



Call2Nature

“Disconnected” Activity: *Unmasking Greenwashing*

PROJECT REFERENCE NUMBER:
2022-1-IT03-KA220-YOU-000085032



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Competence Area	4 Act for sustainability		
Topic	25. Exposing “Greenwashing”		
Transversal competence(s)	☒ TEAMWORK ☒ CRITICAL THINKING		☒ SENSE OF INITIATIVE
Name of the activity	Unmasking Greenwashing		
Learning Outcomes	Develop critical thinking skills to identify and analyze greenwashing tactics. Enhance awareness of the impact of deceptive environmental marketing on consumer choices. Foster creativity in envisioning sustainable alternatives to greenwashing. Encourage collaboration and peer-to-peer learning.		
Duration	90 minutes		
Method(s) Used	• Experiential Learning • Project-Based Learning • Dialogue and Discussion • Arts and Creativity •		



Step By Step Description

1. Introduction (15 minutes):

Briefly explain the concept of greenwashing and its implications.

Discuss the importance of critical thinking in evaluating environmental claims.

Introduce the learning outcomes and the activity's purpose.

2. Group Formation (10 minutes):

Divide participants into small groups to encourage teamwork.

Mix students with diverse backgrounds to promote varied perspectives.

3. Research Phase (20 minutes):

Provide a list of real-life examples of greenwashing for each group.

Instruct each group to research their assigned greenwashing case, focusing on the deceptive tactics used.

4. Creation Phase (30 minutes):

Ask each group to create their own greenwashing campaign for a fictitious product or service.

Emphasize the use of misleading language, imagery, or claims to appear environmentally friendly.

Encourage creativity in designing promotional materials.

5. Peer Review and Discussion (15 minutes):

Each group presents their greenwashing campaign to the class.

After each presentation, open the floor for discussion:

What tactics were used in the campaign?

How did the campaign make them feel as consumers?



	What elements of the campaign were particularly deceptive?
Required Materials	• Flipcharts or whiteboards • Markers, pens, and paper • Poster boards, magazines, scissors, glue for creating campaign materials
Learning Setting	• Classroom
Activity Evaluation/ Reflection	Participant Feedback: • Evaluation form to gather participants' feedback on the activity. (Annex 1) Facilitator Reflection As the facilitator, take time to reflect on the activity and your facilitation techniques. Consider whether the activity achieved the intended learning objectives and if the timing and flow of the session were appropriate. Reflect on the level of participant engagement, the effectiveness of the discussion, and the overall dynamics of the group. Identify any challenges or unexpected outcomes encountered during the activity.
Useful Resources (not mandatory)	



Annexe 1

1. Understanding Greenwashing:

The activity helped me understand the concept of greenwashing.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

2. Critical Thinking:

The activity enhanced my critical thinking skills in evaluating environmental claims.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

3. Teamwork:

Working in small groups was effective in promoting teamwork and collaboration.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

4. 4. Creativity:

The activity allowed me to express creativity in designing a greenwashing campaign.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

5. Peer-to-Peer Learning:

Learning from my peers' presentations was valuable and interesting.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

6. Real-life Application:

I can see how the concepts learned in this activity apply to real-life situations.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

7. Duration of the Activity:

The length of the activity was:

- Too short
- Just right
- Too long

8. Activity Facilitation:

The facilitator(s) effectively guided the activity.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

9. Overall Enjoyment:

I enjoyed participating in this activity.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

10. Additional Comments:

Please share any additional thoughts or suggestions for improvement.



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