

Greenpeace USA

Give to Greenpeace

\$25

Monthly ▾

give

- [Take Action](#)
- [Issues](#)
- [About](#)

- [ffacebook](#)
- [Twitter](#)
- [YouTube](#)
- [Instagram](#)

[Donate](#)

≡Menu

- [About](#)
- [Stories & Victories](#)
- [News & Media](#)
- [Research](#)
- [Blog](#)
- [Contact](#)

Q

Search

✕

→Search icon

- [Take Action](#)
- [Issues](#)
- [About](#)

- [About](#)
- [Stories & Victories](#)
- [News & Media](#)
- [Research](#)
- [Blog](#)
- [Contact](#)

Search

QSearch icon

Global ▾

- [ffacebook](#)
- [Twitter](#)
- [YouTube](#)
- [Instagram](#)

[< Back to Post](#)

Chevron’s “Will You Join Us” Greenwash Campaign

by Claudette

September 26, 2008

- [facebook](#)
- [Twitter](#)
- [Email](#)

On its website and advertisements, *Chevron* uses its slogan, “*Human Energy*,” to tout its use of innovation and efficiency for its altruistic goal to “power human progress.” With its newest greenwashing campaign, “*Will You Join Us?*,” *Chevron* encourages consumers to “carpool more” and “use less energy,” while showcasing all the steps it takes to become more energy efficient. But how much is *Chevron* investing in alternative clean energy and efficiency? How does this compare to how much it is spending on selling its “*Human Energy*” image and lobbying for market advantages among Congress members and presidential candidates?

Image vs. Substance

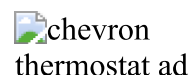


chevron car ad

The U.S.’s second-largest oil company, *Chevron* made over \$39.5 billion dollars in profit in light of rising gas prices this past year. With these tremendous profits, the oil giant invested \$562 million in emerging energy technologies like biofuels and hydrogen, a meager 3% of the \$15.5 billion it spent on explorative drilling and production [1]. *Chevron* also sold off interest in wind and solar projects last year, like the Texaco Nederland B.V. wind farm, in order to increase shareholder returns and focus “its resources and capital investments on maintaining leading positions” in the market it knows best [2].

With the [\\$15 million re-launch](#) of the “*Will You Join Us?*” PR campaign, *Chevron* hopes that consumers will believe that they are at the forefront of a cleaner energy future, and not in the business of drilling and selling one of the biggest global contributors to global-warming emissions. After increasing its ad spending this past year, *Chevron* joins other energy giants like [Shell](#), who have already [spent](#) well over \$55 million this year on ads.

Something *Chevron* doesn’t bother to mention in any of its marketing is its use of [human exploitation](#), particularly the native peoples of Nigeria and Ecuador, as well as the [environment](#). It fails to mention a [pending law suit](#) in which the company is being tried for gross human rights violations against villagers who peacefully protested Chevrons environmental abuses.



chevron thermostat ad

Oil Race in 2008

Oil and gas companies are [placing their bets](#) on John McCain for 2008, who has received over \$1.6 million dollars from the industry, compared to Barack Obama’s \$457,895 in PAC contributions and individual donations. *Chevron* alone has [contributed](#) \$679,000 to the 2008 presidential and congressional candidates thus far, with nearly three-quarters of that going to republican candidates. *Chevron* is also reaching out to voters during the upcoming presidential debates, as it is one of the [lead sponsors](#) of the first debate to be aired on September 26.

Along with trying to buy allies and put them in office, *Chevron* spent over \$4 million in the first half of 2008 [lobbying](#) for non-green causes that it does not brag about on its website, like deepwater drilling in the Gulf of

Mexico and weakening the impact of America's Climate Security Act of 2007. While Chevron may be trying hard to talk like a green corporation, it is doing little with its actions, making it another oil-drenched greenwashed poseur worthy of consumer skepticism.

[1] [U.S. Securities and Exchange Commission](#)

[2] [Chevron website](#)

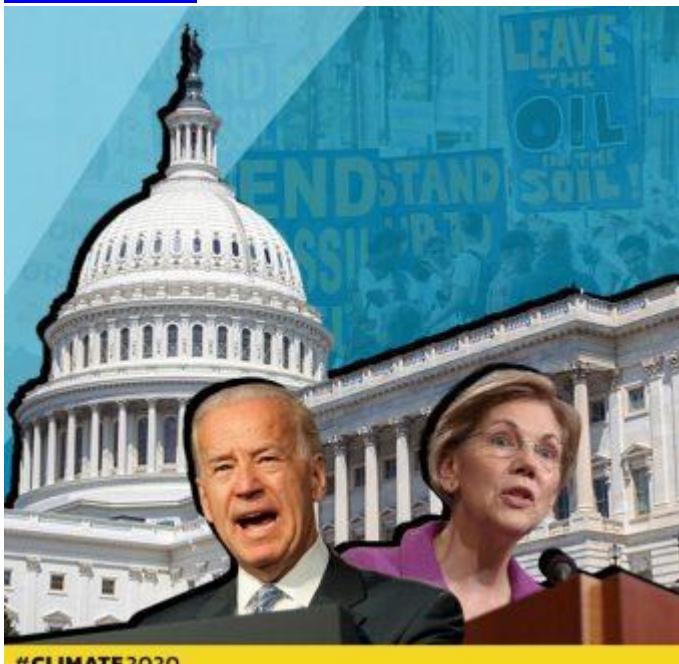
By [Claudette](#)

- [Climate](#)

Take Action

- [#Climate2020 Candidate Scorecard](#)

[view scorecard](#)



- [We want a climate debate!](#)

[take action](#)



We Need Your Voice. Join Us!

Sign up

Please join us.

Contact Information

<input type="text" value="First Name*"/>	<input type="text" value="Last Name*"/>
<input type="text" value="i e*"/>	
<input type="text" value="Email*"/>	<input type="text" value=""/>

By submitting your mobile number, you are agreeing to receive periodic text messages from Greenpeace. Reply "STOP" to unsubscribe at any time or HELP for info. Message & data rates may apply. [Privacy Policy](#)

Sign Up!

Want to learn more about tax-deductible giving, donating stock and estate planning?

[Visit Greenpeace Fund](#), a nonprofit, 501(c)(3) charitable entity created to increase public awareness and understanding of environmental issues through research, the media and educational programs.

[Greenpeace](#)

702 H Street, NW, STE 300, Washington, D.C. 20001 | 1-800-722-6995

[Take action Donate](#)

- [What We're Doing](#)
 - [Saving the Arctic](#)
 - [Protecting Forests](#)
 - [Fighting Global Warming](#)
 - [Protecting Our Oceans](#)
 - [Living Toxic-Free](#)
 - [Promoting Sustainable Food](#)
 - [Defending Democracy](#)
- [How It Works](#)
 - [Investigate](#)
 - [Connect](#)
 - [Act](#)
- [Get Involved](#)
 - [Make a Donation](#)
 - [Take Action](#)
 - [Volunteer](#)
 - [Frontline](#)
- [About](#)
 - [Board Members](#)
 - [Leadership](#)
 - [Issue Experts](#)
 - [Careers](#)
 - [Internship Opportunities](#)
- [News & Media](#)
 - [Photos & Videos](#)
 - [News Releases](#)
 - [Media Contacts](#)
 - [Publications](#)
 - [Blog](#)
- [Stories & Victories](#)
- [Research](#)
- [Contact](#)
- [facebook](#)
- [Twitter](#)
- [YouTube](#)
- [Instagram](#)
- [Copyright](#)
- [Privacy Policy](#)

Other Greenpeace USA Sites & Blogs ▼