Greenwashing

Word of the month

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1. Tick the elements that make a product 'green'. A green product is better for the planet.

- a. natural ingredients
- b. recycled packaging
- c. chemical ingredients
- d. plastic-free packaging
- e. the use of renewable energy during production
- f. fair and safe conditions for workers

2. Many companies say their products are 'green'. Do you think this is always true? Tick a or b.

- a. I think this is always true because companies cannot lie about their products in advertisements.
- b. I don't think this is always true because companies use advertisements to make consumers believe what they want.

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Companies that use advertisements to make consumers believe that their products are better for the environment use a strategy called 'greenwashing'.

3.Complete the sentence.
is a type of advertising that companies use to make consumers believe that their products
are better for the planet.
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4.Look at these two products. Write <i>Green</i> or <i>Greenwashing</i> .
a. /pic of plastic chemical shampoo bottle, with a paper label and pics of leaves
b. /pic of solid shampoo bar with paper packaging/
5. Explain why picture one is an example of greenwashing. Max 50 words. Use these prompts to help you:
chemical ingredients plastic bottle paper label It is an example of greenwashing because

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Teacher's Notes

- 1. Tick a, b, d, e, f.
- 2. Encourage students to think about 'clever' advertisements and choose option b.
- 3. <u>Greenwashing</u> is a type of advertising that companies use to make consumers believe that their products are better for the planet.
 - 4. a. Greenwashing

- b. Green
- 5. Sample answer: It is an example of greenwashing because there is a paper label with pictures of nature but in reality the bottle is made from plastic and the shampoo contains chemicals.