# The greenwash Guide

The link: https://futerra-assets.s3.amazonaws.com/documents/The_Greenwash_Guide.pdf

## SHORT DESCRIPTION

This guide explains what greenwashing is, how to recognise it, and how to avoid it in communication. It helps trainers raise awareness on the topic by offering clear examples and simple criteria to spot misleading messaging.




Escape Rooms for Green Entrepreneurship

Co-funded by the European Union

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## SUGGESTIONS

This tool could support trainers in raising awareness about greenwashing and improving learners' critical understanding of sustainability claims.

In a progressive approach, participants first explore the concept of greenwashing and learn to recognise common misleading practices. They then analyse real-life examples using the mentioned criteria, reflect on their findings in group discussions, and apply their knowledge by identifying or rewriting questionable environmental messages.

## KEY WORDS

- Sustainability
- Environmental challenges
- Social Impact
- Education

## LANGUAGES

English.

## PRICING

The resource is available freely.

Escape Rooms for Green Entrepreneurship

Co-funded by the European Union

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.