

# Green Identity Bingo



**I always use a reusable shopping bag**

-----



**I have planted a tree**

-----



**I have been part of a beach clean-up**

-----



**I prefer second-hand clothes**

-----



**I walk, cycle, or use another sustainable option to go to school or work**

-----



**I use a reusable water bottle**

-----



**I choose to buy organic, local, and seasonal products**

-----



**I have reduced my meat or dairy consumption**

-----



**I avoid single-use plastics like straws**

-----



**I take shorter showers to save water**

-----



**I have repaired or upcycled something instead of throwing it away**

-----



**I separate my waste for recycling**

-----



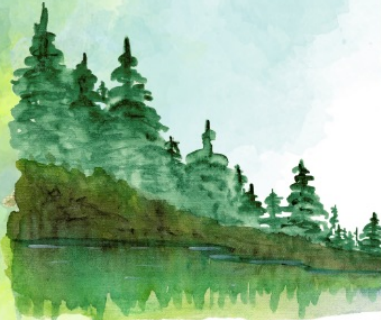
Our T-shirts are made from 100% organic cotton, certified by GOTS (Global Organic Textile Standard).



This bottle is produced with 100% recycled plastic and can be fully recycled again.



We achieved carbon neutrality through Gold Standard-verified climate projects and publish annual impact reports.



10% of our annual revenue funds local reforestation projects; results and audits are published each year.



EcoSmart Shampoo – Feel the power of nature!



Our new SUV reduces CO<sub>2</sub> emissions by 5% — the greenest way to drive!



Natural Touch Hand Cream — made with a splash of organic lavender!



Eco-Friendly Plastic Bags — strong, practical, and good for the planet!

## Solution to the cards

### True Sustainability (REAL examples):

1. "Our T-shirts are made from 100% organic cotton, certified by GOTS (Global Organic Textile Standard)." (Clear material, independent certification — trustworthy)
2. "This bottle is produced with 100% recycled plastic and can be fully recycled again." (Real circular economy practice, full recycling transparency)
3. "We achieved carbon neutrality through Gold Standard-verified climate projects and publish annual impact reports." (Clear compensation of emissions + transparency= strong true claim)
4. "10% of our annual revenue funds local reforestation projects; results and audits are published each year." (Focus on real impact, with open reporting — not vague donations)

### Greenwashing (FAKE or misleading examples):

5. "EcoSmart Shampoo - Feel the power of nature!"  
(No explanation, no certification, only emotional marketing — greenwashing)
6. "Our new SUV reduces CO<sub>2</sub> emissions by 5% — the greenest way to drive!"  
(Very small improvement presented as a big 'eco' breakthrough — misleading framing)
7. "Natural Touch Hand Cream — made with a splash of organic lavender!"  
(‘Splash’ suggests minimal amount; overall product might still be harmful — exaggeration)
8. "Eco-Friendly Plastic Bags — strong, practical, and good for the planet!"  
(Contradiction: no plastic bag without biodegradability or recycling plan can truly be 'eco-friendly')

(Optional fourth ripple)

(Long-term consequences  
Policy regulations delayed, society  
becomes more skeptical)

Immediate impacts

Secondary impacts

H&M promotes  
"Conscious" collection  
without real eco-proof  
(Consumers misled, buying  
products they think are eco-  
friendly)

Ethical brands lose  
market share

Environmental damage  
continues, public

(Optional fourth ripple)

(Long-term consequences, society  
becomes more skeptical)

## Example 1: “EcoBottles – 100% Recyclable Plastic”

**ECOBOTTLES**  
100% RECYCLABLE PLASTIC



**CASE SUMMARY:**  
EcoBottles, bottled water brand, advertises its products as “10% recycled” using green imagery in its ads.

### Case Summary:

EcoBottles, a bottled water brand, advertises its product as “100% recyclable” and uses green imagery in all its ads. Their website highlights how switching to recyclable plastic is part of their “journey toward sustainability.”

### Debate Prompt:

- Is this a sincere effort to reduce plastic pollution, or is the company distracting from its continued plastic production?
- How meaningful is “recyclable” if recycling systems are weak?

### Tip for Prosecution Team:

Use the tactic “Vagueness” - claiming something is green without proof.

### Tip for Defense Team:

Emphasize “better than before” improvements and realistic steps.

## Example 2: “GreenGear – Sustainable Sportswear Made with Organic Cotton”

**GREENGEAR**  
SUSTAINABLE SPORTSWEAR  
MADE WITH ORGANIC COTTON



**CASE SUMMARY:**  
GreenGear promotes itself as a producer of “sustainable sportswear made with organic cotton”

### Case Summary:

GreenGear is a popular sportswear company claiming that its new line of gym clothes is “sustainable,” thanks to its use of organic cotton. However, the rest of its supply chain—including packaging, transportation, and energy—is not addressed.

### Debate Prompt:

- Is the use of organic cotton enough to label the product “sustainable”?
- Does focusing on one eco-friendly aspect distract from other harmful practices?

**Tip for Prosecution Team:** Use the tactic “Hidden Trade-off” - highlighting one sustainable feature while ignoring others.

**Tip for Defense Team:** Stress “first step in the right direction” and the market value of transparency.



### **Give a step ahead if...**

...you use your own bottle, cup, or bag instead of using single-use ones.

...you walk, bike, or take public transport most days to school/work

...you've repaired clothes, shoes, or gadgets instead of buying new.

...you take short showers to save water.

...you plan meals or use leftovers so food doesn't go to waste.

...you buy second-hand or swap clothes with friends.

...you switch off lights, chargers, or devices when not in use.

...you've planted a tree, flowers, or something that helps bees and nature.

...you buy and eat local or seasonal food whenever you can.

...you've joined a clean-up, tree-planting, or other environmental action in the past.

...you avoid over-packaged products when shopping.

...you use your own shopping bag when shopping.

...you compost food scraps at home, school, or in the community.

...you've encouraged friends or family to try more sustainable habits.

...you keep your phone or laptop for longer instead of rushing for the newest model.

...you share, borrow, or rent things instead of always buying new.

...you take part in a youth group or association that promotes sustainability.

...you eat at least one vegetarian or plant-based meal each week.

<b>AREA</b>	<b>COMPETENCE</b>	<b>DESCRIPTOR</b>
<b>1.Embodying sustainability values</b>	<b>1.1 Valuing sustainability</b>	To reflect on personal values; identify and explain how values vary among people and over time, while critically evaluating how they align with sustainability values.
<b>1.Embodying sustainability values</b>	<b>1.2 Supporting fairness</b>	To support equity and justice for current and future generations and learn from previous generations for sustainability.
<b>1.Embodying sustainability values</b>	<b>1.3 Promoting nature</b>	To acknowledge that humans are part of nature; and to respect the needs and rights of other species and of nature itself in order to restore and regenerate healthy and resilient ecosystems.
<b>2. Embracing complexity in sustainability</b>	<b>2.1 Systems thinking</b>	To approach a sustainability problem from all sides; to consider time, space and context in order to understand how elements interact within and between systems.
<b>2. Embracing complexity in sustainability</b>	<b>2.2 Critical thinking</b>	To assess information and arguments, identify assumptions, challenge the status quo, and reflect on how personal, social and cultural backgrounds influence thinking and conclusions.
<b>2. Embracing complexity in sustainability</b>	<b>2.3 Problem framing</b>	To formulate current or potential challenges as a sustainability problem in terms of difficulty, people involved, time and geographical scope, in order to identify suitable approaches to anticipating and preventing problems, and to mitigating and adapting to already existing problems.
<b>3. Envisioning sustainable futures</b>	<b>3.1 Futures literacy</b>	To envision alternative sustainable futures by imagining and developing alternative scenarios and identifying the steps needed to achieve a preferred sustainable future.
<b>3. Envisioning sustainable futures</b>	<b>3.2 Adaptability</b>	To manage transitions and challenges in complex sustainability situations and make decisions related to the future in the face of uncertainty, ambiguity and risk.
<b>3. Envisioning sustainable futures</b>	<b>3.3 Exploratory thinking</b>	To adopt a relational way of thinking by exploring and linking different disciplines, using creativity and experimentation with novel ideas or methods.
<b>4. Acting for sustainability</b>	<b>4.1 Political agency</b>	To navigate the political system, identify political responsibility and accountability for unsustainable behaviour, and demand effective policies for sustainability.
<b>4. Acting for sustainability</b>	<b>4.2 Collective action</b>	To act for change in collaboration with others.
<b>4. Acting for sustainability</b>	<b>4.3 Individual initiative</b>	To identify own potential for sustainability and to actively contribute to improving prospects for the community and the planet.

## Fact-Checking Sheet: Is This Greenwashing?

Instructions: Use this sheet to analyze each ad, label, or product. Answer the questions, then score it on the credibility scale at the bottom.

### STEP 1: Describe the Claim

What is the product or company?

What is the sustainability claim being made?




### STEP 2: Analyze the Claim

CHECKPOINT	DESCRIPTION	YES ✓	NO ✗	NOT SURE ?
Is the claim vague or generic?	Words like “eco-friendly,” “green,” “natural,” or “sustainable” without proof	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there any certification or standard shown?	E.g., EU Ecolabel, FSC, Fairtrade, B Corp. Is it credible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are the visuals misleading?	Use of leaves, trees, oceans, or soft green tones without relation to actual product impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the company’s overall record sustainable?	Do they have a history of environmental harm? Is this ad just a small “green” gesture?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the claim specific and measurable?	Does it include real numbers, reductions, or goals? (“Reduced CO <sub>2</sub> by 30%” instead of “eco”)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the product’s core function unsustainable?	E.g., bottled water, fast fashion, fossil fuels – despite “green” messaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the information transparent and verifiable?	Can you find more info online, or is it vague and hard to follow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### STEP 3: Final Evaluation

How credible is the sustainability claim?

Circle one:

-  **Strong** – Clear, proven, transparent, and specific
-  **Unclear** – Some effort, but lacks details or proof
-  **Greenwashing** – Misleading or manipulative claim

Explain your judgment in one sentence:

Each card represents a person affected by or involved in the global fashion industry. Participants should read their role and reflect on how this person might think, feel, and respond to sustainability claims and greenwashing.



### Cotton Farmer (Global South)

- You work on a small cotton farm in a rural area (e.g., India or Pakistan).
- You are under pressure to meet buyer demands for 'organic' production, but resources are limited.
- You rarely see the final product and have little voice in how your work is marketed.



### EU-Based Consumer

- You live in a European city and regularly shop for clothing, often choosing brands that advertise as 'eco-friendly' or 'sustainable'.
- You care about the environment but are unsure which products to trust.
- You are exposed to constant marketing and labels like 'organic cotton', 'net zero', or 'conscious collection'.



### Fashion Brand Designer/Marketer

- You work for a large clothing brand in the EU.
- You're responsible for creating campaigns that reflect your company's sustainability values.
- You face pressure to improve public image while maintaining fast production cycles.



### Garment Worker

- You sew and assemble clothing in a factory under difficult conditions, possibly in Bangladesh or Vietnam.
- Your wage is low, and there are few labor protections.
- You see the tags claiming 'sustainable' but wonder what that means for your working conditions.



### Environmental Activist/ NGO Representative

- You campaign against greenwashing and promote true sustainability.
- You analyse marketing strategies and fight for transparency.
- You often feel ignored by companies or misrepresented by mainstream media.

# Eco-Narrative Decoder Worksheet

**Narrative / Brand:** .....

**Product/Industry Sector:** .....

## Step 1: Identify the Story Type

- 'We are the heroes'
- Redemption arc
- Crisis-Solution
- Community frame
- Other .....

## Step 2: Spot the Framing Devices

- Emotive language
- Nostalgia
- Future pledges
- Scale without context
- Blame-shifting
- Solutionism
- Green visuals

## Step 3: Biases & Omissions

1. Promoted values: .....
2. What's missing: .....
3. Audience bias: .....

## Step 4: Assess Credibility

Rate: (1) (2) (3) (4) (5)      Justification: .....

## Step 5: Rewrite the Core Message (Optional)

.....

.....

.....

# Trainer Handout

TACTIC	DESCRIPTION	EXAMPLE SLOGANS	LINKED EMOTION
Guilt Relief	Suggests that buying the product makes up for environmental harm.	“Make up for your carbon footprint.”	Guilt, redemption
Halo Effect	Uses green colors, trees, or animals to suggest eco-friendliness.	“Naturally powerful. Beautifully green.”	Trust, subconscious bias
Appeal to Nature	Implies that what’s natural is automatically better or safer.	“Nature-approved ingredients.”	Comfort, purity
Emotional Belonging	Encourages action as a group/community value.	“Join the movement. Go green.”	Belonging, purpose
Hope Framing	Inspires optimism without specific outcomes or data.	“The future is green — and you’re part of it.”	Hope, empowerment
Fear of Loss	Uses apocalyptic or urgency-based framing to rush a decision.	“Last chance to save the planet.”	Anxiety, urgency
Moral Self-Image	Flattering the consumer’s identity as ethical or responsible.	“You’re not just buying — you’re changing the world.”	Pride, self-affirmation
False Comparison	Makes a product seem sustainable by comparing it to a worse alternative.	“At least it’s better than plastic!”	Rationalization, relief

## Suggested Sample Slogans for Emotion Cards:

These can be printed and used during group activities where participants match emotional tactics to greenwashing slogans. Pair with visuals for stronger impact.

- **Feel good about feeling green.**
- **Because you care.**
- **The planet deserves better—so do you.**
- **Nature knows best.**
- **Cleaner. Greener. Better.**
- **Plant-based. Planet-loved.**
- **Eco starts with you.**
- **Less plastic. More love.**
- **Saving Earth, one purchase at a time.**
- **Green is not a trend—it’s a lifestyle.**
- **Buy now. Heal tomorrow.**
- **Protect what you love.**
- **Inspired by nature. Powered by you.**
- **Good for you. Good for the planet.**
- **Don’t just live—leave a legacy**

# Greenwashing Radar Criteria Reference Sheet

This reference sheet supports Activity 3 – Co-Designing the Greenwashing Radar Toolkit. It summarizes six key domains from the GreenGuard research to help groups build their radar by developing questions and indicators aligned with each domain.

## 1. Clarity of Claims

Are the claims specific and measurable, or vague and broad?

- Is the claim supported by measurable data (e.g., % emission reduction)?
- Does it avoid vague language like 'eco-friendly' or 'green' with no context?

## 2. Third-Party Certification

Are any external eco-labels or certifications provided—and are they credible?

- Is there a recognized eco-label (e.g., EU Ecolabel, FSC, ISO)?
- Is the certification explained and verifiable?

## 3. Alignment with Business Practices

Do sustainability claims match how the company operates more broadly?

- Do their broader business practices support the eco-claims made?
- Is the claim consistent with the company's environmental footprint?

## 4. Transparency

Is verifiable information provided about the environmental impact?

- Can you find data, reports, or links supporting the claim?
- Is the information specific or just general intentions?

## 5. Consistency

Are the green efforts consistent across all aspects of the product or service?

- Does the company promote the same sustainability values across products?
- Are there contradictions between different parts of the marketing message?

## 6. Lifecycle Consideration

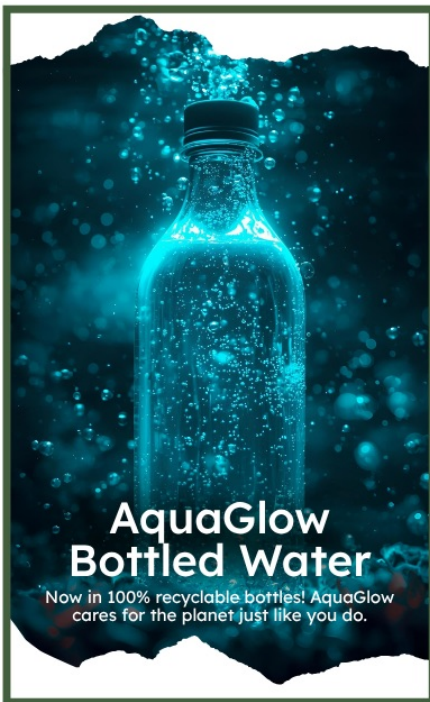
Does the claim consider the full product lifecycle (production to disposal)?

- Are sustainability efforts mentioned for all product phases (raw materials, packaging, disposal)?
- Is end-of-life impact (e.g., recyclability, biodegradability) included?

## Sample Ads & Templates

This document contains fictional but realistic ad samples and a flipchart analysis template to be used during Activity 4 – Eco-Claim Deconstruction Lab. The goal is to help participants apply their Radar Toolkit to analyze marketing claims and distinguish between genuine and misleading sustainability messages.

### Sample Ad Claims for Deconstruction



**AquaGlow Bottled Water**

Now in 100% recyclable bottles! AquaGlow cares for the planet just like you do.

The advertisement features a glowing blue water bottle with bubbles rising from it, set against a dark, starry background with a mountain range in the distance.



**EcoFast Airlines**

Fly guilt-free with EcoFast. Our carbon offset program plants one tree per flight.

The advertisement shows a white airplane with green accents flying over a lush green forest under a bright sun.



**NatureWear Clothing**

Inspired by nature, made with love. A greener choice for your wardrobe.

The advertisement displays a rack of colorful, patterned clothing items hanging in a sunlit room with green foliage in the background.



**GreenCharge Tech Gadgets**

Buy our solar charger – the eco-solution for your digital life.

The advertisement shows a smartphone with a solar panel on its back, surrounded by green leaves and a small tree growing from the top.



**EarthSafe Home Cleaner**

Cleans your home and your conscience – made with 'natural essence'.

The advertisement features a green bottle of cleaner with a leaf logo, set against a background of green leaves and a small globe.



**VeggieDelight Snack Bar**

Sustainable snacking starts here. Proudly plastic-free wrapper!

The advertisement shows a hand holding a snack bar wrapped in a colorful, patterned paper wrapper with the brand name 'VeggieDelight' and 'The 13ling Pathology' logo.

### Ad 1: AquaGlow Bottled Water

“Now in 100% recyclable bottles! AquaGlow cares for the planet just like you do.”

### Ad 2: EcoFast Airlines

“Fly guilt-free with EcoFast. Our carbon offset program plants one tree per flight.”

### Ad 3: NatureWear Clothing

“Inspired by nature, made with love. A greener choice for your wardrobe.”

### Ad 4: GreenCharge Tech Gadgets

“Buy our solar charger – the eco-solution for your digital life.”

### Ad 5: EarthSafe Home Cleaner

“Cleans your home and your conscience – made with ‘natural essence’.”

### Ad 6: VeggieDelight Snack Bar

“Sustainable snacking starts here. Proudly plastic-free wrapper!”

## Sample Ad Claims for Deconstruction

Each participant in a group receives **one role card**. These roles are designed to create a balanced debate, reflecting different values, interests, and knowledge bases in the sustainability communication ecosystem.

#### Role: Consumer

You believed the company’s green claims and made a purchase. You now feel misled.

**Your priorities:** Honest advertising, clear labeling, access to verified eco-friendly products.

**Your argument:** “I trusted this label expectations.

**Your priorities:** Brand image, emotional connection with consumers, staying competitive.

**Your argument:** “We never claimed to solve the climate crisis. We speak to people’s hopes. That’s marketing, not manipulation.”

#### Role: NGO Environmental Activist

You have been monitoring this company’s practices and believe the campaign is classic greenwashing.

**Your priorities:** Accountability, scientific backing, public education.

**Your argument:** “Vague slogans and green packaging mean nothing without action. Consumers deserve more than illusions.”

#### Role: Policy Advisor

You are considering whether stricter regulations should be applied to environmental marketing.

**Your priorities:** Public trust, legal compliance, impact evaluation.

**Your argument:** “This case shows why we need clear definitions and enforceable standards for environmental claims.”

#### Role: Journalist

You are covering the case and trying to balance facts with public interest.

**Your priorities:** Transparency, public awareness, avoiding sensationalism.

**Your argument:** “The public has the right to know the full picture. I want to see the data and hear from all sides.”

#### Role: Local Resident

You live near the company’s facilities and have seen both good and bad practices.

**Your priorities:** Community well-being, real change, not just talk.

**Your argument:** “It’s easy to put green words on a label. But are they also cleaning the river behind the factory?”

#### Optional Joker Role: Switcher

You must **switch sides mid-debate**—start defending one side, then switch to the opposite.

**Your priorities:** Challenge group assumptions, expose contradictions.

**Your argument:** Begin with one perspective, then pivot with a surprising counterargument halfway through the debate.

## Youth Action Brief Toolkit

This document contains two printable tools for use in Activity 6 – Youth Guidelines Against Greenwashing: From Awareness to Action. The first is a action brief template to guide small groups in drafting their section of a Youth Action Brief. The second includes personal reflection cards titled 'My Takeaways'.

### Youth Action Brief Section Template

Each group will complete one of these sheets. Groups can use text, drawings, lists, or slogans to express their ideas. Encourage them to be creative and specific. They can also sign their group name at the bottom as co-authors.

#### 1. What is greenwashing and why does it matter to young people?

---

---

---

#### 2. How can we recognize false or misleading environmental claims?

---

---

---

#### 3. What do we expect from companies and institutions when it comes to sustainability?

---

---

---

#### 4. What actions can young people take to resist greenwashing?

---

---

---

#### 5. What support do we need to take action (from schools, communities, media, etc.)?

---

---

---

## My Takeaways – Reflection Card

Print and cut this card for individual participant use. Each card includes three reflective prompts. Participants may keep them, submit them anonymously, or share in pairs or the group.

### My Takeaways Reflection Card

1. What have I learned about greenwashing that I didn't know before?

---

---

---

2. What do I now feel responsible for?

---

---

---

3. What one thing do I wish every consumer or company understood about sustainability?

---

---

---



A space indoors and outdoors containing different (12) stations to be visited organically in pairs (learning buddy).

Each station contains a provocative (generative) question/image/thing.

Credits: activity developed by Esther Vallado

## 1 The bald eagles

One of these two pictures is fake. Which one?  
Why do you think that the fake one was created?  
What does this tell you about the times we live in?  
What are some ethical concerns that the use of AI raises?



## 2 The plastic spoon dilemma

What strikes you in this text?  
What has brought society to this point?

# THE PLASTIC SPOON DILEMMA

It is pretty amazing that our society has reached a point where the effort necessary to:



extract oil from the ground,  
ship it to a refinery,



turn it into plastic,  
shape it appropriately,



truck it to a store,  
buy it and bring it home

is considered to be less effort than what it take to just wash the spoon when you are done with it

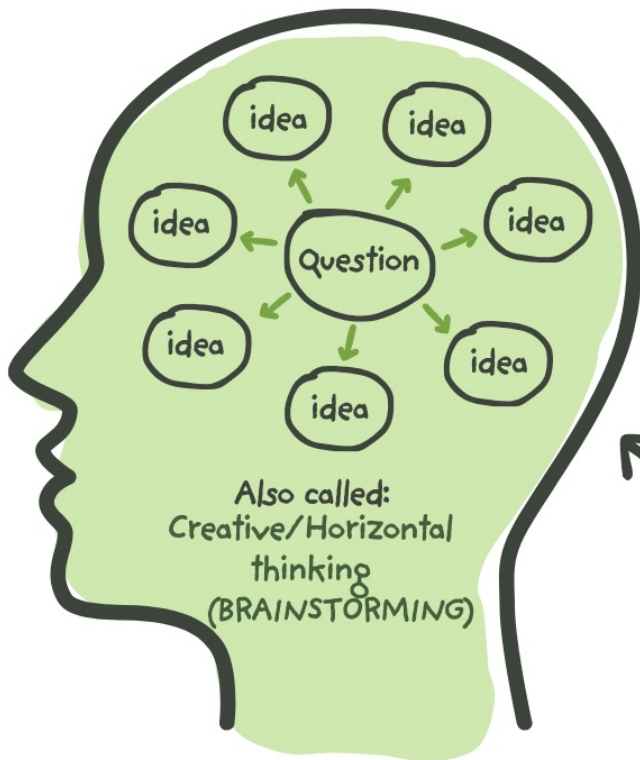


### 3 Convergent/divergent/lateral thinking

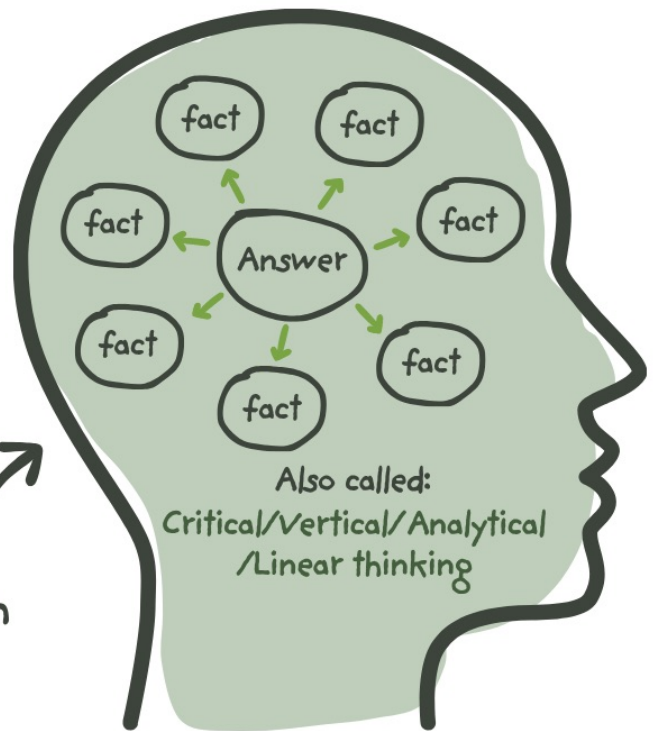
What type of thinking were you most encouraged to use at school/university?  
What type of thinking comes more naturally to you?

## Modes of Thinking

**Divergent Thinking**  
using imagination. ☁️



**Convergent Thinking**  
using logic ⚙️



using both

**Lateral Thinking**  
thinking "Outside the box"

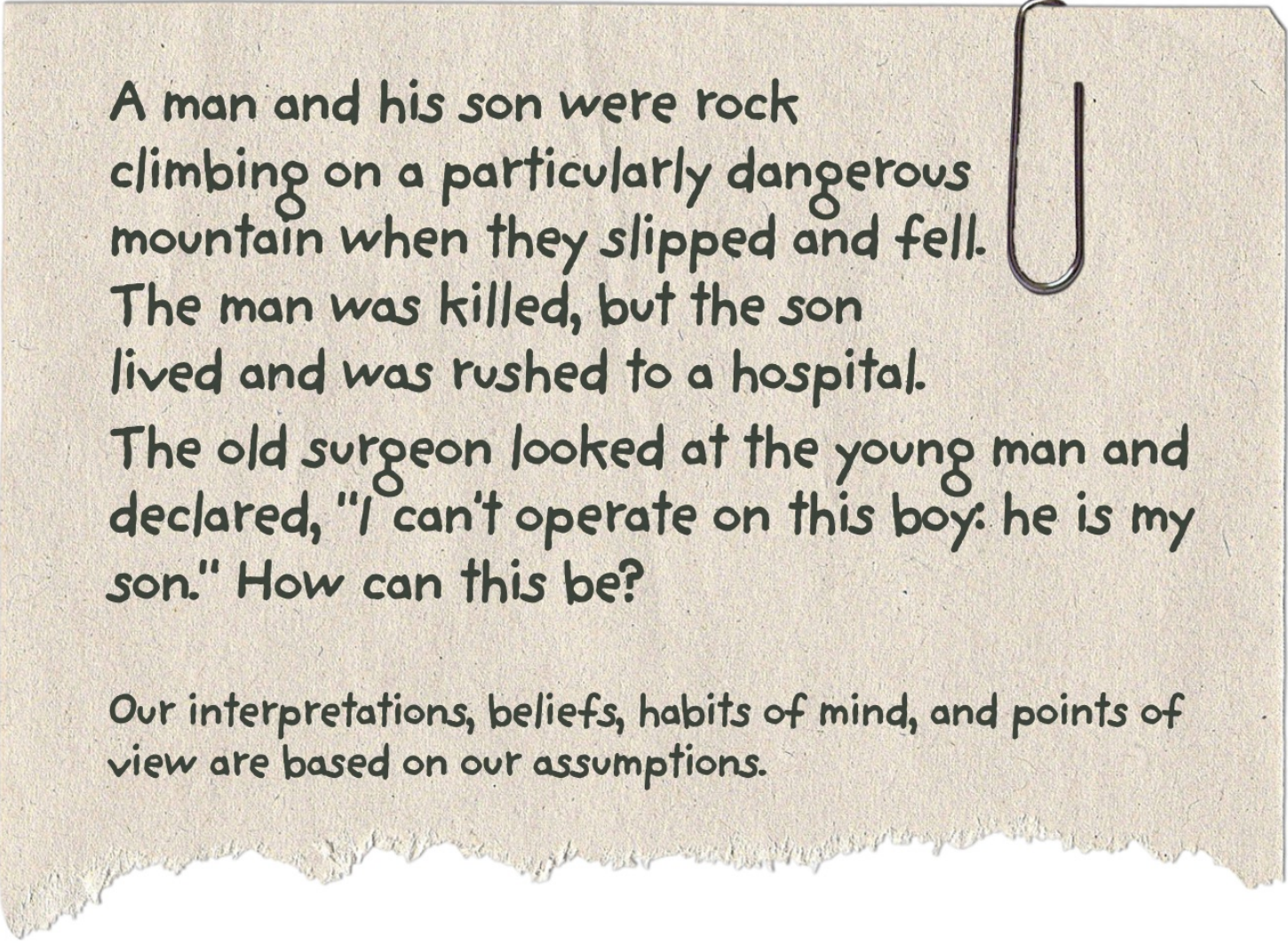
## 4 Assumptions

How aware are you of the assumptions you make?

What examples can you recall of situations in which you made totally wrong assumptions?

What consequences did that have?

What do assumptions keep you from seeing?



A man and his son were rock climbing on a particularly dangerous mountain when they slipped and fell. The man was killed, but the son lived and was rushed to a hospital.

The old surgeon looked at the young man and declared, "I can't operate on this boy: he is my son." How can this be?

Our interpretations, beliefs, habits of mind, and points of view are based on our assumptions.

## 5 Techniques of Science Denial

How many of these techniques have you encountered in your conversations?

How do you deal with science deniers?

Visit the Cranky Uncle station to learn more about this in a fun way.

## 6 Building resilience against misinformation

Learn techniques of science denial through the “Cranky Uncle” app:



**Cranky Uncle - Apps on Google Play**

Beat climate deniers at their own game.



<https://play.google.com/store/apps/details?id=info.crankyuncle.app.game&pli=1>



## 7 What if the whole world went vegetarian?

If the world became vegetarian, what would be some of the positive and negative cultural, political and scientific implications?

Are you/would you consider becoming a vegetarian? Why or why not?



[https://ed.ted.com/best\\_of\\_web/dolIWkHI#review](https://ed.ted.com/best_of_web/dolIWkHI#review)



## 8 What people get wrong about climate change

In your perception, how predominant is anthropocentrism?  
What other ways to view the world are there? (alternative to anthropocentrism)  
Which one/s of them do you identify with?



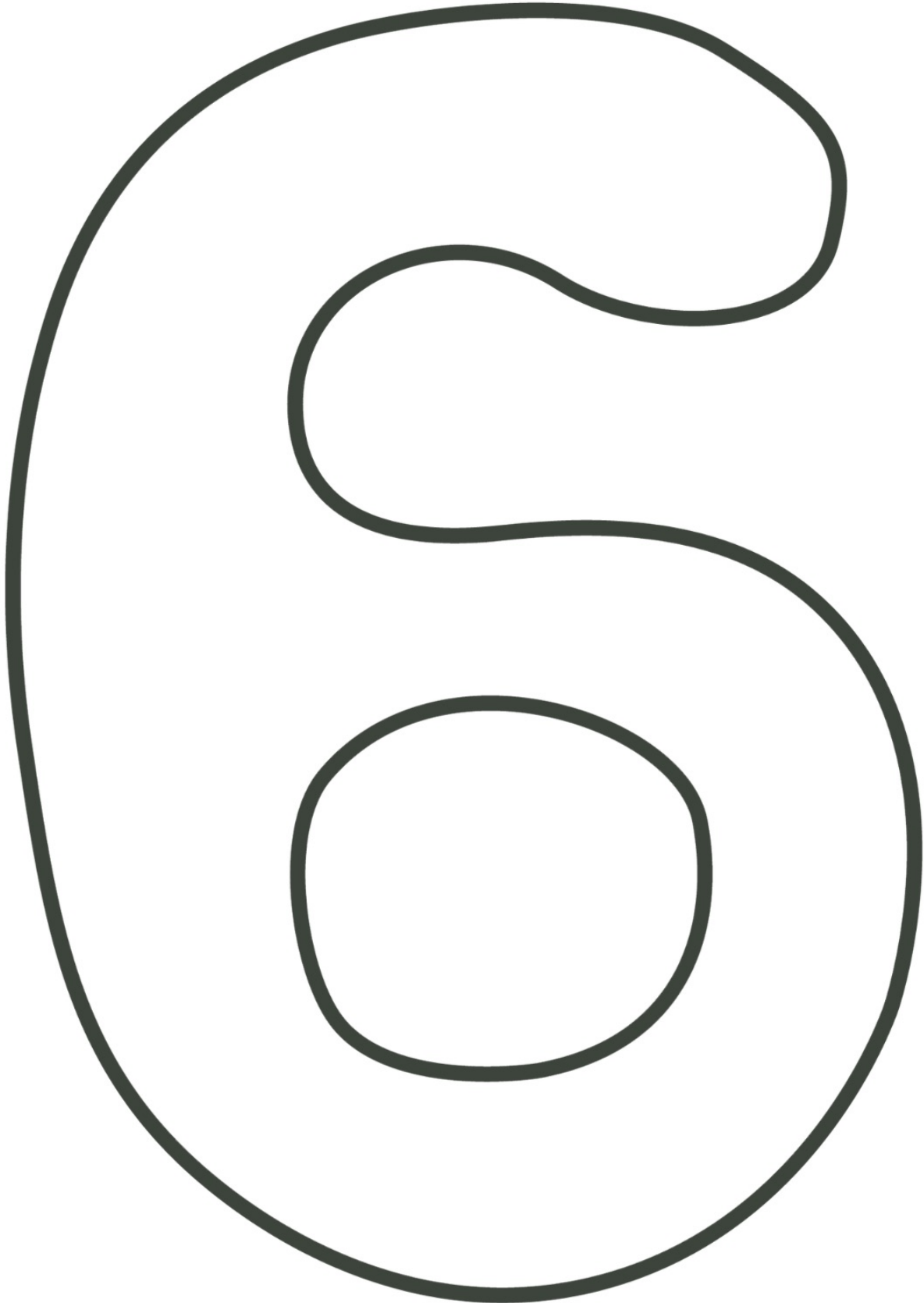
<https://www.youtube.com/watch?v=EbjKcHPmxKQ>



## 9 Perspective

What number is this?

How can we obtain a true picture of reality? Can we?



Big number 6/9 on the floor. 2 “stand here or sit here”. A4s, one opposite the other.

**Stand Here**

**or**

**Sit Here**

## 10 Mechanistic view versus systemic view

How would a mechanistic thinker describe our pool of eco-trainers?  
How would a systems thinker describe it?

### Mechanistic Thinker

**Approach:** Breaks problems into parts and analyzes them step by step.

**Mindset:** Seeks clear rules, order, and predictability.

**Problem-Solving:** Prefers structured methods, often linear and logical.

**Strengths:**

- Good at efficiency and optimization.
- Reliable in stable, routine environments.
- Strong at detail-oriented tasks.

**Limitations:**

May struggle with ambiguity and complexity.

Can miss the "bigger picture" or relationships between elements.

### Systemic Thinker

**Approach:** Looks at problems holistically, focusing on relationships and patterns.

**Mindset:** Sees interconnectedness and accepts uncertainty.

**Problem-Solving:** Uses feedback loops, adaptive strategies, and scenario thinking.

**Strengths:**

- Excellent for managing complexity and change.
- Sees unintended consequences and ripple effects.
- Encourages creativity and adaptability.

**Limitations:**

Can feel "too broad" or less precise.

Risk of overcomplicating simple problems.

## 11 The social dilemma

In which ways is social media beneficial for you, and in which ways it's not? Would you/have you considered quitting social media? What would you win? What would you lose?

In which ways is social media beneficial for human society and in which ways it's not? What problems is it solving? What problems is it creating?

In which ways is social media beneficial for life on earth and in which ways it's not? How has the health of our planet changed since the arrival of social media and new technologies?

## 12 Critical Thinking?

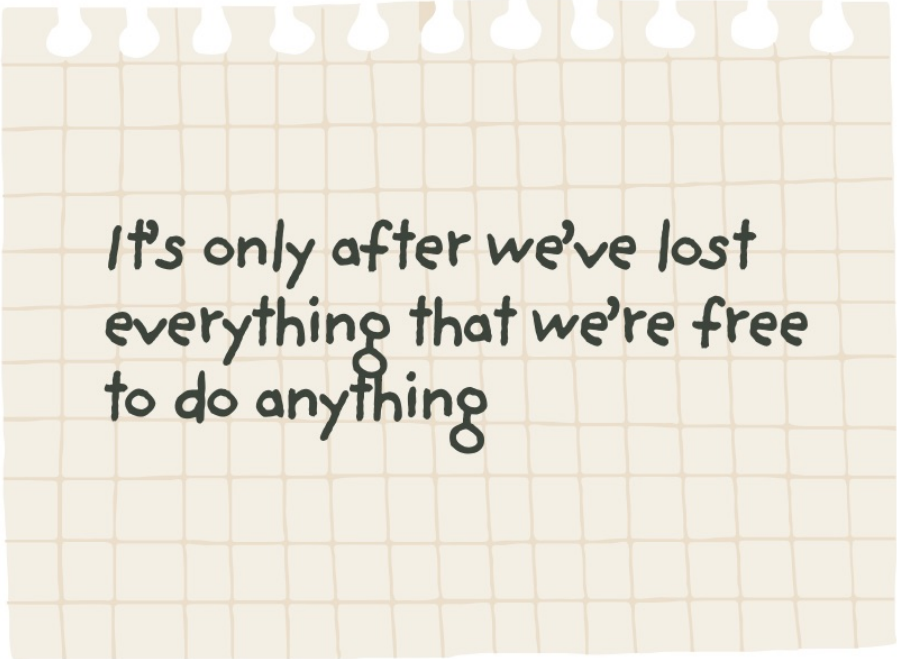
### Silent Brainstorming Flipchart

Brainwriting (= silent written ideas generation): what comes to your mind with the terms "Critical Thinking" Put your contribution in a form of a mindmap; Feel free to use words, images, drawing, (collage);

We encourage you to build on already written ideas.



We buy things we don't  
need/ Things we actually  
need



It's only after we've lost  
everything that we're free  
to do anything

Ring the bells when the time is up and announce the break. People are free to continue exploring and discussing, but the visit is officially over.

Use this template to design two fashion brands: one that represents a greenwashed company, and one that reflects a truly sustainable brand. Fill in the sections for both brands below.

**Greenwashed Brand**

Brand Name: \_\_\_\_\_

Slogan / Tagline: \_\_\_\_\_

Key Product(s): \_\_\_\_\_

Marketing Style (Visuals, Colors, Language):  
\_\_\_\_\_  
\_\_\_\_\_

Sustainability Claims (e.g., eco-friendly, carbon-neutral):  
\_\_\_\_\_  
\_\_\_\_\_

Target Audience:  
\_\_\_\_\_  
\_\_\_\_\_

Certifications or Proofs (real or missing):  
\_\_\_\_\_  
\_\_\_\_\_

What is hidden (if greenwashing) OR What is transparent (if authentic):  
\_\_\_\_\_  
\_\_\_\_\_

Bonus - Draw or sketch your brand logo (use space below):



**Sustainable Brand**

Brand Name: \_\_\_\_\_

Slogan / Tagline: \_\_\_\_\_

Key Product(s): \_\_\_\_\_

Marketing Style (Visuals, Colors, Language):  
\_\_\_\_\_  
\_\_\_\_\_

Sustainability Claims (e.g., eco-friendly, carbon-neutral):  
\_\_\_\_\_  
\_\_\_\_\_

Target Audience:  
\_\_\_\_\_  
\_\_\_\_\_

Certifications or Proofs (real or missing):  
\_\_\_\_\_  
\_\_\_\_\_

What is hidden (if greenwashing) OR What is transparent (if authentic):  
\_\_\_\_\_  
\_\_\_\_\_

Bonus - Draw or sketch your brand logo (use space below):



Below is a list of commonly used sustainability-related terms and claims that often appear in marketing. Participants can draw from these to create their fictional greenwashed brands. These words sound environmentally responsible, but are often vague or misleading if not backed by evidence.

## Buzzword Bank: Vague Green Marketing Terms

Eco-friendly

Natural

Clean

Green

Conscious

Sustainable choice

Biodegradable

Planet positive

Climate smart

Carbon neutral

Net zero

Plastic neutral

Zero waste

Green cotton

Vegan leather

100% recyclable

Earth-safe

Nature-inspired

Mindfully made

Better for the planet

From nature

Non-toxic

Environmentally responsible

Made with love

Small batch

Kind to the Earth

Eco-conscious

Low-impact

Feel-good fashion

Climate friendly

Each participant or group receives one role card to prepare their arguments, questions, or testimony for the tribunal.

### Youth Activists (Plaintiff)

- Argue that EcoZara's campaign is misleading and manipulates young consumers.
- Prepare evidence and call out vague claims like 'green cotton' and 'climate neutral' with no proof.
- Ask questions to expose lack of transparency and accountability.

### Company Executives (Defense)

- Defend EcoZara's intentions and highlight positive steps taken (e.g., reduced packaging, in-house code of conduct).
- Argue that the campaign raises awareness and that full transformation takes time.
- Respond to attacks with confidence, justify marketing choices.

### Factory Workers (Witnesses)

- Testify about working conditions, payment, and treatment in factories producing GreenGlow items.
- Describe how (or if) conditions have changed since the launch of the campaign.
- Explain your lived experience behind the clothes being sold.

### Consumers (Observers or Jury)

- Ask questions and express public sentiment toward the campaign.
- Vote on whether they believe the campaign is authentic or misleading.
- Share personal feelings about trust and sustainability claims in fashion.

### Journalists / Media

- Observe and ask sharp, unbiased questions to all sides.
- Write or present 'news flashes' during the trial, uncovering new info (e.g., leaked reports, social media backlash).
- Add pressure and realism to the tribunal.

### Lawyers / Moderators

- Keep time, maintain order, and ensure fair speaking opportunities.
- Support each side in building strong questions and responses.
- Can take on neutral role or lean toward one side depending on facilitation needs.

### Independent Sustainability Expert / NGO Representative

- Offer neutral, fact-based perspective on whether EcoZara's practices align with genuine sustainability.
- Point out what's missing: lifecycle data, third-party certifications, transparent supply chains.
- Support or critique both sides with real-world knowledge.

## Case File: EcoZara Inc.

EcoZara Inc. is a global fast fashion company known for affordable prices and rapid product turnover. It recently launched a new clothing line called 'GreenGlow,' promoted as a major step toward sustainability. Their marketing campaign highlights phrases such as '100% sustainable materials,' 'climate neutral fashion,' and 'certified green cotton.' Large-scale social media ads, influencer partnerships, and in-store banners push this image aggressively.

Despite these claims, independent watchdogs and journalists have reported troubling inconsistencies:

- The company has not published any third-party sustainability audits or life cycle assessments.
- There is no verification for the 'green cotton' sourcing — it appears to be self-declared.
- The production factories in South Asia are still reporting low wages, excessive overtime, and unsafe conditions.
- Carbon neutrality appears to be based on offsets, but details of the offset projects are not public.

In response to the criticism, EcoZara executives have stated that the campaign reflects 'a good-faith effort' and that the brand is 'working toward full transparency in future reports.' They claim the company has reduced packaging waste and launched an internal code of conduct with suppliers, though these documents are not publicly available.

This case has sparked controversy. Some consumers praise EcoZara for 'trying,' while others accuse the company of deliberate greenwashing. Activist groups and investigative journalists have demanded accountability, transparency, and real sustainability proof.

### Key Questions for the Tribunal

1. Are EcoZara's sustainability claims credible and evidence-based?
2. Does the 'GreenGlow' campaign mislead consumers?
3. Should companies be allowed to use terms like 'climate neutral' or 'green cotton' without third-party verification?
4. What responsibilities do large fashion brands have in sustainability communication?
5. What would meaningful transparency look like in this case?

Your task is to examine this case from different stakeholder perspectives and reach a reasoned conclusion: Is EcoZara Inc. committing greenwashing, or making a genuine (if imperfect) effort toward sustainability?