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Feb 12, 2024 by [Nicholas J. Cull](#), [Simon Anholt](#)

People, Places, Power | Season 2, Episode 38: Of Greenwashing and 'Hipster Nations' ^[1]

Note from the CPD Blog Manager: This post features the podcast *People, Places, Power* co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#) and features their weekly discussions on international reputation, foreign policy and related issues along the way.

Season 2 launched in May 2022 and covers nation-ranking indices, the impact of COVID-19 on national images, branding indices, transnational issues and much more.

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Episode 38: Of Greenwashing and 'Hipster Nations'

This episode looks at the role of environmental policy as a component of international image and the question of whether countries are following corporations and 'greenwashing:' laying claim to environmental reputations that they don't deserve. Cases discussed include Australia, the U.S. and the countries of the Middle East, stuck with a reliance of fossil fuel extraction. Simon argues that whatever the reality the simple fact of the conversation around sustainability is positive as it contributes to a global bandwagon effect by which taking care of the environment is universally expected. Simon also suggests that a middle tier of what he calls 'Hipster Nations,' which emphasize the environment has now emerged—New Zealand, Costa Rica, Chile, Slovenia and so forth—and are changing the global conversation. Nick looks at the long arc of environmental issues in post-Cold War propaganda and wonders what issues emerging today will be critical to reputations in the future.