

A few definitions.

Lobby Group that attempts to influence a legislation or government spending plans to achieve an outcome more favorable to its agenda or objectives.

Lobbying The act of attempting to influence business and government leaders to create legislation or conduct an activity that will help a particular organization. People who do lobbying are called lobbyists.

www.businessdictionary.com

Astroturfing organized activity that is intended to create a false impression of a widespread, spontaneously arising, grassroots movement in support of or in opposition to something (such as a political policy) but that is in reality initiated and controlled by a concealed group or organization (such as a corporation).

Grass root the very foundation or source.

Ex. You must attack the problem at the grass roots.

the basic level of society or of an organization especially as viewed in relation to higher or more centralized positions of power.

Ex. He was losing touch with the party's grass roots.

Grassroots being, originating, or operating in or at the grass roots.

Ex. A grassroots organization, grassroots political support.

Greenwashing expressions of environmentalist concerns especially as a cover for products, policies, or activities.

Ex. There's a practice called greenwashing, whereby polluting companies devote relatively minor resources to environmental causes to reap public relations windfalls.

(Brian Beutler, New Republic, "Ivanka Trump's Political Brand Is Dead", 2 June 2017)

Ex. And less-than-honest properties and tour operators embellish their Earth-friendly achievements, an act of falsehood called greenwashing.

(Andrea Sachs, chicagotribune.com, "Green means go: How to plan an eco-vacation from start to finish" 22 May 2017)

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