

# Individuální zelený konzumerismus jako greenwashing korporací, kterým jde o zisk

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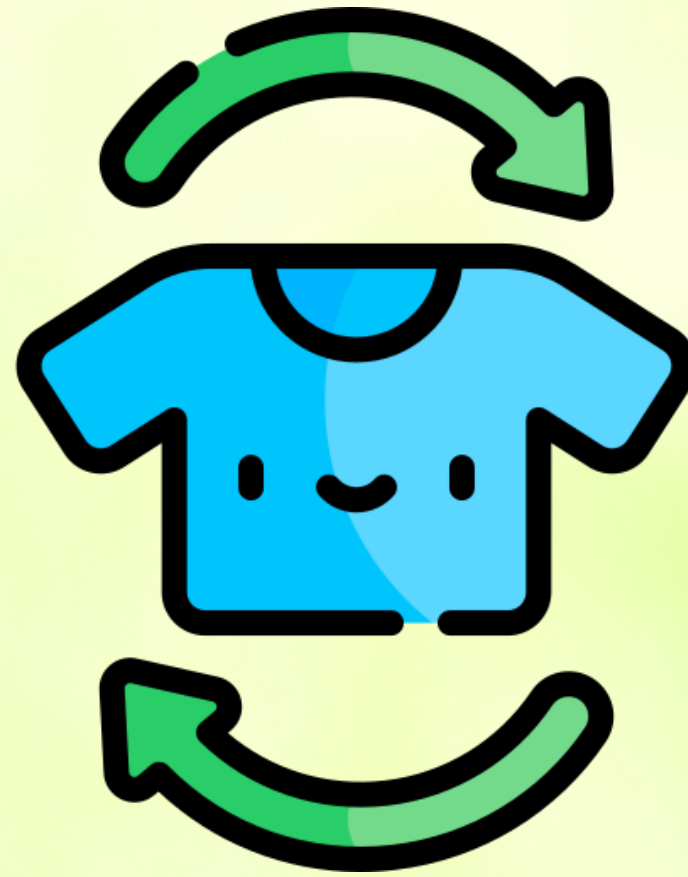
Mezioborová  
studentská vědecká  
konference

22. 6. 2023

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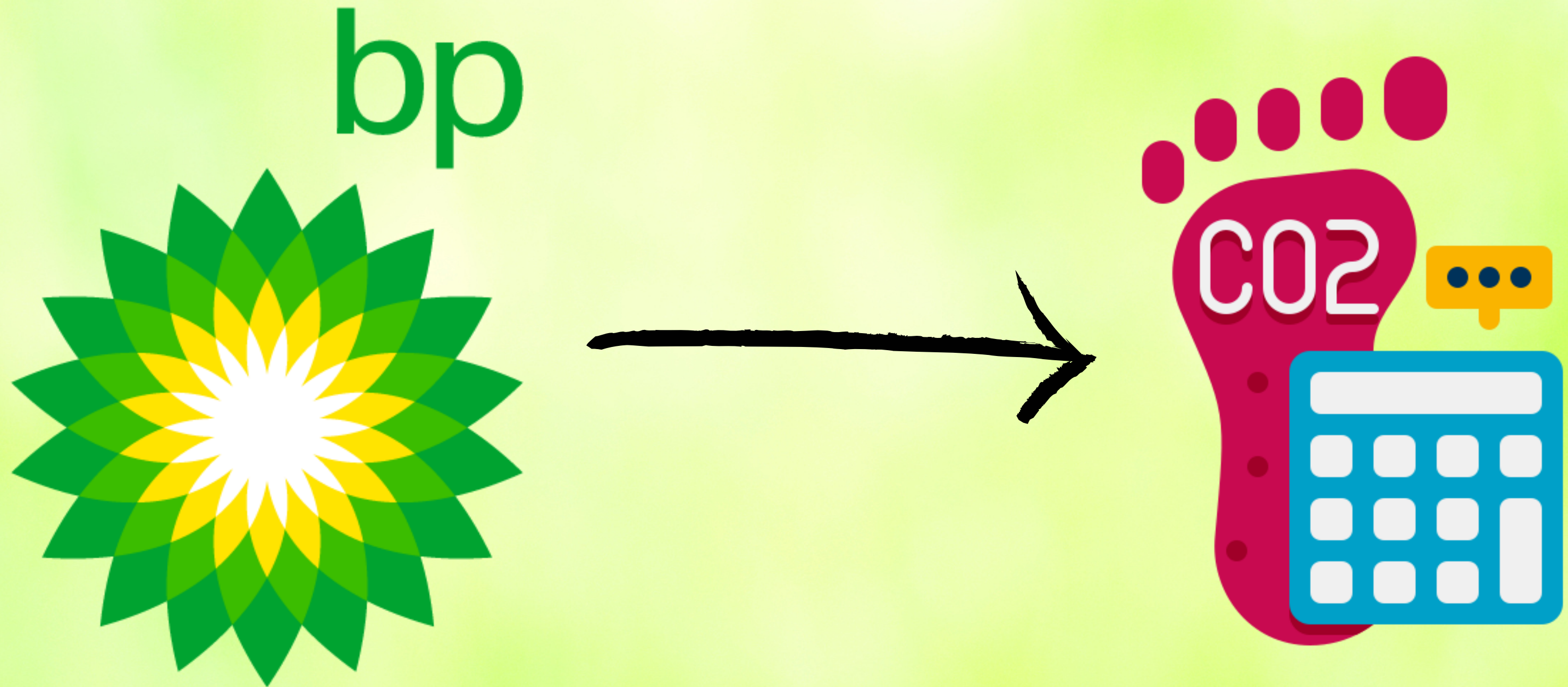


# Zelený konzumerismus





# Zelený konzumerismus jako nástroj greenwashingu



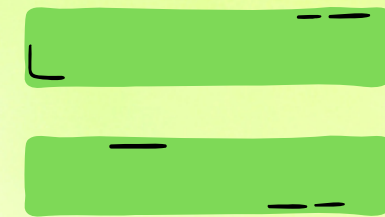


# 35 Ways to Reduce Your Carbon Footprint





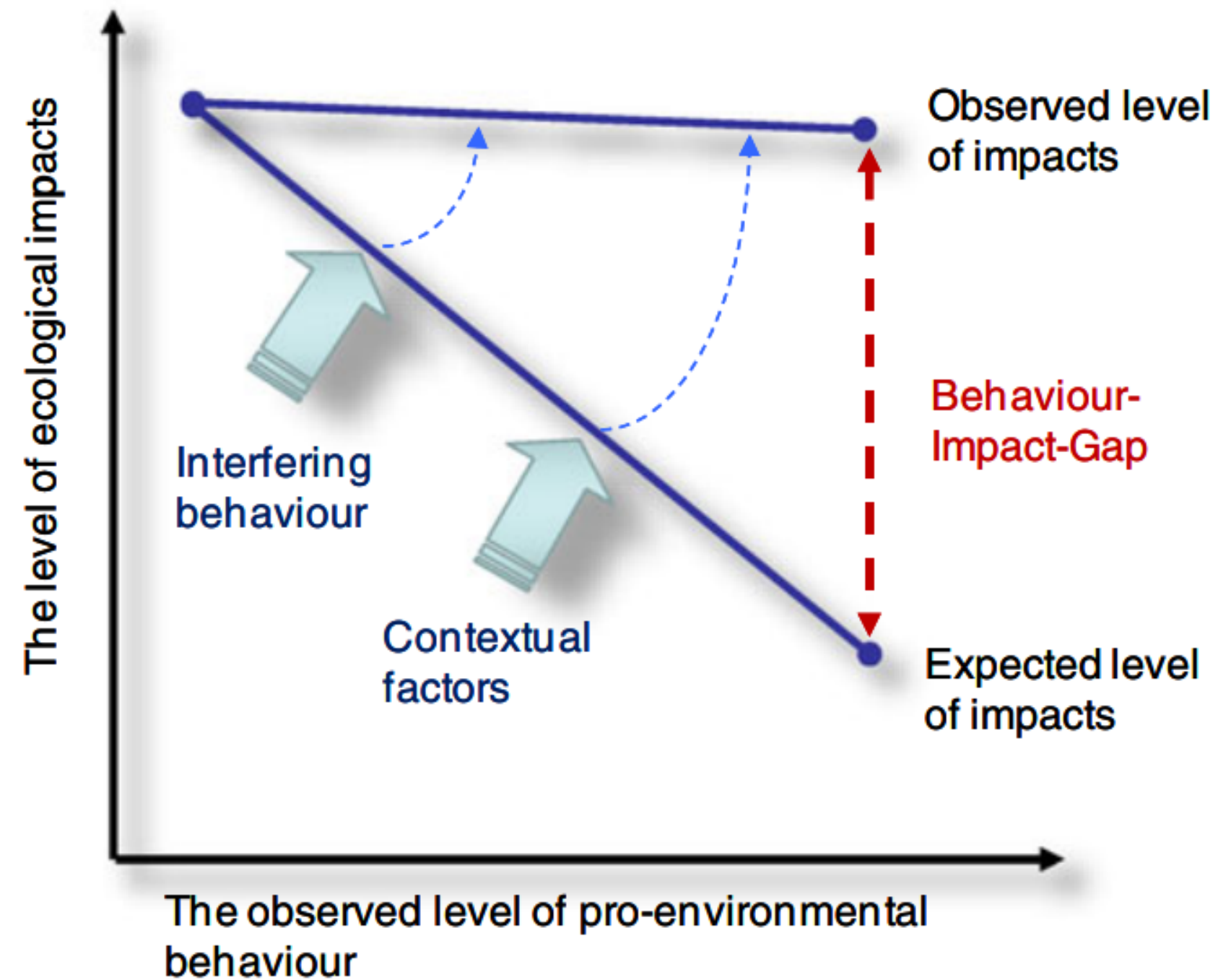
# Výsledky



**žádný rozdíl**



# Behaviour impact gap (BIG) problem



**Fig. 1** The behaviour–impact gap (BIG) problem



# Důsledky



A silhouette of a person in a meditative pose, centered against a vibrant, multi-colored background of light streaks and a starry field. The word "Pozitiva" is written in white text across the center of the silhouette.

Pozitiva





**Individual action won't achieve 1.5°C  
warming – social change is needed, as  
history shows**

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**Děkuji za pozornost!**