

THE AESTHETIC NATURE OF CORPORATE SOCIAL RESPONSIBILITY AND GREENWASHING

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Abstract: *This article argues that the governance, corporate social responsibility (CSR) and the communications and environmental practices done in the name of it should all recognize that the corporation is an aesthetic phenomenon. Through logos, trademarks, websites and product advertisement CSR practices are being aesthetically projected. In turn, this misleads and influences the consumer about the corporation's environmental performance and compliance with CSR regulations. As a result, the article argues that the aesthetic nature of a corporation must be taken into consideration when punishing dishonest corporate behavior through governance methods. The illusion a corporation can create in claiming it is "green", can create difficulties for regulations, therefore, tackling the wrongful and misleading statements about a corporation's products can be more beneficial than focusing on the broader aesthetic of a corporation. Social and environmental activists play a subversive role in the equation which can help with unveiling the green mask. Though history has shown that these narratives can play a limited role in re-establishment, lawful regulation can assist these narratives in forming a more rigid practice when it comes to CSR and greenwashing.*

Keywords: CSR, Greenwashing, Environmental, Aesthetic, Consumerism

JEL Classification: M14, K13, K32, K33

1. Introduction

In recent years, Volkswagen launched a line of "clean diesel" cars claiming that these cars could be an alternative to hybrid and electric vehicles with the slogan "Clean Diesel, like really clean diesel". Volkswagen installed emissions software to 11 million vehicles that allows them to sense the unique parameters of emissions drive cycle set by the Environmental Protection Agency. However, the cars did not comply with the company's claims. It turned out that these devices detect the speed, throttle and other inputs in order to switch from one operating mode to another. The trick was that these vehicles are fully compliant with the claims made about them, but only when operating in the test mode. However, when driving normally and at a higher speed, the computer switches to a different mode significantly changing the way the vehicle runs and in turn, significantly increasing the amount of nitrogen oxide emissions alongside other pollutants and toxins. By doing so, Volkswagen is in violation of the Clean Air act and is being investigated for doing so. The result of the investigation could cost the automaker close to \$18 billion.

The Volkswagen scandal is one of the more extreme examples of greenwashing (Aurand et al., 2018). But the practice of claiming positive environmental performance and not delivering has been remarkably widespread among multinational corporations. A 2010 report suggests that 95% of "green" products are in fact not or include at least one questionable claim

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(Terrachoice, 2010). When corporations attempt to impress the people with their environmental practices, gloating about their recycling initiatives and low carbon footprint, they as often as possible exaggerate their claims with engaging tasteful aesthetics. Corporate sustainability reports bustling with specialized information are apparently not enough to impress the public.

The general population may view Nestle's recyclable plastic bottles, or Tide's "plant based" laundry detergent as green without looking any deeper into the ingredients list or the packaging details. Colloquially, these presentations are sometimes mocked as "greenwashing." They are not simply the results of inventive advertising groups in any case, rather, mirror the profoundly tasteful characteristics of the contemporary business enterprise and the customer economy in which it works.

As currently structured, CSR is a voluntary effort that fundamentally relies on the alignment of environmental awareness and long-term firm reputation with stakeholder value, the ethics of corporate managers and directors, and the goodwill of consumers and investors toward a healthy planet. How might we assess the aesthetic nature of CSR in terms of guaranteeing responsibility on organizations' environmental practices? What is the effect of aesthetics in terms of examination of CSR jurisdiction? These questions outline this article, which contends that we need to consider the aestheticized aspect of a corporation's environmental practices in order to appropriately comprehend their societal effect and the suitable administration reaction thereof. As opposed to the predominant accounts about the ethics of aesthetic appreciation, prominently for emotive amusement and the development of morality (Freeman, 2014), this article similarly features their negative implications in the realm of business. For business administrators, tasteful qualities serve not only to incline how general society sees their natural or social exercises yet additionally the actual enterprise as a stylish peculiarity. Unlike an individual human, the "distinguishing component of the body corporate is its imperceptibility," clarifies law teacher Leslie Moran (1992). A corporation is seen by the people indirectly as an aesthetic phenomenon through its graphic logos and sites. The organization, subsequently, isn't just apparently everywhere but additionally nowhere, without association with a particular spot or person. It is often debated that a human being and a corporation are not and cannot be equal in the presence of the law as the two are very dissimilar.

This article will discuss several aspects of CSR aesthetics and the proposed measurements thereto. First and foremost, the article presents the theoretical and procedural structure for assessing the aesthetic nature of CSR. From this, it analyzes the aesthetic elements of business and the consumer economy, including the green-washed aesthetics of CSR. It will touch down on customary regulatory controls, including misleading advertising, and evaluating the potential strategies to countering these strategies. The article closes emphasizing on how regulation may help escape aesthetics by protecting the public from being deceived. All through, the article models from an assortment of jurisdictions however mainly, Anglo-American jurisdictions.

2. The Aesthetics of Greenwashing

Corporate Social Responsibility Marketing

The business organization is indeed a tasteful wonder. You would not think that, nonetheless, by seeing the ascetic ceremonies of shareholder gatherings and boardroom meetings. Their monotonous customs - from recording investor goals to tuning to the chief executive officers' advice - give a false representation of the corporate personality shown to the more outsider world. This outsider identity is substantially more than up-to-date corporate workplaces or meeting rooms beautified with compelling artwork; it emerges to pass through

trademarked logos, websites, brilliant exposure, and omnipresent item showcasing. Sometimes music plays a role with some corporations to create a theme song specially for the corporation which is said to promote the loyalty of the employees (Nissley, et al., 2003). The word aesthetic was originally derived from the ancient word "aisthetikos" which means "of or for perception of the senses". However, in contemporary English the word aesthetic means the significance given to experiences that have a sensual character. When used as a noun, the word signifies the principles or philosophy of aesthetic opinions particularly relating to art and beauty (Light, A. and Smith, J, 2005). Giving things an aestheticized effect has a considerably bigger influence on consumers, for certain significant organizations' advertising expenses exceeding the expenses incurred in the actual manufacturing of goods (Surbaugh, et al. 2013). Shopping itself has gotten an aestheticized effect as it offers unmistakably tasteful feels. The market has transformed into an economy where the consumer purchases an experience rather than a product. An experience which entails spending time undergoing a series of experiences that the corporation makes memorable for the consumer (Pine et al., 1999). There are certain amusement cafes that are well known for the experience the consumer encounters rather than being known for the coffee or the food. Such places have aesthetic qualities, particularly for multinational corporations, they tend to blend into the brand that summons the organization's qualities and promotes developed relationships with specific ways of life and status. Malls also tend to deliver a music/perfume filled experience which leads consumers to stick around and purchase more (Brottman, 2007).

Organizations utilize stylish impacts to "console" consumers of their environmental qualities with an end goal to proceed with their monetary achievement. These tasteful impacts are utilized not only to advance business in clearly environmental-themed areas, for example, the eco-tourism industry (Campelo, Aiken and Gnoth, 2011), however the appealing melodies and symbolism in advertising can carry believability to claims about strategic approaches taking on the appearance of "zero emissions," "carbon impartial," or "economical." Logos give another powerful stylish image of eco-friendly affectations. Considering the analysis of its environmental practices, the company British Petroleum dispatched an enormous rebranding campaign that incorporated another logo of a yellow and green sunflower, representing the god of sun of old Greece. It also changed its name with the slogan, "Beyond Petroleum" (Beder, 2002). However, there was nothing really "beyond" about it. This is the very same organization that was found liable for an enormous oil spill in the Gulf of Mexico called the Deepwater Horizon (Pallardy, 2020) and for whom non-renewable energy source deals actually represent by far most of its profits and revenue.

3. Regulating Green Illusions

3.1. Trading and Advertising

Laws and regulations have not been able to keep up with corporate greenwashing on account of their inability to perceive and adjust to the developing aestheticized character of business and its CSR plan. For the sake of intellectual property protection, governments have been more invested in shielding corporate aesthetics than controlling their deceptive implications. Copyright law in the United States of America, a main shaper of worldwide standards, has a few times expanded the length of legal protection to creators' manifestations, generally to protect corporate interests, for example, the Walt Disney Company, which persistently campaigned for such expansions in 1998 (Svhlackman, 2015). Trademarks additionally get liberal legal insurances in order to protect corporations. Concurrently, experts in numerous jurisdictions have surrendered greater duty to organizations to deal with their own environmentally conscious performance through sets of

principles such as codes of conduct or contracts and advisory guidance, resulting in creating more opportunities for dishonest conduct, given the diverse record of self-regulation in businesses (Haufler, V, 2013). Large numbers of these voluntary CSR initiatives contain assumptions that member organizations will openly unveil their environmental and social performance, however such assumptions either identify with explicit technical information, for example, reporting their greenhouse gas emissions, or are projected too comprehensively without the intention to hold these corporations responsible for their performance.

Active statements and exclusion can both amount to bad or faux forms of communication between a business and a consumer. For example, Canada's Competition Act 1985, recently amended in 2020, precludes bogus or deceiving claims about any product, service, or business. This incorporates both the literal meanings of the claims and the overall impressions they make. The Competition Act additionally precludes any presentation asserts that are not supported by adequate and appropriate testing, which should be conducted before the cases are made. Since these controls apply paying little mind to the mode of correspondence, they could catch a portion of the tasteful articulations peddled in the past segment of this article. The misleading advertising Directive defines misleading advertising as "advertising which in any way, including its presentation, deceives or is likely to deceive the persons to whom it is addressed or whom it reaches and which, by reason of its deceptive nature, is likely to affect their economic behavior or which for those reasons, injures or is likely to injure a competitor" (Directive 2006/114/EC). The US Federal Trade Commission works inside a similar regulatory system under the Federal Trade Commission Act and has exhorted that it "looks especially closely at advertising claims that can affect consumers' health or their pocketbooks". Advertising controls in certain nations are additionally expressed through codes that are broadcasted conjointly by government and industry. An example is the Great Britain's Advertising Standards Authority's codes and Canada's Code of Advertising Standards which limits certain promoting and advertising acts and accommodates the public to issue complaints where they are needed (Harker, 1998).

Fair trading regulations are restricted in terms of addressing CSR aesthetics. A few significant contemplations apply. To start, unveiling on bundling the fixings in cosmetics or groceries or providing details regarding ozone depleting substance emanations, such guidelines serve to control bogus or misdirecting claims. In many jurisdictions, organizations are not for the most part obliged to investigate their CSR executions. However, when organizations decide to make aestheticized claims about their CSR qualifications, they might get exposed by fair trading controls. Second, although advertising controls do extend to implied depictions, for example, pictures of farm animals or beautiful scenery in item promoting, specialists have seen that changing depicted claims is more difficult because the meaning of such claims are not clear or apparent, but they are deceptive and do manipulate the consumer (Nehf, 2016). Misleading advertising laws are applied to word centered advertising that covers written text but does not extend to the visual or audible aspects of branding advertising. Legal charges have been brought by The Australian Competition and Consumer Commission (ACCC) against Heinz for having misleading nutritional facts on food that is meant to be consumed by infants.

One other problem regarding false advertisement is the fact that many of the terms used in packaging and labeling lack uniform definitions and classifications. Words such as free, natural or organic are hence figurative words or representations that are very difficult to control. The bigger problem, however, is that consumer protection only applies to consumers who are reasonable in their corporate marketing interpretations, leaving the overly trusting consumers vulnerable to these deceitful corporate actions (Nehf, 2016). These types of sanctions can be punishable by law and can bring both criminal and civil sanctions. An example is the Canadian Competition Act of 2020, which states that "No person shall, for

the purpose of promoting, directly or indirectly, the supply or use of a product or for the purpose of promoting, directly or indirectly, any business interest, by any means whatever, knowingly or recklessly make a representation to the public that is false or misleading in a material respect.”

3.2. Trademark Law

While the feel of corporate correspondences can fall inside the domain of fair-trade regulations, which center around the general impression in deciding whether it is deceiving or not. Such guidelines will in general be useful essentially for authorizing deluding notices about items or benefits as opposed to handling the brand character of an organization that may itself contribute to greenwashing. The tasteful character of an organization's logo, website, and other expressive components of its brand tend to be difficult to identify as being tricky contrasted with item promoting since their implications about environmental quality will in general be undeniably more inconspicuous and not entirely clear, notwithstanding being less solidly attached to the retailing of explicit items.

One tool that could be used to address parts of corporate brand character is trademark law. Brand names are a type of illustrative capital that gives an aesthetic monopoly for their owners. Many organizations depend on unmistakable logos or different brand names to draw the attention of the consumer since they diminish exchange costs by giving buyers compact and solid approaches to recognize merchandise and enterprises in the market. Trademarked brand names are personally tied up in corporate brands and may even serve to address the unmistakable environmental attributes and characteristics of organizations and the products they produce. To achieve these monetary benefits, trademarks require lawful insurance, particularly to keep consumers from being deceived by rival organizations passing off comparable logos.

Like bans on deceiving advertising, trademark registration procedure and regulations block or bar the registration of trademarks that could be deceptive and lead to the confusion of the public. In recent times, trademark controllers have gotten numerous applications for brand name enrollments with environmental implications, incorporating words such as vegan, eco, green or natural among other environmentally proclaimed popular expressions. Esthetic images inferring such terms that may likewise be important for a brand name application incorporate a tree, tortoises or planet Earth. Some brand name workplaces are getting more attentive to such applications. The law can likewise utilize corporate logos to help "name and shame" organizations that are in violation of the law, counting natural guidelines. This should be possible when organizations are obliged to put public takes note in the media unveiling their infringement, with the notification showing the culpable organization's logo unmistakably to guarantee crowds will promptly recognize the offender.

Perceiving the force of aesthetic portrayal of corporate practice, a few governments have resorted to techniques in controlling misleading claims through advertisement by presenting their own visual images of pro environmental models. One of the most well-known models is Germany's "Blue Angel" program, made in 1977 on the activity of the German government to consider eco-friendly items and administrations to be named and showcased with an effectively recognizable name. Certified items and administrations, of which there are presently around 12,000, can show the logo of the Blue Angel. Some noticeable private area, eco-certified models incorporate Carbon free and Fair Trade. However, a few analysts question the effect of these stylish images of environmental quality on consumer behavior since the names do not in themselves question the actual need of some utilization. In certain conditions the most environmentally economical alternative is no purchasing by any means (Horne, 2009).

The EU's far reaching non-financial reporting directive requires enormous organizations to distribute reports occasionally on the environmental and social effects of their exercises. Yet

neither of these methodologies is probably going to have any immediate pertinence to the aesthetic qualities of corporate communications as the focus of this directive is to the formal composed detailing of financial and non-financial information. Administration gaps in controlling the style of corporate correspondences are not considerably filled by private law rights. Common law regulations that cover misdirecting corporate correspondences are accessible under contract law and tort law. These approaches can be helpful to distressed consumers or financial investors where controllers neglect to give alleviation. Yet they have numerous downsides. Consumers can only with significant effort prevail with the misdeed of injurious falsehood since they should exhibit that the organizations have acted maliciously when making a deceitful ad. Due to privity of contract, consumers additionally have experienced issues profiting by authoritative cures against retailers where items do not coordinate the quality guaranteed in advertisements made by the corporation. Also, in distortion cases, singular consumers ordinarily just experience the minor effects of buying an item, except if they endure actual harm (for instance, from a restorative containing cancer-causing fixings). Case itself is a costly and hazardous recommendation, although consumers may participate through class activities, which can likewise overcome the trouble of demonstrating adequate individual misfortunes.

To sum up thus far, misleading environmental claims are intensified by corporate aesthetics installed in websites, trademarks and packaging. The current laws that manage advertisements, brand names, and the protection of investors insurance give the chief methods for administering their stylish properties and substance. They generally catch the most serious or unmistakable maltreatments, require impressive resources in order to prosecute, and largely neglect to perceive the universal and unpretentious pervasions of corporate aesthetics that add to naturally harming consumerism. Consumption itself is totally outside the extent of these legitimate controls however might be controlled through different methods, for example, in managing waste control or recycling norms. Without satisfactory lawful powers over the style of consumerism and corporate aesthetics, organizations that really hold fast to high environmental guidelines may not profit by their endeavors since consumers or financial investors can only with significant effort recognize the truly environmentally mindful firms. The appearance of environmental affirmation plans, in any case, can be truly favorable to environmental organizations through tasteful images that give consumers confirmation of sustainability principles. However, these corporations do not take any stance themselves against inescapable consumerism and incidentally may even empower it. The following chapter of this article inspects how social and environmental activist groups can assist with making up for this administration shortfall by making organizations more responsible for their green illusions.

4. Countering the Aesthetic Nature

4.1 Unveiling the Illusion

The foregoing regulatory regimes are not sufficient for confronting deceptive CSR aesthetics and greenwashing. While the advertising of consumerism cannot be easily reversed, environmentalists work to intercede to ingrain subliminal messages that instruct the public where laws and regulations failed to. Environmental community groups and critical artists help supplement governmental guidelines but in no way replace them. These activist groups and environmentalists work on shaping the public opinion and help build consumer knowledge. In turn, that may elevate more grounded laws and regulations to address the fundamental drivers of environmental deterioration such as gas emissions resulting from burning fossil fuels. Countering aesthetic techniques can offer the methods for both governing CSR straightforwardly and utilizing legal reform.

4.2 Defying the Environmental Aesthetic

Countering environmental aesthetics relies intensely upon the innovative expressions to draw the general society in. Timothy Morton, a professor in ecological studies, supports arts and human expressions for their power to help us reevaluate our place in nature for a superior environmental future (Morton, 2007). Morton perceives art as a tool to assist individuals with seeing and comprehending environmental effects that they do not individually experience firsthand. Such effects, including the warming of the earth as a result of climate change, are what Morton calls "hyper-objects" since they show over temporary and spatial scales that stunt the growth of the human perception (Boulton, 2016). In the areas where environmental change could not be experienced firsthand by humans, arts have an uncommon educational objective that can influence legal and political changes.

One strategy of politically involved art that challenges questionable CSR aesthetics and huge name brands is referred to as "culture jamming". Ultimately, culture jamming is a creative form of activism against consumerist social movements which aims to disrupt mainstream media culture and its institutions, including corporate advertising (Dery, 2017). Cultural jamming commonly entails artists hijacking billboards, reconfiguring logos, and caricaturing ads to drastically sabotage their messages. The art ordinarily includes brilliant, metaphorical and sculptural components that are aggregately written without official approvals. What makes this social damage so striking is that it "makes use of a corporation's own method of communication to send a message starkly at odds with the intended one" (Kohn, 2004). The companies are usually left to clean up the mess as it is seen to be destructive to keep these artistic invasions on their billboards. Also, they are being billed for that space.

Another form of countering these aesthetic feels is the recovering of public spaces, for example, sidewalks, town squares, transport stops, and city structures and buildings, which have surrendered to universal corporate advertising. Such imaginative activism has been conjectured by observers as being insightful of the marketplace to oppose and reuse the rationale of appropriation. Since numerous public issues are underestimated by the strength of market esteems and business communications, activists have needed to go to the actual market as a stage to communicate their complaints. Political consumerism has become predominantly applicable to environmental activism since it tries to uncover the part of the market and uncontrolled industrialism as drivers of biologically unsustainable and impractical practices. We can conclude that the main purpose of this type of activism is to expose corporations for all the damages and social suffering they might be causing and making it transparent to the consumer who has a right to know the truth.

5. CSR Initiatives

Activism is not the only action taken towards bettering CSR rehearses among the world. Governments as well as some corporations have directed effort towards the establishment of several CSR initiatives. In this chapter, I will discuss a couple of these initiatives and the impact each has in the realm of CSR practices.

5.1 National Initiative: The United Nation's Global Compact

The United Nations Global Compact (2001) is a United Nations agreement is an initiative established in order to urge organizations to implement sustainable and socially acceptable approaches, and to report their execution. Although it is considered non-binding, The UN Global Compact is a rule-based framework for organizations, expressing ten standards and principles in the sects of human rights, labor, the environment and anti-corruption. Under the

Global Compact, organizations are united with UN agencies, labor, and society. The Cities Program is provided so that cities can join the Global Compact. This Global Compact is the world's biggest corporate sustainability initiative with over 12000 corporate members and different stakeholders in over 150 countries (The UN Global Compact, 2000).

The Global Compact is a management platform that offers a strategic approach for members to propel their duties to sustainability and corporate citizenship. Organized as a public private activity, the Global Compact is strategy structure for development, execution, and exposure of sustainability standards and practices offering members a wide range of specialized work streams, executive instruments and assets, and topical projects and tasks all intended to advance sustainable business models and markets so as to contribute to the initiative's mission to build a sustainable and comprehensive global economy.

Views on the Global Compact are reasonably divided. Supporters generally consider it to be an inventive and realistic methodology that can change corporate culture by ingraining new qualities and activate the assets of vast businesses for social and sustainable development. It is viewed as a commendable type of "good governance", where collaboration and voluntary approaches prevail upon conflict and ponderous regulation. It is additionally expected to promote "social" or "organizational learning", where business and different stakeholders learn through multi-stakeholder exchange, examination and systems administration. Critics of the initiative are worried that it might be accomplishing more to upgrade the stance of large businesses than supporting the environment and society. They are stressing that organizations with a notoriety for negligence have been invited into Global Compact, and that the conditions forced on businesses to conform to the standards are frail

5.2 European Initiative: Green Paper Promoting a European Framework for CSR

The European Union is apprehensive about CSR as it tends to be a positive commitment to the essential objective shown in Lisbon: "to become the most competitive and dynamic knowledge-based economy in the world, capable of sustainable economic growth with more and better jobs and greater social cohesion".

This Green Paper intends to send off a wide discussion on how the European Union could advance CSR at both the European and international level, specifically on the best way to benefit as much as possible from existing encounters, to support the development of innovative practices, to bring greater straightforwardness and to increase the unwavering quality of assessment and approval. It proposes a methodology based on the deepening of associations wherein all actors play a functioning role.

At the European level, the test is regarding the way in which CSR can add to the Lisbon objective of building a dynamic, competitive and durable knowledge-based economy. The Lisbon European Council made an extraordinary allure for organizations' feeling of social obligation regarding best practices on long lasting learning, work association, equal opportunity, social inclusion and sustainable development.

6. Conclusion and future reflections

The concept of aestheticizing things has a power on humans and a huge influence on the culture. This notion is exploited by the business sector in order to claim social responsibility. False or misleading ecological claims are subsequently as anyone might expect enhanced by corporate aesthetic installed in brand names, packaging, websites, and advertising techniques. They are not effectively dependent upon the control of law as they are not text based. Fair exchanging and trademark law apparently include the general media measurements of corporate promoting and marking, yet they can struggle to observe and restrain some aesthetic components of business interchanges and completely fail to oppose the more extensive consumerist motivation. When showcasing rehearses and lawful

convention work in various domains, we can begin to value that CSR aesthetics present a genuine challenge for regulators and legislators.

Past bureaucracy, a rebel social development that challenges corporate malpractice has ascended. Countering aesthetic techniques cunningly changes corporate expressive material - trademarks, melodies, logos, slogans, announcements, or different components of the business brand - into something revolutionary. Countering aesthetics can uncover tricky corporate practices that decline the environmental state or disclose other concerning social issues. These culture-jamming techniques additionally face lawful obstructions of their own, nonetheless, including reducing admission to public spaces, limitations on the right to speak freely, defamation law, and organizations' obnoxious implementation of their licensed property rights.

The main contributions of this article to CSR are not primarily to offer solid answers for the previous regulatory gaps and deficiencies, which are extremely hard to resolve, but to present novel methods of recognizing how CSR rehearses present complications for regulators and to feature the commitments and contributions which non-state actors are making through their rebellious idea of countering these aesthetics. By enlightening the aesthetic elements of CSR and distinguishing regulatory shortcomings, this article wishes to spike further reflection and academic discussion on the issues made by CSR aesthetic and how to educate the general society and change consumer conduct. In portraying a plan for the laws governing CSR, countering such aesthetics ought to be thought of.

Securing the public from aesthetic expression and making sure they have a healthy community discourse is crucial for the foregoing plan. The decrease of the public domain, a space as far as anyone knows, must be isolated and inaccessible by the economy, was seen by Hannah Arendt in the 1950s as declining in terms of the availability of space of appearance (Arendt, 2013) for drawing in with their companions in political talk and community action. Philosophers claim that the public sphere is an essential site for public thought and objective talk for the quest for social and moral concerns (Habermas, 1991). When observers wail over the "McDonaldization" or "Disneyfication" of our modern-day society, they are talking decisively about the destructive corporate advances into this public domain (Ritzer, 2013).

Enthusiastically, some intriguing legal precedents are putting the brakes on corporate aesthetics. These precedents have risen in certain regions. A few municipalities are limiting invasive marketing *inter alia*. In Brazil, the city of Sao Paulo has restricted boards and banners in open territories including public transport, and since the year 2007, has been preparing to free the city of visual pollution (Downie, 2008). The city of Canberra, Australia, has also kept a long-standing prohibition on promoting billboards to the staggering endorsement of its population (Evans, et al., 2020).

Culture-jamming activities can be seen as a violation of copyrights and trademarks as well as the publisher's moral privileges of ascription of authorship. Australia's Copyright Act 1968 was revised in 2006 to protect those controlling copyright material for the reasonable use of parody, in spite of the fact that with changes that additionally made it simpler to sustain criminal indictment against unlawful infringements. Some other examples are the South African courts have effectively favored the culture jammer's rights of expression (Seriff, 1996) Several US cases have similarly supported mocking business brand names as ensured noncommercial freedom of speech, so long as it does not undervalue it by influencing consumers which is ultimately the main goal of culture jamming.

In shutting these short reflections on future governance, improving the jurisdictions for culture jamming is not entirely enough to resolve all the issues associated with the aestheticized nature of CSR. Culture jamming alone is not enough to circulate change within environmental laws and policies. The art of culture jamming can add to public discourse and the human creative imagination in novel and fascinating manners for investigating

environmental practices, yet they rely upon different stakeholders and procedures acting towards changing corporate and government conduct, regardless of whether through boycotting specific corporations or public interest litigation, or different intercessions. Art is meant to get people to better understand their reality and if used correctly in this context, it might be monumental in helping people to discover reality behind greenwashing and subsequently perhaps to one day hold business investors and legislators responsible for their misconduct.

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Bio-notes

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