

GREENWASHING CHALLENGE

DON'T GET GREENWASHED!

This challenge helps you discover how some companies fake being eco-friendly to look good. With more people wanting sustainable products, some businesses make false claims to cash in. By learning how to spot greenwashing, you'll understand why companies need to be honest about their environmental impact and why it's important to hold them accountable.

Spot the Greenwashers!

Step 1: Do Your Research!

- Search online for companies that have been accused of greenwashing. Look for **at least 5 companies** if working **individually**, or **10** if working as a **group**. Focus on their misleading environmental claims and tactics.

Step 2: Report Your Findings!

- For each company, create a brief report that includes the company's name and the industry it operates in. Describe the greenwashing claim they made and explain why it was considered misleading. Finally, outline the outcome of the case, such as any fines they faced, public backlash, or how consumers or authorities responded to the incident.



The challenge is complete when you've identified and reported on 5 companies (individually) or 10 companies (as a group), including their name, industry, misleading claim, and outcome. Once all findings are shared and discussed, the challenge is finished.



Co-funded by
the European Union



VOYAGER
EMPOWERING YOUTH.
TRANSFORMING
TOMORROW!