Greenwashing 101

Greenwashing is the practice of “making a company appear more environmentally friendly than it really is.” Industry’s Public Relations departments have become quite masterful at greenwashing environmental problems. Advertisements for the controversial House Bill 6, dubbed the “Clean Energy Bill”, does just that.

Citizens of Ohio have been barraged with fliers in their mail and television and radio ads. TV ads show families in windblown grass fields with the sun shining down, but clean energy sources like solar and wind are not included in HB6. The bill is simply a bailout for FirstEnergy Solutions’ two aging nuclear power plants: Davis Besse and Perry. The bill will also allow “Ohio Valley Electric Corporation to continue charging customers for its two 1950s-era coal-fired plants.”

Ohio’s taxpayers will be paying for “bad decisions made by FirstEnergy.” The bill was never intended to be about clean energy or staving off the climate crisis. Ohio should be investing in renewable energy, energy efficiency, and training for our students to work in the green energy sector and green energy technology.

While traveling across the Midwest recently, I was able to see many examples of wind farms, in Illinois and Iowa. These states, along with other states, are moving ahead with green energy development while Ohio remains embedded in old technology.

Our family believes in green energy and has invested in our own solar panel system. We do not want our money to support a form of energy that is not only dangerous to us, but dangerous to generations of Ohioans who must deal with the radioactive waste problems.

Once again, Ohio politicians are putting the possibility of a thriving green energy future for the state on the back-burner as they sell out to the industries padding their campaign bank accounts.

Dr. Randi Pokladnik

Uhrichsville, Ohio