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Advising Greentech companies  
to help maximize growth

## Top Five Reasons Why People Don't Trust Global Companies



## #5 – Excessive Influence



**GlobalScan's research indicates that people have little trust in global companies.**

**That's not exactly a revelation.**

**Its annual Radar survey conducted in more than 30 countries identified the top reasons why.**



- The survey found people believe global companies exert too much over governments and policies, and prioritize corporate interests over the public good
- What was their first clue?
- The fact that major companies retain an army of lobbyists with the sole purpose of “advocating” for their interests?
- And by advocating I mean winning and dining public officials and assisting them in their effort to craft legislation.
- Or maybe it's the boat load of money major corporations graciously donate to political campaigns because, of course, they view it as their civic duty to support the democratic process.



## #4 – Exploitation and unethical labor practices



**In the past, major companies including Nike and Apple have been linked with nefarious labor practices in China.**

**Despite denials, or claims that they were unaware, negative headlines tend to stick, particularly when there's a general lack of trust in the first place.**

- Many of those surveyed felt that big companies exploit workers in developing countries and/or engage in harmful business tactics.
- As much as I'm among those who have little trust in public companies of any size, I don't believe most companies are guilty of labor exploitation.
- I do believe labor exploitation is not uncommon in undeveloped countries, but I suspect most Western companies make an effort to avoid partnering with those that do.

## #3 – Environmental harm



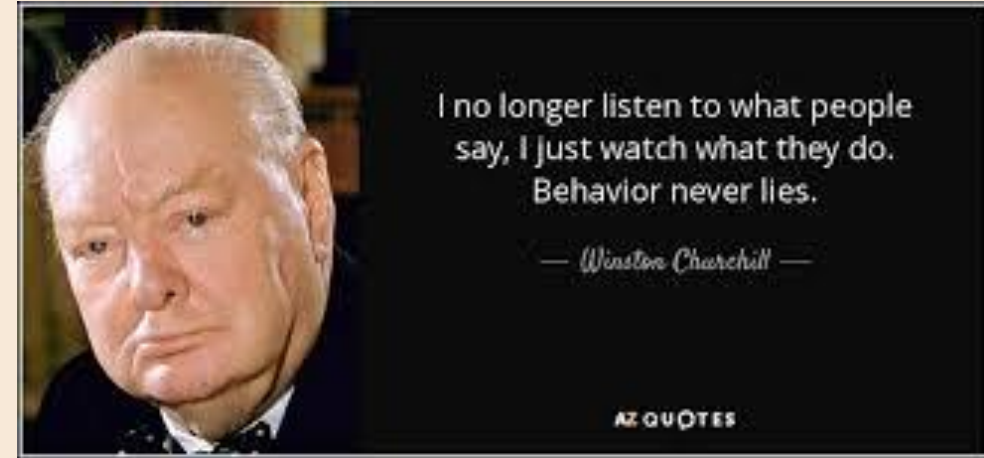
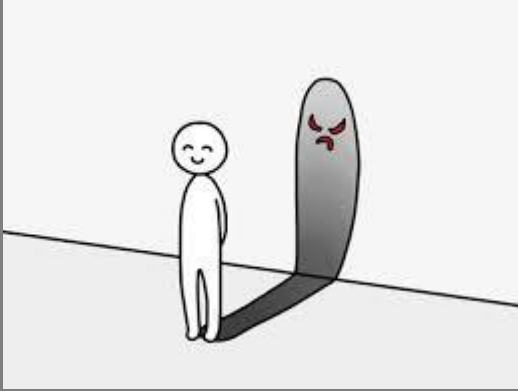
**This one is baffling given I'm constantly reading about how companies are making effort to promote sustainability, circularity and all thing environmentally beneficial.**

**Could it be that much of what companies say is for public relations purposes?**

**No, they wouldn't do that. That would be disingenuous.**

- Can you believe that people think major companies don't do all they can to ensure that they do no harm to the planet?
- I wonder where they got that idea from?
- A few bad apples like the tobacco industry, Big Oil, Purdue Pharma and the Sackler Family, and all of Wall Street spoil it for everyone.

## #2 – Lack of transparency



**It isn't the function or obligation of companies to disclose their true intentions.**

**It's up to consumers to make that assessment for themselves.**

- This one is just piling on.
- Those surveyed cited dishonesty and a failure to reveal their true intention as a reason for their lack of trust.
- Except public companies are only obligated to follow regulatory requirements regarding disclosure and no more. Private companies are under no obligation to disclose anything to the public.
- My recommendation: follow Winston Churchill's advise: watch what they do, not what they say. That also applies to politicians, but society hasn't quite figured that one out as yet either.



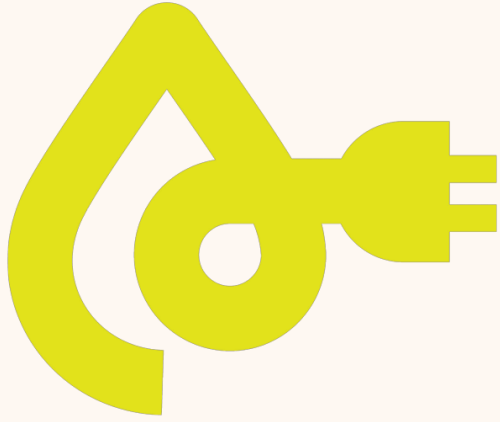
**The best way to get companies to act ethically is to stop buying their products.**

**That goes for politicians as well. Then again, if we did that there'd be no one left to vote for.**

## ...and the #1 reason - Profit-driven motives



- Get this: many of the survey's respondents believe that global companies put profits over societal well-being.
- My response: grow up.
- Companies are in business to make money. For public companies, it is an obligation to stockholders.
- Do I think companies should conduct themselves ethically? Of course.
- Should societal benefits be engrained in a company's decision-making process? Absolutely.
- Do I have any expectation that most companies operate in that fashion? Not in the least.



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## Unbiased and Unfiltered

- An honest assessment of the climate change effort.
- I cover what's working – but more important - the issues/roadblocks that the industry would prefer to ignore.
- A must-read for anyone with a desire to understand what's really going on with renewable energy and climate change.



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