

DET NY MERINO #75



"DEN GRØNNE OMSTILLING": DO WINDMILLS
MAKE YOU A GREEN PIONEER COUNTRY?

An analysis of Denmark's environmental initiatives,
communication, and performance

ISABELLE BAISNER & MARIE M. T. ANDERSEN OKTOBER 2022

PRÆSENTATION AF FORFATTEREN



Isabelle Baisner

Cand.mag. i International Virksomhedskommunikation engelsk,
Syddansk Universitet



Marie M. T. Andersen

Cand.mag. i International Virksomhedskommunikation engelsk,
Syddansk Universitet

ISSN: 2445 – 6764

Copyright ©

Artiklen må bruges og genbruges under Creative Commons licens BY-NC-ND, hvilket betyder, at den må gengives og spredes elektronisk eller på anden måde, hvis det sker med klar kildeangivelse og/eller med link tilbage til den pågældende gengivelse.

Redaktion:

Flemming Smedegaard
& Cecilie Greve Jensen

Abstract

Denne artikel omhandler Danmarks regering og deres kommunikation omkring den grønne omstilling. Klimaforandringer truer i dag vores jord og mange verdensledere beskæftiger sig især med problemstillinger, der omhandler disse. Organisationer verden over kommunikerer omkring grønne initiativer og social ansvarlighed. Heri fremstår det, at der er en generel enighed fra verdens lande og organisationer om at dele og tage ansvar for verdens klima. Forskning på klimaområdet tegner et billede af, at kommunikation af klimaforandringer og greenwashing ofte hænger sammen.

I denne artikel er der udarbejdet en gennemgående kritisk diskursanalyse. Analysen er inddelt i tre niveauer: lingvistisk analyse, diskurs i praksis og det sociokulturelle perspektiv. Taler fra de tre danske statsministre Helle Thorning-Schmidt, Lars Løkke Rasmussen og Mette Frederiksen er blevet analyseret. Alle tre beskriver Danmark som værende et grønt foregangsland. Undersøgelsen tegner et billede af, at der er en særlig måde, hvorpå danske politikere kommunikerer til de danske forbrugere omkring grønne initiativer. Ydermere er der også emner de danske statsministre vælger ikke at kommunikere om. Alle tre statsministre har det tilfælles, at de beskriver Danmark som et grønt foregangsland. De tre statsministre har alle nævnt, at det er essentielt, at alle lande bidrager til kampen mod klimaforandringer. Det konkluderes i artiklen, at Danmark ikke er forrest i kampen mod klimaforandringer. Det nævnes desuden, at der er en bred tilslutning til de grønne initiativer på tværs af de politiske fløje, samt en tilslutning til den grønne omstilling fra de danske borgere.

Der er en tendens til, at danskerne udadtil synes, at Danmark fremstår som et grønt foregangsland. Dog mener mange af respondenterne, at dette omdømme er opstået primært på grund af Danmarks produktion af de miljøvenlige vindmøller. Derudover mener flere af undersøgelsens respondenter, at både de og den danske regering kunne gøre mere i forhold til den bæredygtige udvikling. I undersøgelsen blev respondenterne blandt andet spurgt, om de var villige til at betale mere for produkter, som var grønne. Her var svarene spredt og der var ikke enighed blandt respondenterne.

Introduction

Climate change is now a reality and “Den grønne omstilling” - the green transition is upon us. The earth is struggling to process our constant consumption. All over the world, we are experiencing the devastating effects of climate change. Changes that are directly related to our daily consumption. If we change our ways, we might still be able to change the course of climate change, but we need to act on it now. Governments all over the world communicate about green development and green initiatives to strengthen socioeconomic development. Climate change leads to several initiatives from world leaders around the world. This is how the phenomenon of ‘The green transition’ arose. The EU wants to make Europe climate neutral by the year 2050 (The European Union, n.d.). Additionally, they aim to reduce greenhouse gas emissions by 55% in 2030 compared to the emission in the 1990’s (The European Union, n.d.). Furthermore, the EU describes that they want to include all into the green transition because we are all a part of it.

There is a general tendency that people in Denmark want to act green, but they are hesitant to pay the price of actually being green. Often, consumers tend to get overwhelmed with ‘green’ information. Many organizations tend to become more occupied with green initiatives and are all communicating these to their consumers. Furthermore, organizations try to act more socially responsible through green initiatives. However, the consumer tends to become more confused than well-informed. Official communication of general governmental initiatives could be the solution when trying to avoid confusing the consumer.

Academic research on the topic of environmental studies had its beginning in 1970, but hereafter, interest in the topic died out for a period (Kilbourne, Beckmann, & Thelen, 2002). Environmental awareness has increased rapidly again in the last decade, and numerous new green initiatives have seen the light of day. Danish Prime Ministers have shown their positions on Danish environmental initiatives through speeches at different events. But also, through their representative parties’ policies. Speeches from the Prime Ministers Helle Thorning-Schmidt, Lars Løkke Rasmussen, and Mette Frederiksen have been analyzed. The Danish consumer’s perception has been investigated through an online questionnaire distributed on social media.

Denmark is a country with high trust in the government and the public. In this article, Denmark’s environmental initiatives, communication, and performance are being investigated. Research on Danish green initiatives is relevant as it is a matter that affects the climate. Climate

”Den grønne omstilling”: Do windmills make you a green pioneer country?

change is a contemporary problem that is concerning the entire world as we all suffer from it in one way or the other.

Purpose Statement

We investigate how the Danish government communicates its green transition in Denmark, what is actually being done, and how the Danish consumers interpret the green initiatives.

Research Questions

- *What comparisons are there to other markets in countries outside of Denmark?*
- *How does the Danish government show its green initiatives through different actions?*
- *How is their environmental performance compared to their attitude?*

Terms used in the Article

This part of the article will explain the given terms used throughout the paper so the reader can easily understand what our intentions were by using these exact terms.

Green transition - *The transition to green and more sustainable solutions than those used now. This includes greener energy and other sustainable solutions.*

Green initiatives - *Are a description that covers the positive actions towards becoming more sustainable and benefiting the environment.*

Greenwashing - *This is a phenomenon where an organization tries to seem “green” to benefit financially but is not actually conducting the “green initiatives” they claim to do.*

Green attitudes - *These are simply the attitudes toward being “green” or choices to be “green” or not.*

Social responsibility - *Taking responsibility for the greater good of people. It may be considered a civic duty and performed for people.*

Sustainability - *This is a description of how something can maintain its value over time and does not further harm the environment or climate.*

Global warming - *Is a direct consequence of our consumption and emission.*

Climate crisis - *Is a description used to describe climate change and its severity.*

Literature Review

We have looked into different articles that give us an understanding of what can affect the Danish government's green initiatives and green transition, and what the Danish consumer's perception is in regard to green initiatives.

The role of the dominant social paradigm in environmental attitudes: a multinational examination, March 2000

The authors of this paper state that it is a two-fold paper as it has two purposes. Firstly, to produce a model to understand the domain that can be used to investigate the dominant social paradigm regarding political, economic and technological variables, which has not been covered previously. The second purpose is to test this new model. The model is used to give an understanding of the dominant social paradigm and how the concern for the environment influences the willingness to make changes to achieve environmental balance (Kilbourne et al., 2002, p. 193). This paper looks at previous green research and is criticizing it. The previous green research looks at what environmentally conscious consumers want, why they want it, and how to measure this. However, they do not shed light based on it (i.e., political, economic and technological variables). Meaning how the attitudes are formed to begin with and explain the underlying structures that are behind being "green" (Kilbourne et al., 2002, p. 194). This new research looks at the dominant social paradigm and how it is interrelated with environmental attitudes and willingness to change. The new standpoint is the underlying structures that come along with the dominant social paradigm, that looks at three different dimensions; political, technological, and economic. Furthermore, it is researched how the dominant social paradigm is related to environmental attitudes and the willingness to change. In the figure below one can see how there is an interrelated relationship between the three and what each of the three points entail. The researchers argue that all the points seen in the figure should be taken into consideration for future research on being green, the first steps in the figure are shaping attitudes and behavior. However, the focus of this paper is on the dimensions of the dominant social paradigm. It was discovered when respondents had an increase in environmental concerns, the respondents' willingness to consume less, trade off economy for a better environment, and affected the perceived degree of social change. Also, *"The model suggests that environmental attitudes are directly influenced by an individual's position on the*

”Den grønne omstilling”: Do windmills make you a green pioneer country?

DSP. This, in turn, influences expressed willingness to change.” (Kilbourne et al., 2002, p. 202). It was found that the economic, political and technological dimensions were indeed related to the level of environmental concern, and these are underlined when making decisions to benefit the environment. It also confirms previous research when people are concerned with the environment, they are more prone to act and change their existing behavior.

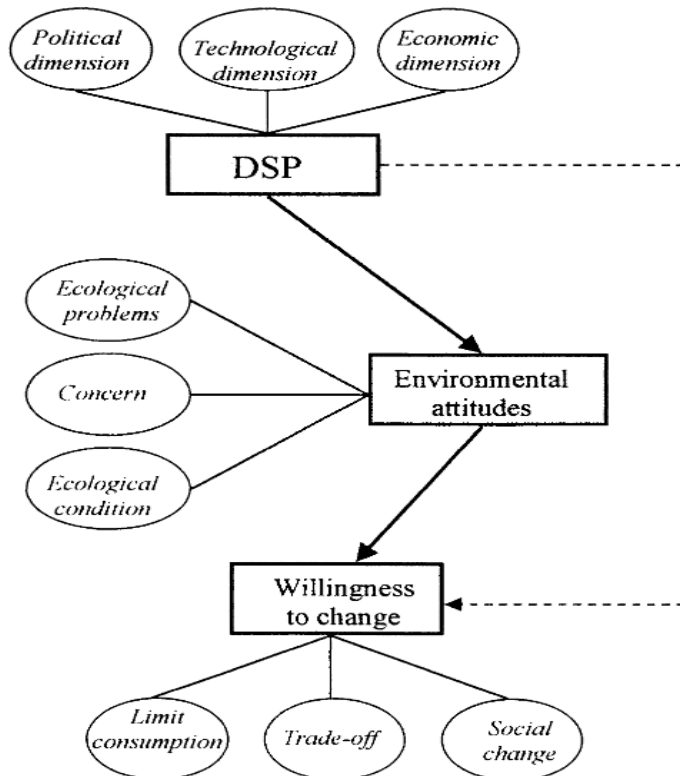


Figure 1 (Kilbourne et al., 2002, p. 194)

Decision-making in the aisles: informing, overwhelming, or nudging supermarket shoppers? November 2011

The researchers in this paper examine how customers in the supermarket can be provided with the needed information on food products to make the right decision in the aisles.

People spend a lot of time in the supermarket. The average British woman spends over 90 hours in the supermarket per year (Kalnikat  et al., 2012, p.1247). This paper establishes that customers want to know about the global consequences of their shopping behavior. Customers want to know how many miles the product has been traveling from production and its way to

the supermarket. Furthermore, this paper states that consumers often are “overwhelmed and confused” when trying to find information about food products in the supermarket. The confusion happens when they are trying to figure out the differences between all the environmental and nutritional labels on food products. As a result of this, the researchers wanted to know what technological aids (i.e., mobile phone apps) could do to improve the shopping experience of the customer relating to the nutritional and environmental information on food products. They created two studies: In the first study, they used a cultural probe. The cultural probe helped them research how the customers decided to buy a certain product. It gave the researchers the key dimensions of the decision-making process of the purchase and shed light on the considerations during the buying process (Kalnikaté et al., 2012, p.1248). The second study reviewed the three most popular mobile apps and their effectiveness of helping the customer with necessary information about food products. The findings in these two in-situation studies showed that there is a big difference between the decision process with high-involvement and low-involvement items. With low-involvement items, consumers are mostly loyal and tend to buy their ‘favorite products’, whereas with high-involvement items, consumers research thoroughly before making the purchase. It takes longer to decide between high-involvement products because the consumer wants more information (i.e., a nice bottle of wine or electronics). With low-involvement items it is often a short decision-making process because they have purchased the same product before (i.e., detergent or milk).

Energy and environmental attitudes in the green state of Denmark: Implications for energy democracy, low carbon transitions, and energy literacy, August 2015

Denmark is a country with ambitious low-carbon energy goals. It has one of the most pushing energy and climate policies in the world. This paper investigates how Danes perceives Danish energy and environmental issues (Sovacool & Blyth, 2015, p. 304). The researchers created a pilot survey and an energy literacy test that were distributed in both Danish and English. They gathered 328 respondents from all around Denmark. All the respondents had in common that they were all energy users in Denmark. The gathered data confirmed the hypoarticle that Danes identify themselves as ‘being green’. The researchers found that Danes prefer policies that support sustainability. Nevertheless, they also found that Danes prefer lower energy prices and

”Den grønne omstilling”: Do windmills make you a green pioneer country?

affordability. The researchers found that four out of five of the respondents believe that they know a fair amount when it comes to green energy. The researchers suggest that energy education in the elementary school would be a good idea in order to educate the Danes within the topic of green solutions. In the study, the researchers asked the respondents what they thought about their local municipality’s energy, climate, and environmental decisions at present time. The possible answers were: gone too far, not far enough, or struck the right balance. 38% of the respondents answered that they did not think their municipality had done enough. Furthermore, the results show that 85,4% of the respondents strongly agreed or mostly agreed that technology eventually will solve the energy problems (Sovacool & Blyth, 2015, p. 312). Lastly, the researchers make certain reservations concerning the study as they would need more thorough research to confirm their findings with the 328 respondents (Sovacool & Blyth, 2015, p. 314). In the conclusion of the paper, the researchers state that Danish energy users are not as knowledgeable as they think they are (Sovacool & Blyth, 2015, p. 313).

Food Waste, Power, and Corporate Social Responsibility in the Australian Food Supply Chain, April 2016

This paper examines how corporate social responsibility (CSR) efforts regarding food waste and the power that the supply chain has in this connection on the Australian food market. The two retailers in the study have a big say on food waste in Australia. The study investigates the power relationship, CSR, and food waste. The paper questions companies' intentions when it comes to food waste and the cost/benefit analysis they make to see if it is “worth” trying to minimize their food waste (Devin & Richards, 2016, p. 200). Food retailers tend to discard good food for simply not being the correct shape or weight. It is mentioned that previously the research done on the food market has focused on the big international retailers and it is those who get held accountable. Instead, it is suggested that CSR efforts should be focused along the supply chain also known as *up-stream CSR* (Devin & Richards, 2016, p. 201).

The research investigates where in the supply chain food waste appears and who might be responsible (Devin & Richards, 2016, p. 203). The respondents were food retailers, food rescue organizations, and primary producers to get a wide variety of responses from different parts of the food supply chain. The research shows that there is a concern about food waste in the food retail industry of Australia. The organization's claims lack a concrete strategy of what kind of measures they are going to use to avoid food waste up the supply chain. The research showed

that sometimes it is the retailers' cosmetic requirements for products like fruit and vegetables (Devin & Richards, 2016, p. 204). The cosmetic standards are justified by the retailers stating that they know what consumers want (Devin & Richards, 2016, p. 204). Despite the statements claiming that both produce farmers, and the retailers are major contributors to food waste, we cannot forget the consumers and their responsibility regarding food waste. The research also found that it was hard to pin-point exactly who is to blame for most of the food waste in Australia. Some of the respondents stated: "...it's a chicken and egg question" (Devin & Richards, 2016, p. 205).

In this paper it is stated that food waste has become somewhat normalized in industrial countries (Devin & Richards, 2016, p. 205). This makes the research an interesting paper as it very much relates to greenwashing and environmental efforts as it presents how food waste is perceived. It is also interesting to look at how the respondents tend to point on the responsibility to others in the supply chain.

Won't Get Fooled Again: The Effects of Internal and External CSR ECO-Labeling, March 2017

This paper examines organizations and their investments in socially responsible initiatives. Consumers often get confused by organizations who are acting more socially responsible without truly acting on it (Gosselt et al., 2017, p.414). Therefore, many organizations and food manufactures, create their own (internal) food label, to show on the front packaging of the product. This creates a positive vibe to the consumer because food labels (with a positive attitude) make the product more reliable. In a longer period, a good CSR reputation will strengthen the relationship between the organization and the consumer. This will make the consumers more loyal towards the product. Ultimately, engaging in CSR will create more purchases (Gosselt et al., 2017, p.413). Furthermore, this paper stated that food products that are more eco-friendly tend to receive a much more positive reaction.

With the increasing amount of food labels and especially eco-labeling from third-party organizations, consumers will become more confused when purchasing the food products. In the end, the consumer will believe that the labels are less effective because all the food products have it. This will have a negative consequence for the actual responsible organizations (Gosselt et al., 2017, p.414). Ultimately, this results in a lesser effort within CSR initiatives. Using

”Den grønne omstilling”: Do windmills make you a green pioneer country?

attribution theory, this paper researched how non-certified food labels should be used to discourage greenwashing.

The findings in this paper discovers that consumers rely mostly on external labels. Furthermore, this study made crucial points about internal and external labeling in the manner of CSR. The researchers found that consumers tend to become naive when estimating whether the food labels are reliable, or not. Ultimately, the paper concluded that a multilevel rating system, controlled by governmental law, would be relevant to reduce greenwashing.

Bad Greenwashing, Good Greenwashing: Corporate Social Responsibility and Information Transparency, January 2020

This article describes the CSR transparency of organizations and it gives people the tools to make better purchase decisions (Wu et al., 2020, p. 3097). If an organization has high transparency, then the organization is very upfront about the choice they have made regarding their CSR activities and what their objectives were. On the other hand, with low transparency, it can give organizations a higher chance of greenwashing, since the organizations are not sharing why they act the way they do. Organizations can do CSR activities that are both observable and unobservable for people outside of the organization. Through the transparency, it is possible for organizations to show their CSR activities. The organizations are divided into two groups: profit maximizers and social responsibility.

Greenwashing can be seen from two different points. Negative point of view of greenwashing: When an organization makes CSR activities that are not as effective as they claim or just claim to be doing it. If an organization is caught doing this it can create a bad reputation, as it gives the consumer a distorted view of how concerned with the environment that the organization is, the value of the product is lessened. This is known as doing CSR for profit maximizing (Wu et al., 2020, p. 3101). Positive point of view of greenwashing can contribute to an organization to invest and become more aware of the CSR as it provides value. But this comes with a high transparency level, which might be costly for the organizations. The high transparency will help consumers to identify the organizations that really do social good. It is also mentioned that if organizations choose to perform social responsibility measures might increase the consumer's willingness to pay a higher price for products, as they are environmentally responsible (Wu et al., 2020, p. 3098).

Through this article it was found that greenwashing is not only a negative but also a positive site which was unexpected. “*Behavioral evidence has established that CSR perceptions do*

influence consumers' attitudes and decisions" (Wu et al., 2020, p. 3098). This means that when organizations show that they invest in social responsibility, it pays off, as there is a tendency for consumers' willingness to pay more for products that care for the world and environment (Wu et al., 2020, p. 3098). CSR activities add value to both the product and the organization.

Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions, February 2020

Organizations have started to share their social and environmental efforts with the public through green marketing. This is being done to add value to their product, service, or brand to get a competitive advantage over their competitors. Greenwashing is the ethical attributions which affects consumer behavior, attitudes and decision making. Through high transparency and marketing of environmental efforts organizations can communicate to consumers so they can make informed decisions (Szabo & Webster, 2020, p. 720).

The communication of green outcomes includes website design, individuals' environmental beliefs, product perceptions and objective outcome. It is described how each of these can provide transparency regarding their green initiatives. This paper has also shown that the perception of greenwashing has an effect. A study found that 85% are prone to change brands to protect the environment (Szabo & Webster, 2020, p. 722). Consumers search for information online which refers back to communication and website design mentioned above. The perception of the environment and how to best help eliminate carbon emission are factors that affect consumers' purchase behavior (Szabo & Webster, 2020, p. 723). The perception of the environment is also a social construct that can affect the choices made regarding purchase. Greenwashing can result in distrust towards the organization.

Greenwashing in organizations can be seen as those who are "*unintentional greenwashers*" and "*evil greeners*" which are those who make false environmental claims and "*Unintentional greenwashers*" are those who are affected unknowingly through their supply chain (Szabo & Webster, 2020, p. 729).

”Den grønne omstilling”: Do windmills make you a green pioneer country?

Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers’ Green Attitude, Value and Purchase Intention, September 2020

The signaling theory focuses on the message being sent from one person as a sender to another person, the receiver. The researchers of this article have used this theory to get an understanding of what is being communicated by a given organization as the sender to the consumer, the receiver and how this information has affected the consumer's purchase behavior (Liao et al., 2020, p. 2). It can be used to push consumers in the “right” direction and make the green choice. Attitude-Behavior-Context theory is for this paper to understand “*the influence of consumers’ behaviors on green purchasing intentions*” (Liao et al., 2020, p. 3). This theory examines the relationship between the consumers’ values, attitudes, and intention to buy green. In combination of these two theories to get an understanding of why the consumers act the way they do and if they indeed are affected by green marketing.

Their findings were based on an online questionnaire with 339 questionnaire answers where 319 were valid to be used for analysis (Liao et al., 2020, p. 7). Through these it was found that consumers' purchase intentions of green products are higher when they believe the value behind the product is higher too. It further found that green marketing positively affects the consumers attitudes on green products and purchase intentions. “*The results suggested that a person who showed great emotional attachment to environmental well-being would be more likely to perform more positive environmental actions.*” (Liao et al., 2020, p. 12).

Can eco-design packaging reduce consumer food waste? an experimental study, October 2020

Through physical, social, and commercial functions the writers presuppose that well-considered eco-design packaging on food products can lead to a reduction of food waste (Zeng et al., 2020, p.1). Approximately one third of all edible food in the world is being wasted. In countries such as America, Canada and countries in Europe, a large amount of food getting wasted happens at the supermarket and after being purchased by the consumer. The researchers state that the packaging of the food products plays a large role when it comes to food waste

(i.e., preservation, conservation, and communication) (Zeng et al., 2020, p.1). The giant amount of food getting wasted, has large consequences on the climate and climate change worldwide. The researchers tested the relationship between the consumers and their perception of eco-design packaging and how they wanted to avoid wasting the food. They conducted two X two ‘between-subject’ online experiments of visual and verbal attributes (Zeng et al., 2020, p.4-5). The visual attributes included ‘resealable vs. non-resealable’ packaging and the verbal attributes included ‘sustainable cues present vs. sustainable cues absent’. The participants only participated in one attribute each (see table 1 below).

Table 1
Experimental design.

Visual attributes (Resealability)	Verbal attributes (Sustainable cues)	
	Absent	Present
Nonresealable	Condition 1 76 subjects	Condition 3 76 subjects
Resealable	Condition 2 76 subjects	Condition 4 76 subjects

Table 1 (Zeng et al., 2020, p. 5)

The researchers state that food waste can be reduced if the packaging size of the food becomes smaller. Furthermore, the researchers found that consumers discover visual improvements rather than verbal improvements. This entails that consumers are more sensitive to changes within the resealable vs. non-resealable functions on the food products compared to the verbal functions as sustainable cues and whether the cues are absent or present. Continuously, the paper discovers that consumers are more affected by instrumental functions rather than the social functions. This means that consumers are more interested in the conservation of the food product and how it should be stored at home rather than social factors such as the carbon footprint related to the packaging of the product.

The price of hesitation: How the climate crisis threatens price stability and what the ECB must do about it, September 2021

This report investigates the reluctance or hesitation for action to address climate change that the world is experiencing and in specific the European Union with the ECB (European central

”Den grønne omstilling”: Do windmills make you a green pioneer country?

bank) as a main character in the report. The report looks at how minimizing our carbon footprint can be beneficial to the European economy. The paper looks at how climate change influences price stability and how our everyday life is impacted by these changes.

In the paper, they found that natural disasters lead to an increase in headline and core inflation, as prices of everyday products go up (Dafermos et al., 2021, p. 1). The paper states very clearly that we need to act now and more can be done.

The tone of the paper can seem like a scare tactic; however, it is presenting facets that our action to change our ways is not happening fast enough. The longer we take to make the action for a better climate the more expensive it is going to be. Both regarding finances, but also regarding other climate change effects like the weather and natural disasters. The financial price seems more important than preventing future climate change, at this current point in time according to this paper.

The report takes a financial point of departure as the primary objective is to ensure price stability. The most important finding is that prices of food and beverages keep increasing as a direct effect of the climate (Dafermos et al., 2021, p. 10). This indicates that action to minimize climate change is more beneficial than just leaving it be. It is also stated in their conclusion that the change in price will create a greater gap in European societies (Dafermos et al., 2021, p. 10).

The ECB’s plan of action is criticized for lack of ambition. As the implementation is not immediate. Also, there is too much of a focus on the fact that it has to be financially beneficial nor just environmental, the ECB fears for an uneven balance sheet. However, the ECB is getting praised for their green initiatives as they are presenting a strategy to become more environmentally friendly, and it is a step in the right direction. The ECB is, however, criticized for their lack of ambition as “*it falls short*” regarding the climate emergency (Dafermos et al., 2021, p. 30).

Conclusion on Collected Literature

The papers in our literature review are geographically diverse. Therefore, we argue that our research is extensive and represented from all over the world, which is appropriate as climate

change is a global problem. The papers differ not only in location but also in terms of topics and approaches to the research. We have investigated the keywords of all the papers. The most common keywords are; Environment, Attitude, CSR, Greenwashing, Government, and Consumer Behavior. It can be argued that these key terms go hand in hand - one is always affecting the other.

We found that more papers share an economic standpoint. There is a general tendency that people want to act green, but they are hesitant to pay the price of being green. We also found that Danes in general identify themselves as being green. However, one paper in the literature review stated that Danes are not as knowledgeable, in relation to acting green, as they think they are. Often, consumers tend to get overwhelmed with 'green' information. Many organizations tend to become more occupied with green initiatives and are all communicating these to their consumers. Furthermore, organizations try to act more socially responsible through green initiatives. However, the consumer tends to become more confused than well-informed. Thus, we can argue that official communication of general governmental initiatives could be the solution when trying to avoid confusing the consumer.

We found that many of the Danish energy users believe that technology will eventually solve our energy problems. This can be related to the fact that there are a lot of people who are technological optimists. This makes the consumers less concerned about the environment.

We found that the perception of the environment is also a social construct that can affect the choices made regarding purchase. Greenwashing can result in distrust towards the organization. Green development and green initiatives from a government also ensures green interests in the society. Thus, the government has a great impact on how the green transition is perceived.

Is Food Waste Affecting Climate Change?

We found that food waste and packaging have great influence on climate change. It can be concluded that one third of all edible food products in the whole world is getting lost or wasted (Zeng et al., 2020, p.1). Consumers in America, North America, and Europe are wasting a large amount. It can be argued that one of the reasons why that is, is because the consumers can afford to waste their food. In Canada, about 40% of the food getting wasted happens at the stage of retail and consumption. Many consumers worldwide are interested in changing this fact. The producers of the food products and developers of the food packaging need to consider how they can help consumers reduce food waste on the last stage of the food supply chain. It is stated that consumers are sensitive to changes within visual and instrumental functions (i.e.,

”Den grønne omstilling”: Do windmills make you a green pioneer country?

is the product resealable or not, and how to conserve and store the product). Therefore, these functions are considered as essential when recreating a strategy for reducing food waste.

Food waste is very much affected by different parameters. Through studies in Australia, it showed that food waste is affected by the retailers, produce manufacturers and the consumers (Devin & Richards, 2018). This study showed us that manufacturers (farmers) have little bargaining power in Australia, due to cosmetic regulations of produce. This means that vegetables and fruits are being discarded based on looks and not its value. It is however justified by the retailers that they simply follow the consumers wants and needs, as consumers show an interest in vegetables and fruits looking a certain way (Devin & Richards, 2018, p. 204).

Evaluation of Literature Review

In this evaluation, we are discussing the main agreements and disagreements of the chosen papers. Summarizing the papers, we can conclude that there is a need for an organization to communicate clearly about their green initiatives and green goals without greenwashing themselves. There is a fine line between this type of communication and greenwashing. Furthermore, it can be concluded that food waste is a massive problem in the whole world. The amount of food wasted in the world has great consequences on climate change. Evaluating the literature has shown that people tend to be naive when it comes to the perception of green initiatives and health related products. People are interested in improving themselves to act ‘greener’. By reading the different papers we have now got an understanding of the phenomenon of *greenwashing*. We have gotten an idea of how organizations can avoid the negative impacts of greenwashing through transparency. Transparency affects brand loyalty, trust towards the organization, purchase decisions and brand attitude.

Methodology

To research how people’s perception is affected by green initiatives by the government and the Prime Ministers, we have chosen to make use of both quantitative and qualitative methods throughout our questionnaire. The two different methods give us a representative and nuanced perspective of our purpose statement. Furthermore, Norman Fairclough’s Critical Discourse Analysis will be used to analyze the green transition in Denmark. There is always a meaning with how we are using the words. The Critical Discourse Analysis Theory helps us analyze the deeper meaning to the statements from the Danish Prime Ministers the past 11 years which is

representing three different Prime Ministers, two former, Helle Thorning-Schmidt (S) and Lars Løkke Rasmussen (V), and the present Prime Minister Mette Frederiksen (S). With the analysis we will gain insight to how the government thinks about the green transition and how they are discussing it. This will be compared to the people's perception that will be shown from our questionnaire. Furthermore, we will investigate if the three Prime Ministers have reached their mentioned goals by searching for relevant articles and statistics.

The data collected is a mix of primary and secondary data. The different data collected in the startup phase of this research project is based on different research that has been done previously on similar topics. This would help us get an understanding of the topic in general and where we could produce and contribute with some new knowledge which might help get an understanding of the green initiatives presented by the Danish government and the Danish people have reacted to these governmental green initiatives.

The Secondary Data stems from Statistics Denmark and Environmental Articles

The secondary data is data that has been collected by others prior to the writing of the article (Hair et al., 2016, p. 50). The secondary data will be used in the last part of our analysis to find out what the three Danish Prime Ministers and their governments have achieved versus what they aimed for achieving and how they communicated this. These secondary sources are from Statistics Denmark (Danmarks statistik) and The Danish Council on Climate Change (Klimarådet). We have also investigated reports from the Global Footprint Network and the website: Earth Overshoot Day (Global Footprint Network, n.d.) (Earth Overshoot Day, n.d.). Furthermore, we have analyzed an article from the Danish newspapers, Information and Berlingske. These sources describe the term 'Earth overshoot day'. We use these sources to investigate what consequences would look like if the rest of the world population had the same way of living and consumption as the Danes.

To further clarify how the Danish government performed, we have also been analyzing a report conducted by the present Danish government. They are biased as authors on a report. However, it is still interesting to investigate which connotations they use to describe themselves and their actions. The secondary data that we have been using in the third step of our analysis is useful to our study because it contributes to answering our purpose statement.

Limitations

We combined qualitative and quantitative methods by conducting a mixed-method questionnaire. When combining the two in one research in the questionnaire, the research is not as in-depth as it would have been if we had made two different types of research methods, one specifically for the qualitative and one for the quantitative.

Theoretical Framework

We have used Norman Fairclough’s critical discourse analysis which is a three-dimensional framework that is used to get an understanding of language studies of a given discourse in a *text*. The term *text* covers different types of text productions including speeches, marketing efforts, journalism and much more. The term *discourse* is a way of describing a shared meaning within linguistics. The theory analyzes in three levels: the *text* itself and its properties, the *discourse practice*, and the *social practice* (Lundholt & Hansen, 2019, p. 64). The model is to be seen in the figure below.

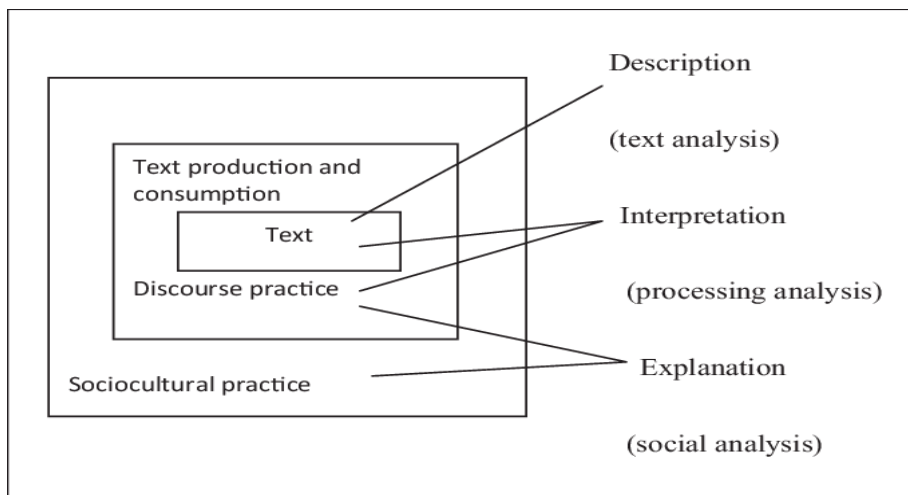


Figure 2 (Researchgate, n.d.)

Critical discourse analysis can help us understand the general social relations and why things are interpreted the way they are. Fairclough has worked with discourse as a means of *making meaning* of elements of social processes, and language association in a specific field, and as “*a way of construing aspects of the world associated with a particular social perspective*” (Fairclough, 2013, p. 179). Through our choice of words or signs, we can show our attitudes and interpretation towards a specific topic. It gives us an idea of how our interpretation" and our attitudes can be affected by the society around us, as it is being socially constructed. The

critical discourse analysis has been criticized for not having a clear line between the three stages. Furthermore, it was criticized for having a primary focus on written text (Starbæk Bager, 2019, p. 66).

Using the critical discourse analysis to investigate our purpose statement, we apply the theory differently and in a new way as our analysis is not focusing on a single text or event. We have applied the critical discourse analysis on multiple speeches and perceptions and have made a comprehensive analysis of the discourse that can relate to green initiatives.

Modes of Persuasion

Ethos, Logos and Pathos do all have essential points of view when it comes to politics and how to persuade the audience. When talking about ethos, it is about creating credibility to the speech. Creating credibility can be a tough discipline to master. The speaker needs to convince the audience by using valid arguments (Gabrielsen, 2010). Logos respond to the rational mode of persuasion whereas ethos and pathos focus on the emotional elements (Hansen, 2014, p. 279). It is the sensible in us that show, when using logos. The speakers support their arguments by using facts.

Analysis

Our analysis consists of three different steps that are related to the critical discourse analysis. We have looked at different types of data for each step: Step one, understanding what is being said, we look at the three different Prime Ministers and make an analysis of their respective speeches. Step two looks at how the Danish people have perceived the Prime Ministers and how the people have noticed the difference in green initiatives across the different Danish governments over time. Step two is based on data collected via an online questionnaire. Step three will show an analysis of what has actually been achieved based on what the Prime Ministers have said. This is based on different data collected through research on, among others, Statistics Denmark, different reports, and articles. How each step has been tackled can be read in depth below.

Analysis of Qualitative Secondary Data

This part of the analysis focuses on speeches, and this is data we have collected during our research and not data we have produced ourselves for this specific research project. Therefore, we argue that it is secondary data. The secondary data consists of three different speeches from three different Prime Ministers from the past three Prime Minister terms ranging from 2011 to 2022. It includes speeches from different events but has some focus on climate and the implications of climate change.

This part of the analysis will represent the first step in the critical discourse analysis which revolves around a given text. In this instance, the speeches from the Prime Ministers will be the focus of the analysis. We will in this section analyze the Prime Ministers’ way of communicating and look at the choice of words they have made. The analysis is deconstructing the language used by the Prime Ministers. Our analysis helps us to get an understanding of the communicative purpose of the speeches. We have also looked at different connotations both positive and negative, to understand the Prime Ministers perspectives about climate and green initiatives. We have looked at who they are addressing in the speeches and how they have delivered their speeches.

Critical discourse analysis, step 1: Text

In the first step of the critical discourse analysis, we have focused on the text, or rather texts in the form of speeches. The speeches are from three Danish Prime Ministers from 2011 to the present. We analyze how politicians communicate about Danish green initiatives through what they have said at different events. We will analyze and compare three different speeches so we can get a comprehensive understanding of the governmental perception of the Danish green initiatives. Furthermore, we investigate how they communicate about these initiatives and their attitudes toward them.

We have found three speeches from three different Danish Prime Ministers:

Helle Thorning-Schmidt: Prime Minister Helle Thorning-Schmidt's speech at the opening of Global Green Growth Forum (3GF) in Copenhagen on 11 October 2011 (Thorning-Schmidt & Statsministeriet, 2011).

Lars Løkke Rasmussen: Statsministerens tale ved Folketingets åbning, 2. oktober 2018 (Rasmussen & Statsministeriet, 2018).

Mette Frederiksen: Statsminister Mette Frederiksens tale ved Folketingets åbning den 5. oktober 2021 (Frederiksen & Statsministeriet, 2021).

This will give a comprehensive idea of the governmental communication about climate, green initiatives, and attitudes. We analyze the Prime Ministers' way of communicating by looking at different parameters or linguistic features. We are looking at the following parameters and features, which help us deconstruct the language and provide it with meaning. We have used different tools to deconstruct the speeches so we can get an understanding of why the Prime Ministers say what they are saying and in that given manner.

Findings in step 1

As a result of the analysis of the above mentioned three speeches, we found that there is a tendency for politicians to talk about climate change and green initiatives in a given way. It can be concluded that all of the Prime Ministers create a reality that climate change is a fight and a struggle. Furthermore, they all create a reality that Denmark is doing well and other countries outside Denmark should look up to them. The Prime Ministers' positions outside of parliament also gives an indication of how much they truly care about the environment and are not just using their attitude on climate as a vote catcher, which is why such examples have been provided.

Comparing the speeches there is a difference between their modes of persuasion. Helle Thorning-Schmidt is primarily making use of ethos, whereas Lars Løkke Rasmussen has been using large elements of pathos. This also applies to Mette Frederiksen, however, she has not limited herself to one of the modes, but she makes great use of all three. They are all three making use of negative and positive connotations, and different modes of persuasion. These are classic in a political speech, as it improves the attention of the receiver.

Both Lars Løkke Rasmussen and Mette Frederiksen focus on unity between the Danes. Both of them underline that the climate can only be saved if Denmark sticks together. However, the problems with climate change are not only going to be solved by Denmark. All of the Prime Ministers acknowledge that climate change is a big national and worldwide problem. Furthermore, they all agree that Denmark's role in fighting against the challenging climate change is good and that we should be proud of their work for now. Comparing the literature review with the first step of our analysis, we see that both the researchers of the papers we have

”Den grønne omstilling”: Do windmills make you a green pioneer country?

investigated, and the three Prime Ministers believe in the technology we have today. There is a tendency to believe that modern technology will be able to solve energy problems.

One thing all three of the Prime Ministers and speeches have in common, is that they all recognize climate change as being an urgent worldwide problem. They all use negative connotations when it comes to the status of our climate. Furthermore, they all talk positively about Denmark and what they have done for now. It can be argued that they are talking positively about Denmark because the Prime Ministers are the ones who represent the country. We argue that it could be interesting looking into what a number of the Danish population thinks about Denmark’s work on green initiatives until today. An analysis on how Denmark’s green initiatives are perceived has been done in step two of our critical discourse analysis.

During his speech, Lars Løkke Rasmussen is very positive about Denmark’s role in the green transition. He wants Denmark to be the role model in fighting climate change worldwide. Lars Løkke Rasmussen believes that Denmark should be a good example to other countries. Mette Frederiksen agrees with this, as she is also mentioning the very same in her own speech. Lars Løkke Rasmussen’s and Mette Frederiksen’s speeches may have been different if they were held in an international forum. Here, the two of them may have been focusing more on collaborating between countries across the globe. However, their speeches are in Danish and thereby, the audience are people with a close relationship to Denmark. Compared with Helle Thorning-Schmidt’s speech that was held at the Global Green Growth Forum which had a bigger focus on international collaboration across countries worldwide. However, Helle Thorning was also focusing on Denmark’s major role in the green transition worldwide.

Critical Discourse Analysis, Step 2: Discourse Practice

In the second step of our critical discourse analysis, we will have a look at the discourse practice. In this part of the analysis, we have chosen to research the perception of the Danish consumers by distributing a questionnaire concerning the green transition. The primary purpose of the questionnaire is to investigate what the Danish consumers think about Denmark’s role in the green transition and how they perceive the Danish government’s communication about the very same. Our questionnaire is conducted in licensed software ‘SurveyXact’ and there is a mix of quantitative and qualitative questions. Meaning that we have questions that can be analyzed purely on statistics and questions that demand analysis through linguistics analysis.

Findings in step 2

Wrapping up the second step of our critical discourse analysis, there are several things we can bring with us. Firstly, we argue that the three Prime Ministers' reputations do not have much to do with climate change. Even though our respondents have been facing questions and quotes concerning the climate and green initiatives, they have not mentioned very much about this topic when describing the three Prime Ministers. Furthermore, the respondents have difficulties mentioning green initiatives done by the previous governments over the last decade. An explanation to this issue could be that people quickly adapt to new initiatives when they are forced to do it. Another explanation to the issue is that the Prime Ministers and the Danish government have not communicated about the green initiatives very well.

We received useful answers from the qualitative part of our questionnaire. From our qualitative questions and answers, there is an indication that the Danish government is perceived as being very good at communicating green initiatives to the rest of the world. However, many of our respondents believe that we are not doing enough to save the world when it comes to climate change. It can be argued that the respondents believe that Denmark and the Danish government are greenwashing themselves to the rest of the world to look more responsible than they are actually being. This indication is interesting compared to the feature from Mette Frederiksen, where she claims that she is green before red as was also researched in the questionnaire [red is the social democratic party color]. Thus, it can be interesting looking into her own opinion about this case. When Mette Frederiksen states that she is green before red, it is an indication of her and the party being more environmentally conscious in everything they do. The statement should lead to direct actions instead of unjustified talk of being green.

Our respondents and their demographics showed that the majority was of the age group 18 to 29 years old. We found that the political orientation of our respondents showed that there is a similarity of the distribution to the national opinion polls. From the data collected through the questionnaire, we found that there is a tendency for people to be more judgmental towards the current Prime Minister, Mette Frederiksen, than for the two who have retired from the position, Helle Thorning-Schmidt and Lars Løkke Rasmussen. We have an assumption that this is since Mette Frederiksen is still making political decisions that are current and affect the Danish people as we speak. Furthermore, she has had to make many difficult decisions in regard to war in Europe and the COVID-19 pandemic, which has landed her in deep water. Today, her

”Den grønne omstilling”: Do windmills make you a green pioneer country?

two predecessors have a lower impact on Danish politics. Lars Løkke Rasmussen is the party leader of Moderaterne in the Danish parliament and Helle Thorning-Schmidt is no longer in Danish politics. However, Helle Thorning-Schmidt’s husband, Stephen Kinnock, is involved in British politics as he is a member of the parliament of the United Kingdom.

In our literature review, we found similar results to the second step of our analysis; “... *this study demonstrated that GWOM [green word of mouth] had a significant moderating influence on green purchase intention. The more positive information customers gained about the product from peers, the more likely they will hold to make a better product choice.*” (Liao et al., 2020, p. 12). This quote can relate to the responses from the questionnaire, where it addresses respondent’s willingness to pay more for products that are “*better for the environment*”. Our results showed that our respondents had a reluctance to pay more for such products. However, they might be due to the reason that most of our respondents are from a younger segment, where their income is not stable and maybe because they are on governmental support for students. Our results show that 62% of our respondents have a low income under 20.000 KR. 35% of our respondents had less than 10.000 KR. before taxes. From the economic stand one might assume that our respondents would not be willing to pay more for “*products that are green*”. However, our respondents were divided on this topic. The mode, the most frequent answer, of this question had 13 respondents out of a total of 80 respondents for this specific question, meaning only 16 %. The responses were scattered fairly equally which makes it hard to decisively say something about their purchase intention regarding greener products, especially if the greener products are more costly.

The drop-out rate in our questionnaire was fairly high. It can be argued that one of the reasons for this may be the number of questions requiring written questions (i.e., qualitative questions). We believe that the drop-out rate would have been lower if the questionnaire had been mostly quantitative.

From this step we can conclude that our respondents from the questionnaire share the views in terms of political orientation with that of the public according to research made by others. Qualitative research is used to describe a phenomenon in each context and will provide us with an understanding of a given phenomenon (Silverman, 2020, p. 6). The data collected or questionnaire has been used to analyze the qualitative answers.

Critical Discourse Analysis, Step 3

In this last step of our critical discourse analysis we measure the Danish government's social performance in connection to Danish green initiatives. We have looked at different ways to see if the government officials, the current and previous Prime Ministers, have reached the goals that they have addressed in their speeches and in their climate policies. We will look at what they have actually achieved and see if there is a coherence between the results of this last step and the findings presented in the two earlier steps of the critical discourse analysis. Through the third step of our analysis, we have found different both official and unofficial documentation on the performance of the Danish government.

Findings in step 3

In 2015, Denmark did well on reducing their greenhouse emissions. However, even though this is positive when it comes to the climate, the action may not be intentional; *“Low economic growth is part of the reason why Denmark has managed to reduce its greenhouse gas emissions as much as has been the case”* (En lav økonomisk vækst er en del af årsagen til, at Danmark har formået at reducere sin drivhusgasudledning så meget, som det har været tilfældet) (Klimarådet, 2015, p.2). This statement is from a report from the Danish Council on Climate Change published in November 2015. This showed that Denmark was not at the forefront of the green transition in 2015. Instead, Denmark was in the middle of a group of ambitious countries with which they usually compare themselves with. The two countries that did best in 2015 were Great Britain and Sweden.

In 2015, the Danish government had a national target of a reduction of Danish greenhouse emissions by 40% in 2020. The Danish Council on Climate Change announced in their report in 2015 that this national target was possible to attain, and they recommended the government to maintain the aim (Klimarådet, n.d.). Denmark reached the goal with a reduction of 43% in 2020. Thus, there is 27% remaining until the year 2030 where the reduction should reach 70%.

In March 2022 Denmark reached their earth overshoot day. This means that if the whole world lived like people do in Denmark, we would run out of resources for 2022 already on March 28th. From this date, we are all overdrawing on the resources of our earth. Just like a handful

”Den grønne omstilling”: Do windmills make you a green pioneer country?

of other countries in the world, Denmark has reached this date of overshoot in the first quarter of the year 2022 (Earth Overshoot Day, n.d.).

The Danish newspaper Information published an article that was a contribution to a debate; *“Today, the green pioneer country Denmark has exhausted its share of the globe's resources for 2022”* (I dag har det grønne foregangsland Danmark opbrugt sin del af klodens ressourcer for 2022) (Gjerding & Information, 2022). The article states that Denmark *“love to talk”* about themselves as a green pioneer: *“It sounds good and makes us straighten our backs. Unfortunately, it is also, in the long run, some terrible nonsense”* (Det lyder godt og får os til at ranke ryggen. Desværre er det også på lange stræk noget frygteligt sludder) (Information, n.d.).

We can conclude that there are some differences between what the Prime Ministers said they would achieve and what they did actually achieve. However, it can also be concluded that Denmark is very ambitious when it comes to the green transition, compared to other countries in the world. Yet, many of our respondents from our questionnaire do not have much faith in the Prime Minister even though they have more faith in Denmark as a country.

There is a tendency that the Prime Ministers do not mention the whole truth in their speeches as sugar sweet as they pretend it to be. For example, Denmark is not the only country doing well in the fight against climate change. Denmark is a part of several other countries which are doing well. Thus, Denmark is not the only pioneer country existing, and we could use the opportunity to become inspired by others as well. It can be argued that not everything in relation to the reduction of greenhouse emissions has been done intentionally. In 2015, the greenhouse emissions were reduced drastically because of low economic growth in Denmark (Klimarådet, 2015, p. 2). Furthermore, the lockdown in 2020 meant a large drop in CO₂ from Danish households (Danmarks statistik, 2021). Even though it was positive with the reduction of greenhouse emissions in Denmark, there have still been large economic consequences.

It is interesting looking at the things that are not being mentioned in the three Prime Minister's speeches. All the speeches have a tendency of not mentioning the negative statistics on Denmark's performance. It is important to keep in mind that even though they are the leader of a country and have a great responsibility, they are still elected democratically.

Discussion

Our article has similarities and differences to the secondary papers in the literature review. Our research has provided us with an understanding of green initiatives based on the government's work with it, the public's perspective and a comparison of these.

Comparing Literature Reviews with Results

In the first paper of our literature review, the authors have been examining the role of the dominant social paradigm (DSP) in environmental attitudes. This paper looks at how the dominant social paradigm is affecting people's perception of being green. The research found that people are affected by many different factors but the underlying variables of the DSP, political, technological and economic, contribute to the values and behavior of consumers. The results showed when respondents had a high connection to the variables of political, technological and economic. Then their beliefs were affected in a way where the respondents had little concern for the environment. The respondents saw it as each of the variables in the DSP could solve the problem with the environment and thereby, respondents tended to not be concerned with the environment. This paper was conducted in a time where there has not been much research about green initiatives and green development. It was perceived to be preliminary research on the topic of green research and DSP. By contrast, our article has been conducted with the basis of great knowledge within green development in the world. Thus, our article can investigate the performance of certain communication actions by the Danish government.

Comparing this study to our research, it can be argued that the perception of green initiatives and green development have changed significantly since 2000. Moreover, there has also been an increase in the willingness to adopt green initiatives and have climate on the agenda, to try to solve the climate crisis on a governmental and individual level.

In the second paper of our literature review, decision-making in the aisles of the supermarket have been investigated. The study researched how it is possible to nudge consumers without overwhelming them. Consumers are often getting overwhelmed in the supermarket by information on food products. Food products have long descriptions of what they consist of and how many calories that are in them per 100 g/ml. Some of the food products even have descriptions on how to recycle the packing. In our literature review, we found that the average British woman spends over 90 hours in the supermarket per year (Kalnikaté et al., 2012,

p.1247). Compared with our research, the knowledge from these two sources can be used to create green initiatives. These green initiatives can have a positive influence on the Danish consumer, so the consumers are able to make ‘the good choice’ when it comes to acting greener. What we can take with us from paper number two of the literature review is that the implications for practice need to be customized to Danish culture. We are shaped by our culture and our experience and therefore, the nudging should be tailored depending on which country these initiatives are practiced in. Even though the second paper focuses on supermarket experience, we can use this information to understand the consumer when it comes to green development. Consumers want to make the better choice.

The third paper of our literature review revolves around energy and environmental attitudes in the green state of Denmark. Here, they found that four out of five of the respondents (i.e. Danish consumers) believe that they know a fair amount when it comes to green energy. However, most of the respondents also believed that children should be educated more thoroughly in school when it comes to green energy and green initiatives. Comparing these results to our own study, we see that Danish consumers feel familiar with green initiatives in Denmark. However, both studies show that Danish consumers believe that more can be done when it comes to green development in Denmark. Looking at the results from our questionnaire, 63% of our respondents do not think that Denmark is doing enough on being green, even though the Danish Prime Ministers says that Denmark is a green pioneer country.

The fourth paper in our literature review is an Australian study that revolves around food waste and CSR. The paper states that the Australian supermarkets have a great influence on food waste in Australia. The study investigates the supply chain of the supermarkets to find out if anything can be optimized when it comes to green initiatives. The researchers found that people tend to point the responsibility to others in the supply chain even though it is the retailers with the largest amount of food waste, but they tend to blame the farmers for food waste, as they are not producing the “perfect” crops. This paper is interesting for our article and research as there has been a tendency to focus more on the financial aspect than the environment, as the stores discard good vegetables due to cosmetics. Our results show that people were very divided when it came to paying more for greener products. Thereby, we can argue that finances do have an influence, which is also stated in the first paper of the literature review. Furthermore, the fourth paper also implies that everybody tries to be green but in reality, they are not acting green, which leads us to the topic of greenwashing, mentioned more in depth below in paper six. This can in a sense also be related to CSR.

Literature review number five investigates ECO-labeling and how it is affecting the consumers. Consumers are easily affected by food labels and tend to become naive when purchasing products with food labels. Food labels make the product more legitimate and there is a bigger chance that consumers trust the product if they see a food label on the front of the package. However, the increasing number of food labels in the supermarket confuses the consumer and there may be several issues within this situation. For example, consumers idealize food products that are more eco-friendly. The eco-friendly food products simply receive a much more positive reaction than the remaining food products (Gosselt et al., 2017). Therefore, there may be a tendency that organizations create their own labels to look more eco-friendly and CSR engaging on the outside. Initially, the increasing amount of food labels will make the labels less effective because all the brands have it. This may have huge consequences for the actual responsible brands that eventually will decrease their engagement in CSR initiatives. It can be argued that engaging in CSR will create more purchases on the socially responsible food products (Gosselt et al., 2017, p.413). Creating an ECO-label without acting greener is a variety of Greenwashing. Comparing this to our study, we see that the Prime Ministers tend to do the same thing. They are all three saying that they are committed to the climate and present Denmark and the people living there as being predecessors for countries outside Denmark.

In the paper it is stated that consumers rely most on external labels (i.e., governmental). However, we can conclude from our research results that sometimes politicians omit some parts of the truth to paint a prettier picture. This can also be related to lack of transparency, which may lead to the politician seeming unreadable.

The sixth paper of our literature review is an article that describes the term *Greenwashing* and how organizations have different motives to use CSR regarding their products or services. In the paper, it is stated that the higher transparency there is in an organization, the more reliable it is. Through transparency, it is possible for organizations to show their CSR activities. The organizations are divided into two groups; profit maximizers and social responsibility. The profit maximizers focus on profit only through consumer reward, whereas the socially responsible organizations want to provide socially good. This paper provided us with useful knowledge within the behavior of an organization. It shed light on the intentions of the organizations, and it was essential having in mind when conducting our analysis. Through the first step of the analysis, we focused on the Prime Minister's intentions with the speech to see if they meant well. Furthermore, their choice of words was crucial when evaluating their transparency. What we learned from this paper is that good greenwashing also exists. Good

”Den grønne omstilling”: Do windmills make you a green pioneer country?

greenwashing (positive) can contribute to an organization's investment and become more aware of the CSR as it provides value. However, it comes with a high transparency level, which might be costly for the organizations. The high transparency will help consumers to identify the organizations that really do social good. The Danish government is an organization that concerns all Danish consumers which they are inextricably linked with.

The seventh paper revolves around perceived greenwashing. Here, the Effects of Green Marketing on Environmental and Product Perceptions are investigated. The study in this paper showed that most consumers are willing to change a brand to protect the environment. More specifically, 85% of the respondents in the study showed that they were prone to pay more. Furthermore, the research states that if consumers discover a brand that is negatively greenwashed it can result in distrust of the brand. Green marketing is relevant for our study of green initiatives, as it gives us an indication of how green initiatives can be communicated to the public. This paper can relate to our research in this article as we have also looked at respondents' willingness to pay more for green products. However, our results differ from those of paper seven, as our respondents were divided on the subject. Furthermore, we have also looked at the trustworthiness in the form of modes of persuasion and source credibility of the Danish Prime Minister from a point of departure in some green statements they have made.

As we have also stated in the analysis, we believe that due to the time frame where there is a great span of time since the Prime Ministers being politically active, there is a tendency for their trustworthiness (ethos) to be higher when more time has passed. Mette Frederiksen's ethos is not as high as her predecessors, this can be since she is the current Prime Minister of Denmark. Moreover, it can also be since Mette Frederiksen has dealt with some major crises in her time as Prime Minister, both COVID-19 and war in Europe. Our research also showed that credibility and likeability is important for the Prime Ministers. Our results show that the respondents did not get an impression of credibility and likeability from the Prime Ministers, as there were a lot of negative words connected to them.

The paper number eight is examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. Furthermore, they investigated how green marketing has affected the values, the beliefs and the choices of consumers. In regard to our research, it has given us an understanding of how “green” is perceived and affected in other countries outside of Denmark. Furthermore, it has helped us with the research design, as it provides us with an idea of how our work can be conducted regarding the questionnaire and analysis relating to the questionnaire. It helps us get an understanding of how it would be best to approach people with this topic even though this

article is primary communication through speeches and political statements and not as much as direct green marketing as mentioned in the paper by Liao, WU, and Pham. The results from the paper show that consumers' purchase intentions of green products are higher when they believe the value behind the product is higher too. Furthermore, it was found that green marketing positively affects the consumers attitudes on green products and purchase intentions. "The results suggested that a person who showed great emotional attachment to environmental well-being would be more likely to perform more positive environmental actions." (Liao et al., 2020, p. 12). This can be related to our results as it may be the government's responsibility to encourage the consumer to change their behavior to win the 'fight' against climate change.

Literature review number nine investigates if eco-design packaging can reduce consumer food waste. We found this paper relevant for our study because it was stated that food waste is one of the major issues in the fight against climate change. As food waste is contributing to mass consumption and good food is being discarded due to overproduction.

Even though the major amount of food waste has great consequences on climate change in the world, it is rare to hear the Danish Prime Minister's communicating about this topic. Instead, they are focusing on the parameters where Denmark is at its best behavior and contributing to share knowledge internationally.

The last paper in the literature review is also the newest. It is from September 2021 and revolves around the price of hesitation. The paper states very clearly that we need to act now; "*Although the ECB climate action plan is a welcome step, it falls short of providing an ambitious agenda consistent with the climate emergency that we are facing.*" (DIW Berlin et al., 2021). This paper shows us that we are facing costly effects when it comes to climate change, in multiple ways. This included effects on price stability of everyday products and the weather changes we are experiencing. It is costly to continue down this path and not change our way of consumption. It is also discussed in this paper that our behavior change is not happening rapidly enough. This can be related to this article as there is a tendency for the Prime Ministers to state that we need to act now and change our ways. Lars Løkke Rasmussen states that going green is cheaper, which can be related to the results presented in paper 11. Mette Frederiksen states that going green is not yet possible and we need to change our ways before it is too late. This relates to the urgency that is also mentioned in the literature review. Helle Thorning-Schmidt states that green long-term targets are the way forward, as these help guide organizations and individuals to go green.

The Great Influence of Corporate Social Responsibility

When investigating green initiatives one cannot help but think about Corporate social responsibility (CSR). CSR describes the concept of organizations voluntarily incorporating initiatives of environmental and socially responsible character (Gosselt et al., 2017). CSR affects the organization and its stakeholders. Several organizations use techniques with CSR strategies to improve their reputation. The Danish government is also an organization. Just like other organizations, the government depends on their stakeholders. In the literature review, we found that being and acting green can create and increase the value of the organization. This can be supported by the following statement: “*To increase consumers’ perceived value of green products, marketers must highlight the function of such products, create a positive environmental image, and communicate ecological value to the customers.*” (Liao et al., 2020, p. 13). We can draw from this statement that politicians need to find the positives and the rewards from going green instead of preaching about how climate change is affecting us all and how devastating it is. The negative aspect surrounding climate change can be tiring in the long haul.

The Impact of Greenwashing

By reading the papers in the literature review, we got an understanding of the phenomenon *greenwashing*. We have gotten an idea of how organizations can avoid the negative impacts of greenwashing through transparency. The definition of greenwashing is “*To make people believe that your company is doing more to protect the environment than it really is*” (Cambridge Dictionary, n.d.). Transparency affects brand loyalty, trust towards the organization, purchase decisions and brand attitude (Szabo & Webster, 2020, p. 729).

We also found that there are two sides to greenwashing in the sense that greenwashing and minimizing it can get organizations to invest in CSR and transparency as this will add value to the organization and products (Wu et al., 2020, p. 3098). This source also looks at the organizations as either profit maximizers or actually social responsibility (Wu et al., 2020, p. 3101). Reading articles about greenwashing has given us an insight to what kinds of greenwashing that we can encounter. The CSR transparency helps eliminate the negative reputation and helps show the organization’s real CSR efforts and not just empty promises.

Greenwashing can be seen from two different points. As mentioned in the header there is *good* and *bad greenwashing*. Negative point of view of greenwashing: When an organization makes CSR activities that are not as effective as they claim or just claim to be doing it. If an

organization is caught doing this it can create a bad reputation, as it gives the consumer a distorted view of how concerned with the environment the organization actually is and the value of the product is lessened. This is known as doing CSR for profit maximizing (Wu et al., 2020, p. 3101). Positive point of view of greenwashing can contribute to an organization to invest and become more aware of the CSR as it provides value. But this comes with a high transparency level, which might be costly for the organizations. The high transparency will help consumers to identify the organizations that really do social good. It is also mentioned that if organizations choose to perform social responsibility measures might increase the consumer's willingness to pay a higher price for products, as they are environmentally responsible (Wu et al., 2020, p. 3098).

How Marketing and Political Communication affects Consumer behavior

The researchers from paper number eight in our literature review, made use of Signaling Theory regarding Green Marketing (Liao et al., 2020). This theory focuses on the message being sent from one person as a sender to another person, the receiver. The researchers in this paper used this theory to get an understanding of what is being communicated by a given organization to the consumer and how this information has affected the consumer's purchase behavior (Liao et al., 2020, p. 2). It can be used to push consumers in the "right" direction and make the green choice. Attitude-Behavior-Context theory is for this paper to understand "*the influence of consumers' behaviors on green purchasing intentions*" (Liao et al., 2020, p. 3). This theory examines the connection between the consumers' values, attitudes and intention to buy green. In combination of these two theories we get an understanding of why the consumers act the way they do and if they indeed are affected by green marketing. The Signaling Theory can be compared with Shannon and Weaver's model of communication (Jensen, 2019, p. 21). The information from the sender goes through several steps before reaching the receiver. First, the message goes through a transmitter (encoder), then the message moves to the channel. Here, there is a chance that noise will interfere with the message being sent. Then the message moves on to the receiver (decoder) and lastly the message is marked as received and ready for being perceived by the receiver of the message (Jensen, 2019, p.21). Shannon and Weaver's model of communication focuses on noise affecting a message that may have an effect on how the message is being perceived by the receiver. Having these two theories in mind, looking at the

”Den grønne omstilling”: Do windmills make you a green pioneer country?

speeches we can conclude that a specific intention or message can be interpreted differently depending on the receiver and potential noise that may interfere with the message. The specific intention of the politician may be interpreted or understood differently than what the purpose intended. Furthermore, we can conclude that everything being said or done, can be interpreted differently. Thus, it may be difficult to make all receivers happy at the same time.

Conclusion

Concluding our article, we will look at how we can apply the knowledge we have gained through the working process.

Evaluating Research Questions

- *What comparisons are there to other markets in countries outside of Denmark?*
- *How does the Danish government show its green initiatives through different actions?*
- *How is their environmental performance compared to their attitude?*

Looking at our research questions which were being stated under our purpose statement, we have researched if there were any comparisons with Denmark and other countries in the world. We found that Denmark has many initiatives when it comes to the green transition and green development. However, the Danes also have a very high living standard which is not good for the environment. The way of living in Denmark compared to other countries in the world is very high. As stated in the third step of our analysis, the list of country overshoot days, Denmark was number six. Also, it was stated in the third step of our analysis that Great Britain and Sweden are both placed in a better position when it comes to initiatives within the green transition in 2015 (Klimarådet, 2015, p. 2). Great Britain and Sweden are normally countries that Denmark compare themselves with. Furthermore, we have also researched how the Danish green initiatives are shown through different actions. We have found that the Danish government is using taxes to make the things that are bad for the environment less attractive than green products and technology. For example, it is more expensive to register a gasoline car than an electric car. Also, Mette Frederiksen has been describing some of the green initiatives made by the current government. For instance, they made an agreement that Danish agriculture emit less greenhouse gasses and create more sustainable energy through offshore windmills. However, these mentioned initiatives by the current Danish Prime Minister are not

very specific. Furthermore, in 2020 they passed a climate law with the purpose to reduce greenhouse emissions. This law was criticized by The Danish Climate Council. Lastly, we have been investigating the Danish government's environmental performance compared to their attitude and to what they have actually achieved. We have found that overall, the Danish government keeps their promises. However, there are many things not being said. The three Prime Ministers tend to tell the good story about Denmark and sometimes they forget to bring the reality into the message. For instance, we have experienced that food waste is a massive sinner when it comes to climate change. Yet, food waste has not been on the agenda in the three speeches being analyzed. Furthermore, the position of Denmark being a green pioneer country can also be discussed.

As a result of our analysis, the three speeches we found show a tendency for politicians to talk about climate change and green initiatives in a given way. It can be concluded that all the Prime Ministers create a reality that climate change is a fight and a struggle. Furthermore, they all create a reality that Denmark is doing good and other countries outside Denmark should look up to them.

In our questionnaire, we received many useful answers from both the qualitative and quantitative parts of it. From our qualitative questions and answers, there is an indication that the Danish government is perceived as being very good at communicating green initiatives to the rest of the world. However, many of our respondents believe that the government is not doing enough to save the world when it comes to climate change. It can be argued that the respondents believe that Denmark and the Danish government are greenwashing themselves to the rest of the world in order to look more responsible than they are actually being. This indication is interesting compared to the feature from Mette Frederiksen, where she claims that she is green before red [the social democratic party color]. When Mette Frederiksen states that she is green before red, it indicates that she and the party are more environmentally conscious in everything they do. The statement should lead to direct actions instead of unjustified talk of being green. It is important to mention that our respondents believe that there should be more action. There may be an indication that the politicians are not communicating about their actions very well since the respondents do not think that Denmark is doing enough in the fight against climate change. Furthermore, it can be argued that scare campaigns on the conditions of the world environment may make consumers feel insufficient when being told to save the planet.

”Den grønne omstilling”: Do windmills make you a green pioneer country?

In this paper we have shown our ability to use critical thinking and combine it with the academic knowledge we have acquired during our academic career at SDU. We have performed and reinterpreted the three-dimensional analysis of the topic climate and the green initiatives that are being stated by the Danish government and how it has been perceived by Danish consumers. We found that the perception of the consumers and the statements by the three Prime Ministers are not quite the same. Objectively, many of our respondents in our questionnaire think that Denmark is perceived as a pioneer country on the outside when it comes to green initiatives. However, personally they do not think that these actions are good enough. The respondents think that our consumption and habits are contradictory to our ideologies and statements when it comes to green development and fighting climate change. When comparing these statements to Denmark’s position on the ‘Earth Overshoot Day’, there may be a tendency that this is true. However, the three Prime Ministers are not talking about this, even though they all have been describing Denmark as a green pioneer country. Thereby, it can be argued that Denmark should not exclusively be stated as a green pioneer country. However, the three Prime Ministers create a reality that Denmark is a pioneer country compared to other countries.

Reflections

Here, we will present some of the reflections we have had when conducting our work. We have looked at how the different parameters from the outside world can change Danish consumers' perception. We are also reflecting on what has affected our work with the critical discourse analysis.

Changing times in the Western World

The time we live in has a great impact on our buying habits. Times have changed drastically in recent decades and the international community alone has changed a lot under Mette Frederiksen's government, independent of Mette Frederiksen. The Corona situation and the invasion of Ukraine have a major impact on how we as consumers look at the green transition in the Western world. For example, we look much more critically at Russian natural gas and are now ready for an even faster conversion of green energy, which we in Denmark have otherwise also had great focus on. Furthermore, the situation in Ukraine and the Western sanctions on Russia has large consequences for the Western, European, and Danish buying habits. The Corona pandemic introduced us to increasing use of communicating with friends

and relatives through social media, working from home and buying groceries online. It can be argued that consumers in the Western world are ready for a paradigm shift.

A Young Generation for Environmental Changes

Young activists as Greta Thunberg are now a dominating part of the new ‘green generation’. She protested the efforts that the parliament was putting into saving our world from the extensive climate change. Since 2018 she has been refusing to attend schools on Fridays and has been protesting instead. Greta Thunberg has given the world’s leaders a stern talking at numerous occasions. Her determination and rhetoric has made her famous and has brought great focus to her case. Many organizations have also noticed the green tendency and the need for change. The Danish organization, Arla, has created a campaign with the theme: *we are the first generation that know there is a problem, and we are the last generation that can do something about it* (Arla, 2022). The large producer of food products, Knorr, have also been communicating about sustainability by using UN’s 17 global goals (Knorr, n.d.)

New terms concerning sustainability have also arise. The term “Climatarian” describes a person who is dieting in an environmentally friendly way. Thus, food products that are bad for the environment are avoided (Climatarian, n.d.).

Reflections through Philosophy of Science

Our article seeks to understand how green initiatives have changed over the last decade. Furthermore, we aim to understand how the Danish government communicates about the green transition in Denmark and how Danish consumers interpret these initiatives. Lastly, we have been investigating what the Danish government has been achieving.

In our article, we analyze speeches from Danish Prime Ministers through a critical discourse analysis by Norman Fairclough. Our choice of words is never arbitrary. Within politics and governmental communication, the choice of words is crucial. One phrase can hold many different meanings and opinions just by using emotionally loaded words.

The practical level of our article is epistemological social constructivism. Social constructivism is looking at the reality as being a social construction (Harnow Klausen, 2009, p. 168) The philosophy of social constructivism believes that we are always strongly affected by our own culture and our own experiences. Furthermore, according to social constructivism, social norms are constructed. Things like intelligence, sexuality, wealth, and terrorism cannot be stated

”Den grønne omstilling”: Do windmills make you a green pioneer country?

objectively (Harnow Klausen, 2009, p. 168). By contrast, in social constructivism, natural phenomena exist objectively, whether we see them, or not. Thus, we also state climate change objectively because it is a natural phenomenon. However, the way it is being communicated and reflected on in social terms cannot be stated objectively. Everyone can create their own reality of how the norms are and how we communicate and interpret climate change. Thus, social constructivism focuses on deconstructing human science and social science. Social constructivism accepts natural sciences as a reality (Harnow Klausen, 2009, p.169).

When you express yourself, your choice of words will generally show how you actually feel about the given situation. There will always be an underlying discourse on how you feel, whether you are aware of it, or not. If you are aware of being objective, this underlying discourse may change. However, we as individuals depend on the lens that we have from having opinions about everything and from our experience. The reality within human and social sciences only exists because we make them real through social agreement. Thus, politics is also a social construction, we give the politicians power because that is how the community is constructed.

Connecting social constructivism with critical discourse analysis, the discourse analysis seeks to explore the meanings behind language use and communication (Cap, 2019, p. 1). In social constructivism, our reality depends on how that reality is communicated (Harnow Klausen, 2009, p. 168). For example, Denmark’s effort in the ‘fight’ against climate change has been communicated positively by the three Prime Ministers. They all communicate climate change as being something difficult to handle. Thus, our ideology on climate change becomes negative.

Mentioning social constructivism in the practical level, the critical discourse analysis is epistemologically based on poststructuralism. Poststructuralism seeks to understand and interpret what is shaping our social environment.

Common for both social constructivism and poststructuralism is their anti-essentialist focus, in which essentialism is dealt with. A break with understanding the individual as having an inner crux or an inner psyche. Instead, the identity of an individual is seen as a process, an ambiguous and fluid quantity that is socially constituted. Poststructuralism and social constructivism question what is perceived as the natural, the normal and thereby challenge the boundaries of the possible and the conceivable (Stormhøj, 2006, p. 61). With a poststructuralist and social

constructionist view, it becomes possible that the world can be understood differently, by disturbing and deconstructing what is taken for granted.

Recommendations for Future Research

Through our research, we have discovered topics for future research. Looking at the term greenwashing, it would be interesting to investigate how date labeling on food packaging is perceived by Danish consumers and how food labels can relate to food waste and the management of it. We argue that this research possibly could help in reducing food waste in supermarkets. Furthermore, the packaging of food products would also be interesting to investigate. We have found that many organizations want to look green on the outside. However, the green initiatives have a lack of actual attention on the inside (i.e., action behind the words).

Furthermore, CSR and sustainability are concepts that show organizations' responsibility to the surrounding world. To get a better understanding of what kind of effects the different CSR measures have had, Carroll's CSR pyramid could be relevant to use for further research about our topic. The theory explains CSR efforts and categorizes these into responsibilities.

Lastly, conducting in-depth interviews or focus-group interviews could give us a deeper meaning of how the Danish consumers perceive the green initiatives by the Danish government.

Implications for Practice

Writing our article, we have thought about possible implications for practice. Our article will contribute to the knowledge we have about the green transition and how the green initiatives are being perceived by the Danish consumers. Furthermore, we have gained an insight on how the Danish government communicates about Denmark, their green initiatives, and climate change. Also, we have gained knowledge on what is not being communicated by the Danish government. Food waste is one of the great sinners when talking about climate change. Looking at the 'best before date' mark on food products may be a beginning. Many consumers are afraid of getting sick when the food has passed the best before date. Instead of checking out the food, they are throwing it in the trash. Furthermore, an implication for practice can be looking at the organizations in relation to food waste and how they communicate about green products and green initiatives. We argue that regulations concerning food packaging could be effective to reduce food waste in Denmark. Rema 1000 and other supermarkets in Denmark have already

”Den grønne omstilling”: Do windmills make you a green pioneer country?

made initiatives on producing smaller food packaging to reduce food waste. The Danish government could have encouraged the Danish supermarkets to either produce smaller food packaging or to quit the packaging on several food products. This initiative has already been done in France where the parliament agreed that in 2027, 10% of the food products in the French supermarkets must be without packaging (Plastic Change, 2021). We argue that the Danish government could implement a similar initiative because the Danes are adaptable and ready for a change.

Denmark is a country with high trust to the government and the public. In this article, we have investigated Denmark’s environmental initiatives, communication, and performance. We can conclude that the complete truth is not always being communicated to the consumers even though the Danes feel well-informed. Research on Danish green initiatives are relevant as it is a matter that affects the climate. Climate change is a contemporary problem that is concerning the entire world as we all suffer from it in one way or the other.

Bibliography

- Aachmann, K., & Grunert, K. G. (September 2012). Mærkningselementer på fødevarer - forståelse og oplevet relevans blandt forbrugere. *Aarhus Universitet*, 1-65. Hentet fra <http://docplayer.dk/docview/28/12864384/#file=/storage/28/12864384/12864384.pdf>
- ALT. (6. October 2021). *Helle Thorning-Schmidt: Mit barn definerer sig hverken som dreng eller pige – og det har jeg lært af*. Hentet 5. April 2022 fra ALT for damerne: <https://www.alt.dk/artikler/helle-thorning-schmidt-koen-boern>
- Arla. (19. March 2012). *Fremtidens mejeriprodukter skal være klima-neutrale*. Hentet 27. May 2022 fra Arla: <https://www.arla.dk/om-arla/nyheder/2019/pressrelease/fremtidens-mejeriprodukter-skal-vaere-klima-neutrale-2845584/>
- 3GF. (October 2011). Global Green Growth Forum. Hentet fra https://www.globalgreengrowthforum.com/fileadmin/user_upload/3GF_2011_Report_01.pdf
- Berlingske. (23. October 2014). *Thorning klar til klima-kompromis*. Hentet 21. March 2022 fra Berlingske: <https://www.berlingske.dk/politik/thorning-klar-til-klima-kompromis>
- Berlingske. (25. February 2022). *En hurtig grøn omstilling bliver stadig mere presserende, men de ambitiøse mål for 2030 er fortsat ikke i hus*. Hentet 25. May 2022 fra Berlingske: <https://www.berlingske.dk/business/en-hurtig-groen-omstilling-bliver-stadig-mere-presserende-men-de>
- Bhuiyan, M., Hassan, S., Darda, M., Habib, M., & Hossain, M. (13. August 2020). Government Initiatives for Green Development in Bangladesh. *Preprints*. Hentet fra <https://www.preprints.org/manuscript/202008.0298/v1>
- Bix, L., Sundar, R. P., Bello, N. M., Peltier, C., Weatherspoon, L. J., & Becker, M. W. (21.. October 2015). To See or Not to See: Do Front of Pack Nutrition Labels Affect Attention to Overall Nutrition Information? *PLOS ONE*.
- Boeriiss, M., & Vigild Poulsen, S. (2019). Hallidays Metafunktioner. I *Kommunikationsmodeller* (1 udg., s. 83-86). Samfundslitteratur.
- Bolius. (8. June 2021). *Ny affaldssortering 2021: Sådan skal vi sortere vores affald fra 1. juli 2021*. Hentet 9. May 2022 fra Videncentret Bolius:

”Den grønne omstilling”: Do windmills make you a green pioneer country?

<https://www.bolius.dk/nu-gaelder-nye-regler-for-affaldssortering-ni-typer-affald-skal-sorteres-92594>

Britannica. (u.d.). Hentet 21. March 2022 fra Revolution Definition & Meaning |

Britannica Dictionary: <https://www.britannica.com/dictionary/revolution>

Britannica. (u.d.). *axiology* | *philosophy* | *Britannica*. Hentet 27. May 2022 fra

Encyclopedia Britannica: <https://www.britannica.com/topic/axiology>

Bush, R. F., & Burns, A. C. (2012). *Marketing Research*. Pearson.

Cambridge Dictionary. (18. May 2022). *BELIEVE* | *meaning in the Cambridge*

English Dictionary. Hentet 27. May 2022 fra Cambridge Dictionary:

<https://dictionary.cambridge.org/dictionary/english/believe>

Cambridge Dictionary. (u.d.). *GREENWASH* | *meaning in the Cambridge English*

Dictionary. Hentet 20. May 2022 fra Cambridge Dictionary:

<https://dictionary.cambridge.org/dictionary/english/greenwash>

Cambridge Dictionary. (u.d.). *WOMEN'S LIBBER* | *meaning in the Cambridge*

English Dictionary. Hentet 12. April 2022 fra Cambridge Dictionary:

<https://dictionary.cambridge.org/dictionary/english/women-s-libber>

Cap, P. (2019). Discourse studies: Between social constructionism and linguistics. A critical overview. *Sciendo*. Hentet fra <https://sciendo.com/pdf/10.2478/topling-2019-0006>

Celsi, M., Bush, R. P., Ortinau, D. J., Hair, J. F., & Hair. (2017). *Essentials of Marketing Research*. McGraw-Hill Education.

Climatarian. (u.d.). Hentet 27. May 2022 fra Climatarian – The easy, healthy, climate friendly diet: <https://climatarian.com>

Dafermos, Y., Kriwoluzky, A., Vargas, M., Volz, U., & Wittich, J. (22. september 2021). The price of hesitation: How the climate crisis threatens price stability and what the ECB must do about it. *DIW Berlin, Politikberatung kompakt*(173). Hentet fra <https://www.econstor.eu/handle/10419/243191>

Dafermos, Y., Kriwoluzky, A., Vargas, M., Volz, U., & Wittich, J. (September 2021). *The Price of Hesitation: How the Climate Crisis Threatens Price Stability and What the ECB Must Do about It*. Hentet 25. March 2022 fra DIW Berlin:

https://www.diw.de/en/diw_01.c.598936.en/pages/about_us.html

Danmarks Radio. (20. November 2013). *TIDSLINJE GGGI-sagen væltede minister og giver stadig Løkke problemer*. Hentet 19. April 2022 fra DR:

<https://www.dr.dk/nyheder/politik/tidslinje-gggi-sagen-vaeltede-minister-og-giver-stadig-loekke-problemer>

Danmarks Radio. (u.d.). *Meningsmåling / Få seneste meningsmåling Danmark / Politik*. Hentet 20. April 2022 fra DR:

<https://www.dr.dk/nyheder/politik/meningsmaalinger>

Danmarks statistik. (6. December 2021). *Fakta om Danmarks udledning af drivhusgasser samt energiforbrug (opdateret)*. Hentet 19. October 2022 fra Danmarks Statistik: <https://www.dst.dk/da/Statistik/nyheder-analyser-publ/bagtal/2018/2018-12-06-fakta-om-danmarks-udledning-af-drivhusgasser-samt-energiforbrug>

Danmarks Statistik. (2021). It-anvendelse i befolkningen. *Danmarks Statistik*. Hentet fra

<https://www.dst.dk/Site/Dst/Udgivelser/GetPubFile.aspx?id=39431&sid=itbef2021>

Danmarks statistik. (17. September 2021). *Nedlukning betød stort fald i CO₂ fra husholdninger*. Hentet 28. April 2022 fra Danmarks Statistik: <https://www.dst.dk/da/Statistik/nyheder-analyser-publ/nyt/NytHtml?cid=34755>

Danmarks Statistik. (u.d.). *Environmental-economic accounts - Statistics Denmark*. Hentet 6. April 2022 fra Danmarks Statistik:

<https://www.dst.dk/en/Statistik/emner/miljoe-og-energi/groent-nationalregnskab>

Danmarks statistik. (u.d.). *Klima*. Hentet 28. April 2022 fra Danmarks Statistik:

<https://www.dst.dk/da/Statistik/temaer/klima>

Danmarks Statistik. (u.d.). *Om Danmarks Statistik*. Hentet 6. April 2022 fra Danmarks Statistik: <https://www.dst.dk/da/OmDS>

Dansk Industri. (8. March 2022). *Grøn strøm gør danske virksomheders elregninger lavere - DI*. Hentet 25. May 2022 fra Dansk Industri:

<https://www.danskindustri.dk/di-business/arkiv/nyheder/2022/3/gron-strom-gor-danske-virksomheders-elregninger-lavere/>

Devin, B., & Richards, C. (April 2016). Food Waste, Power, and Corporate Social Responsibility in the Australian Food Supply Chain. *Journal of business ethics*, 150(1), 199-210. Hentet fra

<https://www.proquest.com/docview/2050326645?accountid=14211&parentSessionId=F7UOfQZpjDzdiseAYAO3cjW8FcgiamKcT9y%2ByS0%2FKo%3D&pq-origsite=summon>

”Den grønne omstilling”: Do windmills make you a green pioneer country?

DIW Berlin. (u.d.). *The Institute*. Hentet 25. March 2022 fra DIW Berlin:

https://www.diw.de/en/diw_01.c.618953.en/the_institute.html

Earth Overshoot Day. (u.d.). *About Earth Overshoot Day - #MoveTheDate of Earth Overshoot Day*. Hentet 10. May 2022 fra Earth Overshoot Day:

<https://www.overshootday.org/about-earth-overshoot-day/>

Eckerdal, J. R., & Hagström, C. (1. March 2017). Qualitative questionnaires as a method for information studies research. *The University of Borås, Sweden*. Hentet fra <http://informationr.net/ir/22-1/colis/colis1639.html>

Energistyrelsen er en del af Klima-, Energi- og Forsyningsministeriet. (u.d.).

Havvindmøller og projekter i pipeline. Hentet 2022 fra Energistyrelsen:

<https://ens.dk/ansvarsomraader/vindenergi/havvindmoeller-og-projekter-i-pipeline>

Enhedslisten. (u.d.). *Enhedslisten – The Red/Green Alliance*. Hentet fra

Enhedslisten.EU: [https://enhedslisten.eu/kontakt/enhedslisten-the-red-green-](https://enhedslisten.eu/kontakt/enhedslisten-the-red-green-alliance/?fbclid=IwAR0zpumqlubvltbdbDmo6jfuhhAcXMSAGsEmuCeWQPbRzcR3)

[alliance/?fbclid=IwAR0zpumqlubvltbdbDmo6jfuhhAcXMSAGsEmuCeWQPbRzcR3](https://enhedslisten.eu/kontakt/enhedslisten-the-red-green-alliance/?fbclid=IwAR0zpumqlubvltbdbDmo6jfuhhAcXMSAGsEmuCeWQPbRzcR3)
NGsWAH6YdTQM

European Green Capital. (u.d.). *Green Capital*. Hentet 28. April 2022 fra European Green Capital:

<https://ec.europa.eu/environment/europeangreencapital/news/events/global-green-growth-forum/>

Fairclough, N. (2013). Critical discourse analysis and critical policy studies. *Critical Policy Studies*, 7(2), 177-197. Hentet fra <https://www-tandfonline-com.proxy1-bib.sdu.dk/doi/pdf/10.1080/19460171.2013.798239?needAccess=true>

Faarup, P. K., Hansen, K., & AABroe Hansen, J. (2010). *Market Research and Statistics* (1 udg.). Hans Reitzels Forlag.

Frederiksen, M. (5. October 2021). *Statsminister Mette Frederiksens tale ved Folketingets åbning den 5. oktober 2021*. Hentet 18. March 2022 fra Statsministeriet:

<https://www.stm.dk/statsministeren/taler/statsminister-mette-frederiksens-tale-ved-folketingets-aabning-den-5-oktober-2021/>

Frederiksen, M. (19. April 2022). *Danmark skal være uafhængig af russisk gas!*

Hentet fra Instagram: <https://www.instagram.com/p/CchwgeiN1u3/>

Frederiksen, M. (13. Februar 2022). Derfor er jeg ikke længere rød, før jeg er grøn.

Politiken, s. 5-6.

Gabrielsen, J. (2010). *Talens magt*. Hans Reitzel.

Girafferne Fra Folketinget. (5. oktober 2021). *Statsministerens redegørelse i henhold til grundlovens § 38 den 5. oktober 2021*. Hentet februar 2022 fra Youtube:

<https://www.youtube.com/watch?v=saU5xpfGPM4>

Gjerding, M. R. (28. March 2022). Debat: I dag har det grønne foregangsland Danmark opbrugt sin del af klodens ressourcer for 2022. *Information*. Hentet fra <https://www.information.dk/debat/2022/03/dag-groenne-foregangsland-danmark-opbrugt-del-klodens-ressourcer-2022>

Global Footprint Network. (u.d.). *Earth Overshoot Day*. Hentet 10. May 2022 fra Global Footprint Network: <https://www.footprintnetwork.org/our-work/earth-overshoot-day/>

Global Green Growth Forum. (u.d.). Hentet 21. March 2022 fra Global Green Growth Forum 2012 (3GF): <https://www.globalgreengrowthforum.com>

Global Green Growth Institute. (u.d.). Hentet fra <https://gggi.org>

Gosselt, J. F., Rompay, T. V., & Taske, L. (24. March 2017). Won't Get Fooled Again: The Effects of Internal and External CSR ECO-Labeling. *CrossMark*.

Graff, G., & Birkenstein, C. (2014). *"They Say: The Moves that Matter in Academic Writing"* (3 udg.). W.W. Norton.

Hagedorn, M. (19. April 2022). *Støttepartier giver reformudspil kølig modtagelse: "Der er godt nok lang vej til et konkret udspil"*. Hentet 25. April 2022 fra Altinget: <https://www.alinget.dk/energi/artikel/regeringen-klar-med-plan-for-udfasning-af-russisk-gas-putin-skal-bremses>

Hair, J. F., Bush, R. P., Celsi, M., Ortinau, D. J., & Hair. (2016). *Essentials of Marketing Research*. McGraw-Hill Education.

Hansen, H. (2014). *Kommunikation skaber din organisation*. Hans Reitzel.

Hansen, N.-H. M., Marckmann, B., Nørregård-Nielsen, E., Rosenmeier, S. L., & Østergaard, J. (2015). *Spørgeskemaer i virkeligheden*. Samfundslitteratur.

Harboe, T. (2013). *Method and Project Writing: An Introduction* (2 udg.). Samfundslitteratur.

Harnow Klausen, S. (2009). *Hvad er videnskabsteori*. Akademisk Forlag.

Hodgkins, C., Barnett, J., Wasowicz-Kirylo, G., Stysko-Kunkowska, M., Gulcan, Y., Kustepeli, Y., . . . Raats, M. (12. December 2012). Understanding how consumers categorise nutritional labels: A consumer derived typology for front-of-pack nutrition labelling. *Elsivier*, 806-817. Hentet fra

”Den grønne omstilling”: Do windmills make you a green pioneer country?

<https://www.sciencedirect.com/science/article/abs/pii/S0195666312002747?via%3Dihub>

Huy Nguyen, K. (2014). *Critique on critical discourse analysis*. Hentet fra Academia: https://www.academia.edu/14490149/Critique_on_Critical_Discourse_Analysis

Information. (u.d.). *Om Information*. Hentet 10. May 2022 fra Information: https://www.information.dk/om-information?hdr_mnu

Jensen, A. (2019). Shannon og Weavers transmissionsmodel. I *Kommunikationsmodeller* (1 udg., s. 21-23). Samfundslitteratur.

Kalnikaté, V., Bird, J., & Rogers, Y. (25. August 2012). Decision-making in the aisles: informing, overwhelming or nudging supermarket shoppers? *Springer-Verlag*, 1247-1259.

Kilbourne, W. E., Beckmann, S. C., & Thelen, E. (March 2002). The role of the dominant social paradigm in environmental attitudes: a multinational examination. *Journal of Business Research*, 55(3), 193-204. Hentet fra

<https://www.sciencedirect.com/science/article/pii/S0148296300001417>

Klima-, Energi-, og Forsyningsministeriet. (u.d.). *Vedvarende energi*. Hentet 25. May 2022 fra Klima-, Energi- og Forsyningsministeriet: <https://kefm.dk/energi-og-raastoffer/energiforsyning/vedvarende-energi>

Klimarådet. (u.d.). Hentet 25. April 2022 fra Klimarådet:

<https://klimaraadet.dk/da/frontpage>

Klimarådet. (November 2015). Er Danmark langt foran i den grønne omstilling? *Klimarådet*. Hentet fra <https://klimaraadet.dk/da/analyser/dansk-klimainsats-i-internationalt-perspektiv>

Klimarådet. (22. March 2022). Svært at nå 2030-målet uden en ambitiøs afgift på drivhusgasser. *Klimarådet*. Hentet fra <https://klimaraadet.dk/da/nyheder/svaert-naa-2030-maalet-uden-en-ambitioes-afgift-paa-drivhusgasser>

Knorr. (u.d.). *Fremtidens fødevarer er her allerede*. Hentet 27. May 2022 fra Knorr: <https://www.knorr.com/dk/inspiration/om-os/fremtidens-fodevarer.html>

Kvale, S. (2015). *Interview, Det kvalitative forskningsinterview som håndværk* (3 udg.). Hans Reitzels forlag.

Kvale, S., & Brinkmann, S. (2015). *InterViews: Learning the Craft of Qualitative Research Interviewing*. SAGE Publications.

Lexio. (u.d.). *POWER-CRAZED | Meaning & Definition for UK English*. Hentet 20. April 2022 fra Lexico.com: <https://www.lexico.com/definition/power-crazed>

- Liao, Y.-K., Wu, W.-Y., & Pham, T.-T. (10. september 2020). Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers' Green Attitude, Value and Purchase Intention. *Sustainability*, 12(18), Article number: 7461. Hentet february 2022 fra <https://www.mdpi.com/2071-1050/12/18/7461/htm>
- Lundholt, M. W., & Hansen, P. K. (2019). *Kommunikationsmodeller* (1 udg.). Samfundslitteratur.
- Moderaterne. (u.d.). *Meld dig ind i Moderaterne – og hjælp os i Folketinget*. Hentet 18. March 2022 fra MODERATERNE - Den fornuftige stemme: <https://moderaterne.dk>
- Oxford Languages. (u.d.). *Oxford Languages and Google - English | Oxford Languages*. Hentet 30. March 2022 fra Oxford Languages: <https://languages.oup.com/google-dictionary-en/>
- Piacentini, M., & Szmigin, I. (2015). *Consumer Behaviour*. Oxford University Press.
- Plastic Change. (24. June 2021). *Den emballagefri butikssektor trender - Plastic Change*. Hentet 9. May 2022 fra Plastic Change: <https://plasticchange.dk/videnscenter/den-emballagefri-butikssektor-trender/>
- Privacy Shield. (u.d.). *Denmark - Renewable Energy Products*. Hentet 25. May 2022 fra Privacy Shield: <https://www.privacyshield.gov/article?id=Denmark-Renewable-Energy-Products>
- Rasmussen, L. L. (2. October 2018). *Statsministerens tale ved Folketingets åbning, 2. oktober 2018*. Hentet 6. April 2022 fra Statsministeriet: <https://www.stm.dk/statsministeren/taler/statsministerens-tale-ved-folketingets-aabning-2-oktober-2018/>
- Ravn Jørgensen, K. (2003). *Retorik - indføring i fagets grundbegreber*. Samfundslitteratur.
- Researchgate. (u.d.). *Fairclough's three-dimensional framework for analysis of discourse. | Download Scientific Diagram*. Hentet 17. May 2022 fra ResearchGate: https://www.researchgate.net/figure/Faircloughs-three-dimensional-framework-for-analysis-of-discourse_fig1_256188966
- Retsinformation. (26. June 2020). *Klimaloven*. Hentet 18. March 2022 fra Retsinformation: <https://www.retsinformation.dk/eli/lta/2020/965>
- Roberto, C. A., Bragg, M. A., Schwartz, M. B., Seamans, M. J., Musicus, A., Novak, N., & Brownell, K. D. (August 2012). Facts Up Front Versus Traffic Light Food

”Den grønne omstilling”: Do windmills make you a green pioneer country?

Labels - A Randomized Controlled Trial. *American Journal of Preventive Medicine*, 43(2), 134-141. Hentet fra [https://www-sciencedirect-com.proxy1-](https://www-sciencedirect-com.proxy1-bib.sdu.dk/science/article/pii/S0749379712003200)

[bib.sdu.dk/science/article/pii/S0749379712003200](https://www-sciencedirect-com.proxy1-bib.sdu.dk/science/article/pii/S0749379712003200)

Schjørring, E. (20. April 2022). Putin har gjort Mette Frederiksen grøn. *Altinget*.

Hentet fra <https://www-alinget-dk.proxy3-bib.sdu.dk/artikel/putin-har-gjort-mette-frederiksen-groen>

Silverman, D. (2020). *Interpreting Qualitative Data* (1 udg.). (D. Silverman, Red.) SAGE Publications.

Socialdemokratiet. (u.d.). *DANMARK SKAL IGEN VÆRE EN GRØN STORMAGT EN KLIMA- OG MILJØPOLITIK DER SAMLER DANMARK*. Hentet 18. Marts 2022 fra Socialdemokratiet: [https://www.socialdemokratiet.dk/media/op2nnqtn/en-klima-og-miljoepolitik-der-samler-](https://www.socialdemokratiet.dk/media/op2nnqtn/en-klima-og-miljoepolitik-der-samler-danmark.pdf?fbclid=IwAR3qJFw5z6qj0lVwkROJJ6FoUcRyfiwwztEGtRWgNBvFUD0scfHR7rq0sxM)

[danmark.pdf?fbclid=IwAR3qJFw5z6qj0lVwkROJJ6FoUcRyfiwwztEGtRWgNBvFUD0scfHR7rq0sxM](https://www.socialdemokratiet.dk/media/op2nnqtn/en-klima-og-miljoepolitik-der-samler-danmark.pdf?fbclid=IwAR3qJFw5z6qj0lVwkROJJ6FoUcRyfiwwztEGtRWgNBvFUD0scfHR7rq0sxM)

Socialdemokratiet. (u.d.). *Klimapolitik | Læs mere om Socialdemokratiets klimapolitik*. Hentet 18. March 2022 fra Socialdemokratiet:

<https://www.socialdemokratiet.dk/det-vil-vi/klima/>

Socialdemokratiet. (u.d.). *Socialdemokratiske formænd og statsministre | Læs om partiets historie*. Hentet 18. March 2022 fra Socialdemokratiet:

<https://www.socialdemokratiet.dk/om-os/historie/formaend-og-statsministre/>

Sovacool, B. K., & Blyth, P. L. (7. August 2015). Energy and environmental attitudes in the green state of Denmark: Implications for energy democracy, low carbon transitions, and energy literacy. *Elsevier*, 304–315.

Starbæk Bager, A. (2019). Aristoteles' Tre Appelformer. I *Kommunikationsmodeller* (1 udg., s. 95-97). Samfundslitteratur.

Starbæk Bager, A. (2019). Faircloughs tredimensionelle model til kritisk diskursanalyse. I *Kommunikationsmodeller* (1 udg., s. 62-67). Samfundslitteratur.

Starbæk Bager, A. (2019). Intro. I *Kommunikationsmodeller* (1 udg., s. 62-63). Samfundslitteratur.

Statistics Denmark. (u.d.). *Energi- og emissionsregnskaber*. Hentet 2022 fra Danmarks Statistik: <https://www.dst.dk/da/Statistik/emner/miljoe-og-energi/groent-nationalregnskab/energi-og-emissionsregnskaber>

Stormhøj, C. (2006). *Poststrukturalismer: videnskabsteori, analysestrategi, kritik*. Samfundslitteratur.

- Szabo, S., & Webster, J. (28. february 2020). Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions. *Journal of Business Ethics*, 171(4), 719-739. Hentet january 2022 fra <https://www.proquest.com/docview/2547178776?accountid=14211&parentSessionId=VmJvfEg1%2Bz2XIRKL%2BCZseCr3SAC0TueCamJ5KO9c4S8%3D&pq-origsite=summon>
- Szmigin, I., & Piacentini, M. (2015). *Consumer Behaviour*. Oxford University Press.
- The Danish Council on Climate Change. (u.d.). *Klimarådet*. Hentet 18. March 2022 fra Klimarådet: <https://klimaraadet.dk/en/frontpage>
- The European Union. (u.d.). *A European Green Deal*. Hentet 18. March 2022 fra European Commision: https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en
- The European Union. (u.d.). *Green transition*. Hentet fra European Commision: https://ec.europa.eu/reform-support/what-we-do/green-transition_en
- The Social Democratic Party. (u.d.). *Helle Thorning-Schmidt (1966-)*. Hentet 21. March 2022 fra Socialdemokratiet: <https://www.socialdemokratiet.dk/om-os/historie/formaend-og-statsministre/helle-thorning-schmidt-1966/>
- The Social Democratic Party. (u.d.). *The Social Democratic Party in Denmark*. Hentet 10. March 2022 fra Socialdemokratiet: <https://www.socialdemokratiet.dk/english/>
- The Workers Museum. (u.d.). *Helle Thorning-Schmidt*. Hentet 21. March 2022 fra Arbejdermuseet: <https://www.arbejdermuseet.dk/vidensamlinger/arbejderhistorien/temaer/socialdemokratiske-statsministre/helle-thorning-schmidt/>
- Thorning-Schmidt, H. (11. October 2011). *Statsminister Helle Thorning-Schmidts tale ved åbningen af Global Green Growth Forum (3GF) i Moltkes Palæ, tirsdag den 11. oktober 2011 (Talen er på engelsk)*. Hentet 29. March 2022 fra Statsministeriet: <https://www.stm.dk/statsministeren/taler/statsminister-helle-thorning-schmidts-tale-ved-aabningen-af-global-green-growth-forum-3gf-i-moltkes-palae-tirsdag-den-11-oktober-2011-talen-er-paa-engelsk/>
- Torok, G. (20. December 2014). *Don't End Your Presentation with "Thank You"*. Hentet 5. April 2022 fra LinkedIn: <https://www.linkedin.com/pulse/dont-end-your-presentation-thank-you-george-torok/>
- TV2. (3. February 2021). *Mette Frederiksen delte billede af sin makrelmad - kommentatorer hæfter sig ved det, hun ikke deler*. Hentet 20. April 2022 fra TV2

”Den grønne omstilling”: Do windmills make you a green pioneer country?

Nyhederne: <https://nyheder.tv2.dk/2021-02-03-mette-frederiksen-delte-billede-af-sin-makrelmad-kommentatorer-haefter-sig-ved-det-hun>

United Nations. (u.d.). *Conference of the Parties (COP)*. Hentet 18. March 2022 fra UNFCCC: <https://unfccc.int/process/bodies/supreme-bodies/conference-of-the-parties-cop>

United Nations. (u.d.). *The Paris Agreement*. Hentet 18. March 2022 fra UNFCCC: <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>

Wu, Y., Zhang, K., & Xie, J. (7. January 2020). Bad Greenwashing, Good Greenwashing: Corporate Social Responsibility and Information Transparency.

MANAGEMENT SCIENCE, Vol. 66,(No. 7,), 3095–3112. Hentet fra <https://pubsonline.informs-org.proxy1-bib.sdu.dk/doi/pdf/10.1287/mnsc.2019.3340>

Zeng, T., Durif, F., & Robinot, E. (4. October 2020). Can eco-design packaging reduce consumer food waste? an experimental study. *ELSEVIER*.