard, the phenomenon of greenwashing is defined by Delmas and Burbano (2011) as "the intersection of two firm behaviours: poor environmental performance and positive communication about environmental performance". This definition is one of the most commonly used definition in the literature of greenwashing. Moreover, Baum (2012) describes it as "the act of disseminating disinformation to consumers regarding the environmental practices of a company or the environmental benefits of a product or service". Furthermore, Marquis et al. (2016) believes greenwashing is "a symbolic strategy whereby firms seek to gain or maintain legitimacy by disproportionately revealing beneficial or relatively benign performance indicators to obscure their less impressive overall performance". However, the act of greenwash does not only consist of disinformation or misinformation of the public. Parguel et al. (2015) indicates that visual and pictural components of a commercial, in fact, may influence consumers in favour of the corporation that commits greenwashing even without claiming any pro-environmental action whatsoever.

Studies done on the matter of greenwashing governance concur that there is a necessity for government regulations, however, how to prevent greenwashing and establish an adequate control system are matters that scarcely debated in academic literature which constitutes a serious issue in practical terms (Sun and Zhang, 2019). So far only 9 countries have mandatory carbon disclosure laws (Jonson, 2022). According to In and Schumacher (2021) "a majority of corporate capital markets still relies primarily on unaudited, unverified, and largely self-reported data to bridge these information gaps". On the matter, Cao et al. (2022) believe that the absence of "laws and regulations on how and which carbon information the enterprises should disclose" produces greenwashing behavior. Therefore, since there are no proper validation processes, corporates chase "low risk/high return" approaches of misinformation regarding environmental performance (In and Schumacher, 2021). However, Cooper et al. (2018) concurred that, in the U.S., EPA-mandated carbon data disclosure "remove some of the gloss from companies that were previously viewed positively by investors for their corporate social performance".

Moreover, companies that are quite adept at closing the flaws that lead to ecocides and the climate crisis are quickly adapting to the growing variety of 'greenwashing'. Below are examples of green washing practices that have emerged recently (Kurnaz, 2023)

- Greencrowding
- Greenlighting
- Greenshifting
- Greenlabeling
- Greenrinsing
- Greenhushing

Furthermore, development of such sub-types of greenwashing also can be perceived as it is a common practice amongst firms. According to Willis (2023) greenwashing seems to be becoming increasingly sophisticated. He presumes that the best marketing and communications strategists are working to develop and use these strategies in order to increase corporate profits.

Greenwashing fundamentally contradicts with the benefit of consumers who base their purchasing decisions on inaccurate environmental claims. Marketers that utilize unsubstantiated environmental assertations may efficiently dupe consumers who are inclined to pay a premium price for pro-environmental products. Profits coming from deceptive or false claims of environmental benefit is simply unjust to consumers. Consequently, prolonged greenwashing will result in consumers becoming disillusioned and doubtful, as they do treat green commercials with suspicion (Feinstein, 2013). However, consumers are not equipped with resources to validate marketers' claims on the environment which many of them are false, misleading, or unsubstantiated (Grodsky, 1993). Becker-Olsen and Potucek (2013) concurs with this argument by saying "It is next to impossible for a consumer to be able to determine if a product is made with environmentally friendly inputs or manufactured at a facility with a carbon offset program or waste management program. Thus, consumers depend on firms and third parties to help them determine the level of the "environmentalness."

Attempts of politicians in highly developed democracies of the Global North to curb the negative impacts of economic activities on the environment within the limits of ecosystem remain to be falling behind what is, in fact, needed to be done (Biermann et al. 2022). Moreover, Feinstein (2013) believes that "although regulation by state and federal lawmakers begins to supplement the efforts by private efforts to curb greenwashing, it falls short of creating a comprehensive and effective system of prevention". Inaction, or inability to act, of politicians to tackle the issue of greenwashing is due to the "distributional conflicts over societal costs of policy interventions" (Aklin and Mildenberger 2020). This is because the private sector is hesitant to take responsibility for some of these costs (Kinderman, 2016). For instance, an effective and enforceable regulations to curb impacts of economic activities are probably would be blocked or prolonged by corporate lobbies (Vesa et al., 2020). Therefore, politicians and policymakers in many countries have to trust on voluntary pro-environmental actions taken by the private sector (Lambin and Thorlakson, 2018). Yet again, assigning the responsibility for taking environmental action to corporates might not conclude with meaningful development on the issue, meanwhile may be considered as greenwashing itself (LeBaron and Lister, 2021; Lyon and Montgomery, 2015).

Following in this chapter, some greenwashing scandals in recent years that are committed by big companies will be presented.

Greenwashing companies consist of large corporations including oil and gas companies, automotive and food companies. In 2015, the US Environmental Protection Agency found that Volkswagen's engine software used in its cars had manipulated emissions tests and emitted much more CO2 emissions. It also found that about 590,000 diesel cars in the US emit CO2 40 times the legal limit. One of the biggest scandals in automotive history, which resulted in Volkswagen's consent to pay a fine of 2.8 billion dollars in 2017, caused the concept of greenwashing to make a tremendous impact and come to the fore (Environmental Protection Agency [EPA], 2022)

The British oil company British Petroleum (BP) is another important example of greenwashing. The perception about BP as an 'environmentally friendly' company created by the Beyond Petroleum advertisement, despite the destruction it caused to nature and the work accidents that caused employees to lose their lives due to the lack of necessary precautions, ensured that BP was less reacted by the public and therefore commercially penalized less (Frick, 2022). Furthermore, a study revealed that the US 'oil giant' ExxonMobil has been denying the existence of a climate crisis for years, even though they have been quite aware of the climate crisis since the 1970s thanks to the research conducted by their own in-house scientists, nor did they take the measures that the company could have taken in this regard (Supran et al., 2023).

A report by Influence Map has revealed that 5 of the world's largest fossil fuel companies spend $750 million a year "to appear to be taking action against the climate crisis". The report argues that Chevron, Exxon Mobil, Shell, and Total Energies made 'green claims' in at least 60 percent of their climate-related advertisements throughout 2021, but that the 'green claims' in their advertisements are inconsistent with their investments and lobbying activities (Big Oil's Real Agenda on Climate Change 2022). The advertisements of these five major oil companies include messages of abandoning polluting fuels, turning to renewable energy, and supporting emission reductions. These companies, however, allocated only 12 percent of their budgets to low-carbon technologies and spent at least 750 million dollars in total for climate-friendly advertisements for a year (Üren, 2022).

Another evidence was revealed in a US congressional investigation into climate disinformation displaying that the climate goals of the oil companies are deceptive and includes greenwashing although they have net zero-target commitments for the public. More than 200 pages of in- house email messages between lobbyists and Shell, Chevron, and ExxonMobil employees revealed that the oil giants continue to lie about their commitment to solve the climate crisis (Elton, 2022).

Concerned by the catastrophic effects of the climate crisis on the World, consumers (Coffey et al., 2021) demand that not only the well-known oil and gas companies, but also other multinational corporations should be at the forefront of the fight against the climate crisis. However, according to the report by the New Climate Institute, the world's largest companies from different sectors such as Google, Amazon, Ikea, Apple, and Nestle do not meet their own climate targets and exaggerate their efforts towards these targets (Rannard, 2022). The 25 companies examined in the study, which are responsible for 5 percent of all global greenhouse gas emissions, will only be able to reduce carbon emissions by an average of 40 percent, even if they fulfill their commitments to reduce emissions by 100% (New Climate Institute, 2022).

Moreover, the investments of 24 of these aforementioned companies in forests and natural environments to increase carbon storage instead of reducing emissions in order to meet climate targets leads to other problems. It not only goes against the basic operating mindset of the circular economy, which is the main goal, but also ignores the cost of capturing and storing carbon emission instead of reducing it (Kurnaz, 2022).

After the report on greenwashing of fossil fuel industry and the world's largest companies, another report addressing greenwashing on a much larger scale was published by Net Zero Tracker (2022) in 2022. The report found that about half of the largest companies in the Forbes 2000 list have not yet announced their plans to reach net zero, and two-thirds of the 702 companies with a net zero target in their annual reports have not clearly stated how they plan to achieve this goal (Dickie & Jessop, 2022).

The Rainforest Action Network's Fossil Fuel Finance Report shows which financial institutions are still pouring money into oil, gas, and coal operations, and the main trends in fossil fuel finance from 2016 to 2022: Global fossil fuel finance has remained fairly stable for five years by increasing from $723 billion in 2016 to $742 billion in 2021. JPMorgan Chase, Citi Bank, Wells Fargo, Bank of America, and RBC have been the largest providers of fossil fuel investments (“Banking on Climate Chaos”, 2022).

Of the 60 banks addressed in the report, 44 have announced a "no new oil and gas field" target. However, many of these banks continue to fund oil and gas companies. According to the report, 27 of those 44 banks still have no meaningful policy against corporate-level expansion for any part of the fossil fuel industry (“Banking on Climate Chaos”, 2022).

Big corporations have gained popularity and bought prestige by supporting arts, sports, education, and science for years. By doing so, they have tried to prevent negative public images about their activities which are unhealthy, dangerous, etc. Today, a similar attempt has been recklessly made by Coca-Cola, the World's largest plastic polluter, by sponsoring the COP27. The biggest supporter of this situation, which seems to mock the climate crisis, was undoubtedly the participation of the world leaders gathered for the climate emergency in COP26 and COP27 with their private jets (BBC, 2022).

The answer to the question of why climate agreements are insufficient to zero emissions by 2050, to reach a worldwide Green Deal and to establish a circular economy, or why these agreements cannot be 'binding' to save the planet, lies in the power of multinational corporations. Disinformation activities that distort scientific data and blame consumers for the climate crisis, lobbies that fund politicians and those who are responsible for making regulations to prevent the climate crisis and greenwashing to save appearances seem to be some of the ways to which multinational corporations resort (Hickel, 2021).

4. CLIMATE CRISIS AND IRRESPONSIBILITY OF INTERNATIONAL ORGANIZATIONS

The hypocritical attitude of developed economies towards preventing climate change has become even more evident with the energy crisis that emerged following Russia's invasion of Ukraine. It showed that promises regarding climate can be discussed and postponed whenever a problem arises. For example, Germany postponed its decision to shut down two nuclear power plants which was planned to close by the end of 2022 under the pretext of energy security concerns as a result of Russia's cutting off natural gas delivery to Europe (Euronews, 2022).

In a climate emergency environment where the EU Commission classifies nuclear energy and natural gas as sustainable energy investments (Euronews, 2022), where the World Bank cannot prove that it has spent $7 billion, which corresponds to approximately 40 percent of the $17.2 billion budget allocated for combating climate change in 2020 (Fiona, 2022), Coca-Cola, the world's largest plastic polluter (COP27, 2022), becomes the main sponsor of the COP27 climate conference (Ibid.) and this leaves those who are concerned about the solution of the climate crisis helpless and leads to despair.

The intervention to the climate crisis on a country basis is also questionable given that the G20 countries are responsible for 75 percent of the emissions and the richest 10 percent of the World population is responsible for 50 percent of the emissions on one hand, the least developed countries, which have the least share in the climate crisis, suffer the most losses on the other hand (Climate Transparency, 2022).

In addition, the 2022 Climate Transparency Report, which compares the climate actions of G20 countries, reveals another contrast between promises and practices: While fossil fuel subsidies of G20 governments decreased to 147 billion dollars in 2020, they increased by 29 percent to 190 billion dollars in 2021 (Climate Transparency, 2022). Likewise, at the climate summit COP26, while countries committed to phase out coal which is the fossil fuel that causes climate change most, the World's most coal-dependent countries including China, the US, Australia, and India did not (BBC, 2021).

Similarly, the amount of subsidies provided to fossil fuels by 51 energy producing and consuming countries including OECD and G20 countries, which account for 85 percent of the World's total energy supply, was $362.4 billion in 2020. In 2021, this subsidy nearly doubled to $697.2 billion. The irony is that China, India, the United States, Japan, South Korea, South Africa, Indonesia, Russia, Vietnam, and Australia - the World's top 10 coal-producing countries- are all committed to achieving net zero emissions by 2050 (Kaya, 2022). To sum up, since 2015, less than a quarter of the emission reduction targets set in the Paris Climate Agreement has been met (Yeşil Gazete, 2022).

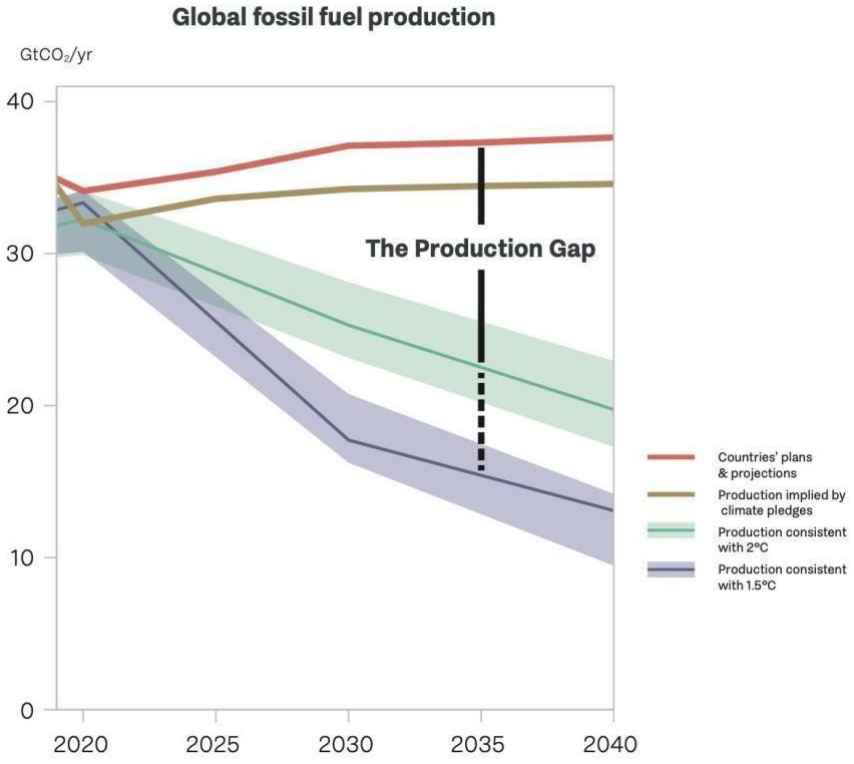
Aside from the global dimension of the climate crisis, which is based on the necessity of international cooperation, and joint action (Stern, 2009), and the fact that developed countries, which are at the center of the crisis to solve the crisis, support greenwashing by moving in the opposite direction of the targets, let alone complying with the climate targets; international organizations also support greenwashing with the (legal) steps they take and they do not take.

For example, 'ecocide', a crime against humanity and the planet, has still not been criminalized by the International Criminal Court. At the last climate summit COP27, there was no progress on restricting the use of fossil fuels and no commitment to do so was included in the final declaration (Suna, 2022).

Once more, the non-compliance with climate targets is evident when the mitigation plans for fossil fuels in the figures below are taken into consideration. To limit global warming to 1.5°C, greenhouse gas emissions must be cut by 55% by 2030, but plans submitted to the UN by 120 countries including carbon reduction pledges through 2030 are not enough to prevent dangerous climate change. UNEP's emissions report (UNEP, 2022) states that the pledges will fail to limit the global temperature rise to 1.5°C by the end of this century, and that the global temperature rise could reach 2.7 degrees by the end of this century, and that it will have devastating consequences (McGrath, 2021b).

UNEP's previous report (2021) had already revealed that governments' fossil fuel production plans till 2030 are incompatible with the plans to contain climate change, and that governments are planning to produce more than twice the maximum amount of fossil fuels in 2030 needed to limit global warming to 1.5°C (McGrath, 2021a).

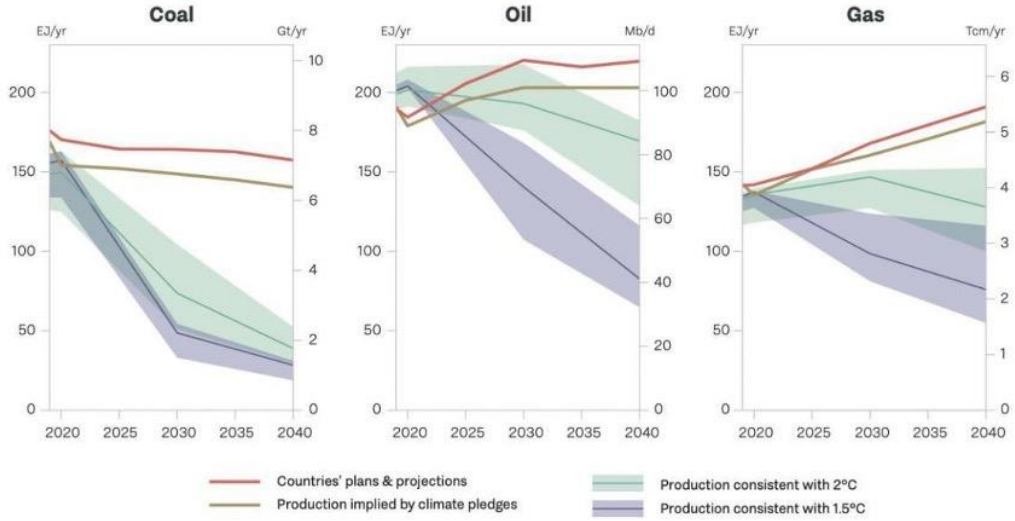
Figure 5: Target for the Sharp Fall of Fossil Fuel Production



Reference: 2021 Report, "The production gap", https://productiongap.org/wpcontent/uploads/2021/11/PGR2021_web_rev.pdf, 25.11.2022.

According to the report, despite the ambitious zero carbon emission targets of many countries, the largest oil and gas producers are not planning a reduction in production levels: On the contrary, gas production is set to double, oil production is set to increase by around 10%, and coal production most of which is set to decline by around 10%-15% after 2035 (2021 Report, 2022).

Figure 6: Countries' Plans for Reduction Needed in Coal Production and Increase in Oil and Natural Gas



Reference: 2021 Report, "The production gap", https://productiongap.org/wp-content/uploads/2021/11/PGR2021_web_rev.pdF , 25.11.2022.

According to UNEP, by 2040, governments will produce about 5 times as much coal, 3 times as much oil, and 2.5 times as much natural gas as the quantity envisaged to meet the 1.5°C warming target (2021 Report, 2022).

5. GLOBAL ACTION AS A MORAL, ETHICAL AND ECONOMIC IMPERATIVE ON THE GLOBAL CLIMATE CRISIS

The process of finding the reason for climate and environment-based problems and finding solutions for those problems is by nature within the scope of job description of the scientific world primarily. Local and international organizations that will implement policies, develop rules, and build sanctions for the solution of those problems take their place right after the scientific world. One of the best examples of this relationship/interaction or a kind of cooperation between science and politics is the detection of ozone depletion and the Montreal Protocol, which initiated the phase out process of ozone depleting substances so that the ozone layer could begin to recover (UNEP, 2021b). Similarly, scientists today are identifying problems and proposing solutions for the health of a planet plagued by climate and environmental problems. However, the problem is that despite the increasingly severe and irreversible global climate crisis situation, international organizations, which are responsible for implementing the proposals of the scientific world for the solution seem to be far from fulfilling the requirements for division of labor and joint action.

The fact that human activities, which have brought the planet into the 'Anthropocene Epoch', have brought the Earth to the brink of the 6th great extinction has urged the necessity of acting together in the global climate crisis for all nations, and supranational organizations in particular. Although the climate crisis has been recognized as a global problem in recent years thanks to extreme weather events, it has been the pandemic with its severity and expansionist characteristics that has made the climate crisis the world's number one problem. In terms of both the problem and the solution, the pandemic has clearly demonstrated that there cannot

be a 'unique' prescription for salvation without international cooperation and joint action. This situation has manifested itself as 'one health' approach not only for the Covid19 pandemic, but also in the prescription for solution for all future pandemics (Çetin & Yılmaz, 2021).

In recent years, international reports and studies published one after the other concretely demonstrate the threats facing the planet. The answer to the question of what kind of action plan should be developed against these threats is clear: The Limits to Growth report published in 1972 emphasized the interdependence between the economy and the natural environment, and the damage caused by development on the natural environment. The report has been a basis for the necessity of joint action against environmental problems (Meadows et al., 2018).

Within this framework, the UN Environment Program's 'Making Peace with Nature' Synthesis Report highlights the need to engage stakeholders at all levels of society in decision-making process and identifies dozens of key actions that governments, businesses, communities, and individuals can and should take to achieve results:

- 'Governments can include natural capital in economic performance measures, put a price on carbon, and shift trillions of dollars in subsidies from fossil fuels, unsustainable agriculture and transportation to low-carbon and environmentally friendly solutions.
- International organizations can support expanded and enhanced protected area networks such as One Health approaches and ambitious international targets for biodiversity.
- Financial institutions could stop lending to fossil fuels and develop innovative financing for biodiversity conservation and sustainable agriculture.
- Businesses can adopt circular economy principles to minimize resource use and waste and commit to maintaining transparent and deforestation-free supply chains.
- Civil society organizations can form stakeholder networks to ensure their full participation in decision making procedure on the sustainable use of land and marine resources.
- Scientific organizations can pioneer technologies and policies to reduce carbon emissions, improve resource efficiency, and increase the resilience of cities, industries, communities, and ecosystems.
- Individuals can reconsider their relationship with nature, learn about sustainability and change their habits to reduce their use of resources, reduce waste of food, water, and energy, and adopt healthier diets' (UNEP, 2021a).

The table below sets out, in a sense, the goals, and actions that micro and macro units should take to address the climate crisis:

Figure 7: Decisions Based on Narrow Set of Market Values of Nature Underpin the Global Biodiversity Crisis.

Values-centered action points	STAKEHOLDERS						
	Inter-governmental organizations	National and subnational governments	Non-governmental organizations	Academia	Citizen groups/ IPLCs	Private sector	Media
Embed diverse values into decisions	Promote the incorporation of diverse values into national biodiversity strategies	Implement policies that articulate diverse values	Develop values-centred safeguards	Address knowledge gaps	Mobilise sustainability-aligned values	Implement standards for values-based corporate responsibility	Communicate on the diversity of values of nature
Foster policy coherence across sectors based on sustainability-aligned values	Align policy with value diversity	Establish coordina- tion mechanisms among sectors around shared values	Foster initiatives to make visible diverse values	Advance inter and trans-disciplinary research on values	Advocate for recognition and respect for diverse values	Engage in cross sectoral dialogue to build shared values	Highlight stories of successful values alignment
Ensure representation of stakeholders' values	Develop standards for inclusive participation in decisions	Encourage participatory policy design	Support valuation uptake in policy decisions	Assess representation in valuation and outcomes	Promote respect for marginalised worldviews and values	Adopt practices of inclusive participation	Promote public debates on the diverse values of nature
Enable capacities to embed diverse values into decisions	Address barriers (e.g. understanding of trade-offs) to develop capacities of stakeholders	Enable mechanisms for policy uptake of plural valuation	Support capacity development activities based on nature's values	Build research programmes to strengthen the transformative potential of values-centred leverage points	Network to foster peer to peer learning	Support capacity development on values-based corporate sustainability standards	Train communication experts (including local communicators) on the role of nature's values
Strengthen co-learning among stakeholders to develop shared values	Promote projects that entail cross sectoral planning by highlighting best practices	Encourage collaborative learning across scales and sectors	Document good co-learning practices across actor groups	Promote research on values incorporating different knowledge systems	Support awareness raising among peers	Promote co-learning with affected stakeholders	Communicate on how shared values are built
Enhance resource mobilisation for plural valuation and policy uptake	Foster international commitments to undertake plural valuation and uptake	Allocate resources for capacity building to support uptake of valuation	Ensure project funding is targeted to addressing key gaps	Chnnel resources for plural valuation research	Support crowdfunding to enable wider participation in decision making	Allow for plural valuation and its uptake	Highlight gaps in resource availability

Reference: IPBES Values Assessment - Decisions Based on Narrow Set of Market Values of Nature Underpin the Global Biodiversity Crisis.

The Assessment Report on the Diverse Values and Valorization of Nature has shown that taking 'nature' into account in political and economic decisions will be a key driver in addressing both global biodiversity and the climate crisis. The report argues that policymakers often focus on short-term profits and economic growth and ignore the multiple benefits that nature can provide.

The report shows that the main gap, within this framework, is the need for concerted action by all decision-making actors with a synergistic shared vision to reverse the biodiversity crisis and move towards more sustainable and fair future (IPBES, Plenary of the

Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services Ninth session Bonn, Germany, 3-9 July 2022).

A new UN report presented at COP27 which criticizes greenwashing and weak net zero commitments that threaten to undermine the global efforts to reduce greenhouse gas emissions to limit global warming to 1.5°C, sets out 10 practical recommendations to bring honesty, transparency, and accountability to net zero by setting clear standards and benchmarks (Haber Merkezi, 2022). The report also sets new red lines to prevent greenwashing, and states that non-state actors should no longer do the things as follows: (United Nations, 2022).

- "Non-state actors cannot claim to be net zero while continuing to build or invest in new fossil fuel supplies. Coal, oil and gas account for over 70% of global greenhouse gas emissions. Net Zero is entirely incompatible with continued investment in fossil fuels. Similarly, deforestation and other environmentally destructive activities are disqualifying.

- Non-state actors cannot buy cheap credits that often lack integrity instead of immediately cutting their own emissions across their value chain. As guidelines emerge for a high-integrity voluntary credit market, credits can be used above and beyond efforts to achieve 1.5°C aligned interim targets to increase financial flows into underinvested areas, including to help decarbonize developing countries.

- Non-state actors cannot focus on reducing the intensity of their emissions rather than their absolute emissions or tackling only a part of their emissions rather than their full value chain (scopes 1, 2 and 3).

- Non-state actors cannot lobby to undermine ambitious government climate policies either directly or through trade associations or other bodies. Instead they must align their advocacy, as well as their governance and business strategies with their climate commitments. This includes aligning capital expenditures with net zero targets and meaningfully linking executive compensation to climate action and demonstrated results.

- To effectively tackle greenwashing and ensure a level playing field, non-state actors need to move from voluntary initiatives to regulated requirements for net zero. Verification and enforcement in the voluntary space is challenging. Many large non- state actors - especially privately held companies and state-owned enterprises - have not yet made net zero commitments which raise competitiveness concerns."

Similarly, the OECD guidance published in October 2022, which sets out the elements of credible and institutionalized climate transition plans that aim to meet the Paris Agreement's temperature target, addresses the growing risk of greenwashing in transition finance and provides market actors, policymakers, and regulators with a comprehensive overview regarding current transition finance approaches by identifying key challenges and solutions (OECD, 2022).

6. DISCUSSION AND CONCLUSION

First of all, the study has explained the phenomenon of climate change. It has been found that the climate change, indeed, is a man-made problem that encompasses whole of the world in differing effects. These effects include increased rain seasons, fluctuating weather patterns, heatwaves, drought and so on. However, one of the most important effects of the climate change is the expected Sixth Mass Extinction event that will wipe out many species from the

planet Earth. All of these problems, then again, is caused by the linear economic model that relies on the "extract-make-use-dispose" which requires to be changed.

The study secondly focused on the concept of responsibility. It has been found that the individual responsibility, although most important one (since they work on companies, form the society and government and so on), it is by far hardest one to undertaken by them. This is because either individuals do not think that they are, indeed, responsible for the climate change and carbon emissions or they think that their actions do no to little effect on combating with the climate change. Secondly, the firm responsibility explored and found that they are, as a part of society, has, in fact, a great deal of responsibility for combating climate change since they are the main actors of production which causes emissions of GHG in the first place. Lastly, the state responsibility for combating the climate change has been focused on and it was revealed that although the state is the most effective actor in the issue, its power has been bound by individuals (as they shape the politics in democratic countries) and firms (as lobbying actions bog down parliaments).

Third chapter of the study has discussed the concept of greenwashing. Greenwashing, as mentioned before, comes as a strategy for corporations to utilize for negating the effects of costly eco-friendly practices meanwhile still benefiting from the "green markets" by deceiving or altering the contents of their advertisements. Then again, the chapter has revealed the fact that only 9 countries possess a law to enforce carbon disclosure which is essential for an effective control over the act of greenwashing. Furthermore, it has been revealed that although consumers are, to some extent, are willing to pay premium prices for environmentally friendly products, they cannot be sure which products are eco-friendly. This, then again, emerges as the main problem in greenwashing because of the market manipulation. Moreover, the main cause for not having an effective mechanism to prevent greenwashing has been discovered as corporate intervention to politics and its toll that would be brought to the society. Lastly, some examples of greenwashing has been given including Volkswagen, Exxon, and BP which indicates that such big companies engage in greenwashing and without they curbing their emissions, there could not be a meaningful progress to the solution.

Fourth section of the study explored how the international community responses to the act of greenwashing. It was found that the events occurring all around the world is taking the attention from climate change towards more approximate issues in terms of spatial logic. However, although this seems to be logical at the first glance, it endangers the future of our species in general. Furthermore, it has been, once more, understood that the international organizations, even ones responsible for combating the climate change directly, are, in fact, not serious about the climate change. For example, one could not help but ask: "Were attendant states of COP27 really needed the sponsorship from Coca-Cola?" keeping in mind that Coca-Cola is the largest plastic polluter of the world. Moreover, this section also revealed that the trajectory of the GHG emissions, in fact, is not in line with 1.5-degree target set by the Paris Agreement.

Lastly, the study explored the previous studies and reports regarding what kind of actions should be taken in order to combat the climate change. These actions include limiting the financial assistance to fossil fuels, establishing carbon markets (especially the global carbon market), replacing linear economic model with circular economic model, advancement in science and technology, and so on. Therefore, this chapter concludes that there is a need for

collaboration amongst all of the stakeholders of the problem, from individuals to international governments.

In the long run, individuals will mainly be responsible for coping with the climate crisis and establishing a circular economy. Individuals will, of course, be at the center of both stopping and reversing the climate crisis through their purchasing decisions, their political behavior and the mechanisms of the pressure groups of which they are part.

Since companies are based on profit, they try different strategies to make more profit. In recent years, one of the important areas that companies have used to show their sensitivity has been the environment. As of today, they are using the climate crisis to show their environmental sensitivity. Companies that declare that they have eliminated the factors that cause the climate crisis and that they produce in a way that does not cause the climate crisis have also done so under the heading of sustainability before, but over time this heading has become sustainable development tools. Companies that claim that they consume less, harm the environment less, emit less carbon, reset their carbon footprints, and convey these sensitivities to the consumer by carrying them to the advertisement, gain appreciation from the society and increase their sales, while at the same time, they sell these supposedly climate/environment friendly products/services at higher prices and earn more profit by using the climate.

The fact that, after years of meetings, commitments, and agreements to combat climate change, a course that will deepen the climate crisis, let alone progress, prevails all over the world; the ease with which the record-breaking plastic polluter can sponsor the climate meetings attended by jets, beyond the question of whether sufficient steps are being taken at the international level for the climate crisis, suggests that the main actors of the crisis are openly supported by the biggest organized parties responsible for preventing the crisis.

The 25% increase in the number of representatives of fossil fuel industries attending the COP27 climate summit compared to the previous summit (McGrath, 2022) shows the power of lobbying against the climate crisis. The climate agreements remain 'supra-state' instead of 'inter-state', which is open to sanctions (Kurnaz, 2022). They are important indicators in terms of showing the reluctance of governments and international institutions in the face of climate emergency.

Just looking at the opening lines of Greta Thunberg's speech at the COP25 Climate Conference in Madrid reveals the real perpetrators of the crisis, the initiatives that were pretended to have been taken to prevent the crisis but were not, and the real victims of the crisis: (Kettley, 2022).

- After the Paris Agreement, global banks invested $1.9 trillion in fossil fuels;
- 100 companies are responsible for 71 percent of global emissions;
- G20 countries are responsible for 80 percent of emissions;
- The richest 10 percent of the world's population is responsible for 50 percent of emissions, while the poorest 50 percent is responsible for only 10 percent.

The world population, which was 3.5 billion in 1970, reached 8 billion by the beginning of 2023 and continues to increase without slowing down. When this population pressure is added to the produce-to-consume model of the linear economy based on resource extraction, environmental destruction, fossil fuels, and greenhouse gas emissions, the result is an economy

that consumes twice as much as the world can compensate. This structure has brought poverty and climate crisis to the whole world, as quoted from Greta above. If it is persisted, the point that this structure will bring the planet to will be the sixth mass extinction on a scale not witnessed since the end of the dinosaur age. While the planet is being dragged into near extinction, those who are the real responsible have been busy with endless meetings for more than 30 years, instead of actions that are sanctioned. What is more frustrating for the planet's future is that these climate talks are under the auspices of fossilists and greenwashers.

AUTHOR STATEMENT

Statement of Research and Publication Ethics

This study has been prepared in accordance with scientific research and publication ethics.

Author Contributions

The authors contributed equally to the study.

Conflict of Interest

There is no conflict of interest for the authors or third parties arising from the study.

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