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WP4 Connected Activity Template

The idea of the Connected Activities is to complement the modules developed, as well as mirror WP3's manual to provide trainers and young people with material to embrace the digital world as a tool to do good in the physical world. These "activities" can be an adaptation of your WP3 activities to the digital world when possible, and reflect on the way the natural world and disconnection from the digital world in WP3 can lead to an improved knowledge on how to employ the digital world as a method to promote nature and change our attitudes in WP4.

Competence Area	*Green Detective*		
Topic	*Exposing Greenwashing*		
Transversal competence(s)	□ CRITICAL THINKING	□ EMPATHY & RESPECT	□ SENSE OF INITIATIVE □ INNOVATION
Name of the activity	Greenwashing Exposed: Digital Detectives		
Learning Outcomes	This activity aims to empower participants to recognize and expose greenwashing practices in marketing and advertising. By engaging in this activity, participants will develop critical thinking skills, digital literacy, and environmental awareness to discern genuine sustainability efforts from deceptive greenwashing tactics.		
Methodologies used	● Experiential Learning ● Project-Based Learning ● Gamification ● Dialogue and Discussion ● Digital collaborative activity		

Step By Step Description	1. Introduction (15 minutes):
	   - Define greenwashing and explain its prevalence in advertising and marketing.
	   - Discuss the impact of greenwashing on consumer behavior and environmental awareness.
	   - Provide examples of common greenwashing tactics.
	2. Group Formation (10 minutes):
	   - Divide participants into small groups of 3-5 members.
	3. Research and Analysis (30 minutes):
	   - Assign each group a specific industry (e.g., fashion, food, beauty, electronics).
	   - Provide access to smartphones or computers with internet access.
	   - Instruct groups to research and identify at least two examples of greenwashing within their assigned industry.
	   - Encourage them to critically analyze marketing materials, claims, and practices.
	4. Presentation and Discussion (20 minutes):
	   - Each group presents their findings to the rest of the participants.
	   - Facilitate a discussion on the tactics used in greenwashing and the implications for consumers and the environment.
	   - Encourage participants to share their thoughts on how to counteract greenwashing and promote transparency in advertising.
	5. Collaborative Project (45 minutes):
	   - Reorganize groups to mix participants from different initial groups.
	   - Task each new group with creating a digital campaign or educational material to expose greenwashing within a specific industry.

	• Provide access to online collaboration tools and resources.
	• Guide groups in developing creative and informative strategies for educating others about greenwashing and promoting responsible consumer behavior.
	6. Presentation of Projects (20 minutes):
	    • Each group presents their campaign or educational material to the rest of the participants.
	    • Allow for feedback and discussion on the effectiveness and potential impact of each project.

Required Materials	• Smartphones or computers with internet access (one per group) • Projector and screen for presentations • Flipchart or whiteboard for brainstorming and note-taking • Pen and paper for individual notes and sketches
Activity Evaluation/ Reflection	• Conduct a reflection session where participants can share their insights and learnings from the activity. • Evaluate the effectiveness of the activity in meeting its learning outcomes and consider improvements for future iterations.
Useful Resources **(not mandatory)**	Websites: Resources on greenwashing, such as the Greenwashing Index, Greenpeace's Detox campaign, and articles from environmental organizations. Tools: Fact-checking tools, sustainability certification databases, and consumer advocacy websites focused on exposing greenwashing practices.

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