



Co-funded by
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Building a Comprehensive Educational Ecosystem for Sustainable Development Goals

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Programme: Erasmus+

Action Type: Cooperation partnerships in higher education

EU Grant: 400.000,00 €

Coordinator



Partners



ACEEU



ABD

Welfare and
Development
Association



Nykiel



RIGA TECHNICAL
UNIVERSITY



UAB

Universitat Autònoma
de Barcelona

Player

Truth or Greenwash?

Truth or Greenwash?

Time: 20 - 30 minutes

Teams: 3 - 6 players

Location: Indoor or outdoor space (quiet and comfortable)

The Story

Not everything that looks 'green' truly is. Companies often use eco-friendly colours, slogans, or symbols to make products seem sustainable - even when the reality is different. At the same time, many brands genuinely invest in sustainability and make measurable environmental improvements.

Your mission: as Eco Investigators find two real life examples - one case of greenwashing and one genuine sustainability action - and explain how you can tell the difference.

Separate real impact from marketing tricks.

Mission Tasks

Step 1: What Is Greenwashing? (2 minutes)

Review together: Greenwashing is when something appears eco-friendly but is vague, misleading, or unproven. Real sustainability is clear, measurable, and backed by credible evidence.

Step 2: Search for Real World Examples (10 minutes)

As a group, explore your surroundings to find:

- one greenwashing example,
- one real sustainability example.

Search for any real life sustainability claims on product packaging, advertisements (posters, websites, social media), labels, icons, or 'eco' symbols, company sustainability statements.

Ask Yourself:

- Is the claim clear or vague?
- Is there proof (certification, data, details)?
- Does the company show real impact, or just nice marketing?
- Is the company being transparent about what makes the product sustainable?

Step 3: Present Your Verdict (5 minutes)

Share your two chosen examples and explain how you determined which one was greenwashing and which one represented real sustainability.

Why Your Mission Matters

Greenwashing confuses consumers and slows real environmental progress. By learning to recognize misleading claims - and to spot genuine sustainability - you become informed decision-makers who can support companies that truly make a difference.

Be a conscious buyer who supports real change.

Mission Equipment

Smartphone

Internet access

Notepad or whiteboard for taking notes

