

Greenwash as an Information Problem



Karen Bradshaw Schulz

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In this talk, Bradshaw will discuss greenwash, which occurs when companies advertise that they are “green” or “sustainable” while doing little to actually advance environmental objectives. Increasingly, environmental stakeholders are calling for regulation to disallow greenwash. Schulz will also discuss why a workable policy proposal for doing so has proven elusive.

Bradshaw researches governance of natural resources, with an emphasis on emerging regulatory approaches including certification regimes, public-private partnerships, and collaborative settlements. She is an expert on wildfire law and has also written about land development and forest management. Bradshaw received her J.D. with honors from The University of Chicago Law School, where she was a Tony Patino Fellow, Olin Fellow, and comment editor for The University of Chicago Law Review. At the Sandra Day O'Connor College of Law, she teaches environmental law, natural resources, and contracts.

Wednesday, October 23, 2013
12:00 - 1:30 p.m.

Wrigley Hall, Room 481
Arizona State University, Tempe campus
(lunch will be provided)



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