

Ecology, Environmentalism and “Green Wash”

Oil prices reached an unprecedented top during the 1979 crises. This same year, the World Meteorological Organisation (WMO) expressed for the first time its concerns about the future effects of the increasing concentration of greenhouse emissions in the atmosphere. Today - that is, thirty years later - oil prices have now reached a new record. In the recently celebrated COP 15 conference held in Copenhagen (Dec 7- Dec 18, 2009), not a single representative of the international community doubted the reliability of accumulated (and mostly negative) data respecting the climate problem produced by human-generated emissions (IPCC 4th Assessment Report, 2007).

In a sense therefore, it seems that the warnings/predictions concerning global warming, published in innumerable scientific studies over the past years, are now reaping what they sowed since it appears that public society is currently pressing governments for decisions to be taken. And yet, in the wake of the world economic crisis, contradictions between short term needs and long term solutions are becoming more apparent than ever. The most salient example could be several governments' (Spain, U.S.A....) financial support of car-sale and car manufactures, while perfectly aware that roughly 25% of greenhouse emissions in the world come directly from personal and commercial transport (UNEP- United Nations Environment programme). Drawing on M. King Hubbert's theory (1949, "Energy form Fossil Fuels", *Science*, vol. 199) and on Kyoto's Protocol Negotiations, and by way of the three concepts: ecology, environmentalism and "green wash," my paper will therefore focus on how, for all changing public perceptions respecting our world habitat and much publicized, international conferences on environmental crises, governments continue to prioritize the strengthening of national economies over environmental protection.