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Greenwashing

Word of the month

a cura di Sarah Gudgeon

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1. What helps to make a product 'green'? A green product is one that is better for the environment. Add 5 more points to the list.

1. natural ingredients.

2. _____

3. _____

4. _____

5. _____

6. _____

2. Many companies advertise their products as 'green' but sometimes these products only contain one or two green elements and are actually very bad for the planet. Read sentences a and b. Underline the sentence you agree with.

a. Advertising campaigns are always transparent and give consumers all the product information.

b. Advertising campaigns are a way to persuade consumers to buy your products by only giving them positive information.

3. Complete the sentence.

_____ is a type of advertising that companies use to make consumers believe that their products are better for the planet.

4. **Think of an example of a greenwashed product that you can buy in the shops or online. Give two reasons why it is greenwashed.** /include a pic of the plastic shampoo bottle with paper label as a visual prompt/

5. Write a short article for your school magazine. Explain the concept of 'greenwashing' and tell students what to look out for when they buy products.

- Work in pairs
- Use the title 'Beware Greenwashing'.
- Plan your article
- Write max 200 words.

BEWARE GREENWASHING



Teacher's Notes

1. Sample answer:

2. recycled packaging; 3. re-usable packaging; 4. plastic-free packaging; 5. the use of renewable energy during production; 6. fair and safe conditions for workers

2. Underline sentence b.

3. Greenwashing is a type of advertising that companies use to make consumers believe that their products are better for the planet.

4. Answers will vary but this is a sample answer for the shampoo: This shampoo 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.

5. Sample answer:

Beware Greenwashing

These days, supermarket shelves are full of 'green' products. These products usually cost more than traditional products but most people are happy to pay more if it helps to save the planet. But what if you're paying more for nothing?

Some manufacturers in fact use clever advertising campaigns to convince consumers that their products do not damage the environment or that they can help to save the planet by buying them. This advertising strategy is called 'greenwashing'.

Basically, companies take an ordinary product and make it appear 'green'. The strategies they use could include using natural looking colours and materials for the packaging, when inside the actual product is a mass-manufactured chemical-filled liquid.

So next time you go to the supermarket, make sure you check the origins of a product and the list of ingredients before buying. Remember, appearances can be deceptive.

