**Opinion: PR And Environmental Stewardship**

Brands that want to become known as good environmental stewards would be wise to focus less on public proclamations that could fall short or face criticism and instead focus on "creating meaningful change by linking arms with competitors to solve challenges, share best practices and elevate their respective industries," writes Havas Formula's Mia West. Other best practices include bringing in outside experts to boost credibility and avoid "greenwashing accusations," and aligning with a nonprofit that's sustainably focused.

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[*https://www.odwyerpr.com/story/public/16035/2021-04-20/pitfalls-marketing-tied-environmental-activism.html*](https://www.odwyerpr.com/story/public/16035/2021-04-20/pitfalls-marketing-tied-environmental-activism.html)

*Image credit:*

[*https://media.istockphoto.com/photos/environmental-cleanup-picture-id962596556?k=6&m=962596556&s=170667a&w=0&h=mdZYEiFCtq\_liPDFZwlemurvC-s97dgqcVtbZf0XjQU=*](https://media.istockphoto.com/photos/environmental-cleanup-picture-id962596556?k=6&m=962596556&s=170667a&w=0&h=mdZYEiFCtq_liPDFZwlemurvC-s97dgqcVtbZf0XjQU=)