

TechSavvy: Comprehensive User Guidelines

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1. The Project GreenGuard

The GreenGuard project (2023-2-PT02-KA220-YOU-000177013, Erasmus+ Cooperation Partnerships in Youth) aims at contributing to counteract greenwashing by investigating greenwashing practices in partner countries, raise public awareness to the topic, develop prevention guidelines, empower youth and organizations through educational programs, and design user-friendly tech solutions to support better informed environmental choices by consumers.

Main objectives

1. **Youth empowerment:** non-formal education to identify greenwashing
2. **Research and prevention:** transnational research to create universal anti-greenwashing guidelines
3. **Awareness and action:** educational programs and events
4. **Technological solutions:** development of an app and digital tools to identify false eco-claims
5. **International network:** building a global network of stakeholders

Partners

Key partners include Contextos (Portugal), Istituto Universitario Carolina Albasio (Italy), Pannonia Consulting (Croatia), and Youth Power Germany (Germany), all contributing their expertise in youth work, digital innovation, and sustainability education.



2. The Publication TechSavvy: Comprehensive User Guidelines

To ensure an engaging and user-friendly experience, a comprehensive set of user guidelines will be introduced in this document. These guidelines will provide clear and practical instructions on how to effectively navigate and use each component of the project:

- An institutional website with informations about the project, news, documents, and podcasts.
- An e-learning module (free courses).
- An interactive tool for greenwashing analysis ("Greenwashing Radar").
- A mobile app (Android, via Google Play).
- A network of contacts for youth workers and digital innovators.

3. Technical Requirements

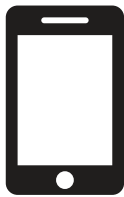
To ensure a seamless experience, please make sure your device and internet connection meet the following minimum requirements:

Internet Requirements

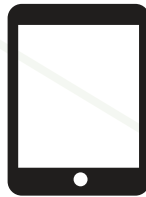
- Minimum 3 Mbps stable connection or
- Wi-Fi, 4G, or Ethernet recommended



Supported Devices



Smartphone
(Android 8+, iOS 12+)



Tablet
(iPad, Android tablets)



Desktop or laptop
(preferred)

Browser Compatibility

- Google Chrome (recommended)
- Mozilla Firefox
- Microsoft Edge
- Safari (for iOS/macOS users)

Software You Might Need

- PDF Reader (Adobe Acrobat or browser-based)
- YouTube (for video lessons)
- Optional: Google Docs or MS Word (for personal work)

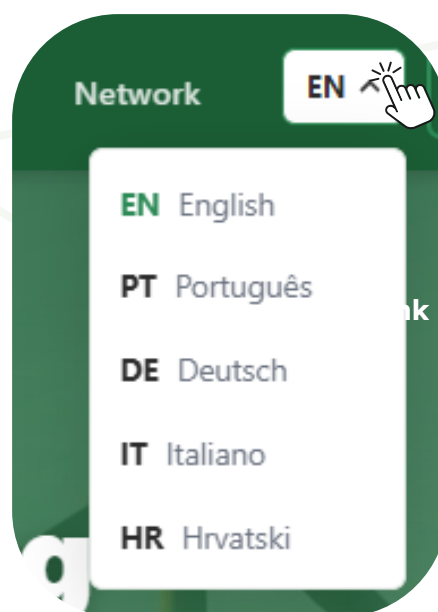
4. Website Navigation Structure

The GreenGuard digital platform can be accessed from this website:

green-guard.eu



The language selector is available in the top corner, with the following options: EN, PT, DE, IT, and HR



Use the top navigation menu to browse courses, resources, and project information:

Home About News Documents Podcasts Courses Tools ▾ Network

- Homepage presenting the project
- Information about the project and partners
- Project news and updates
- Learning resources and materials available for download
- Episodes featuring testimonials and experts
- Access to free e-learning courses
- Interactive greenwashing-detection tool
- Community/contact network for the project

4. Website Navigation Structure

The **Accessibility Settings button** is in the bottom right corner and it brings together a set of features designed to make the use of digital resources more inclusive and adaptable to the needs of different users.



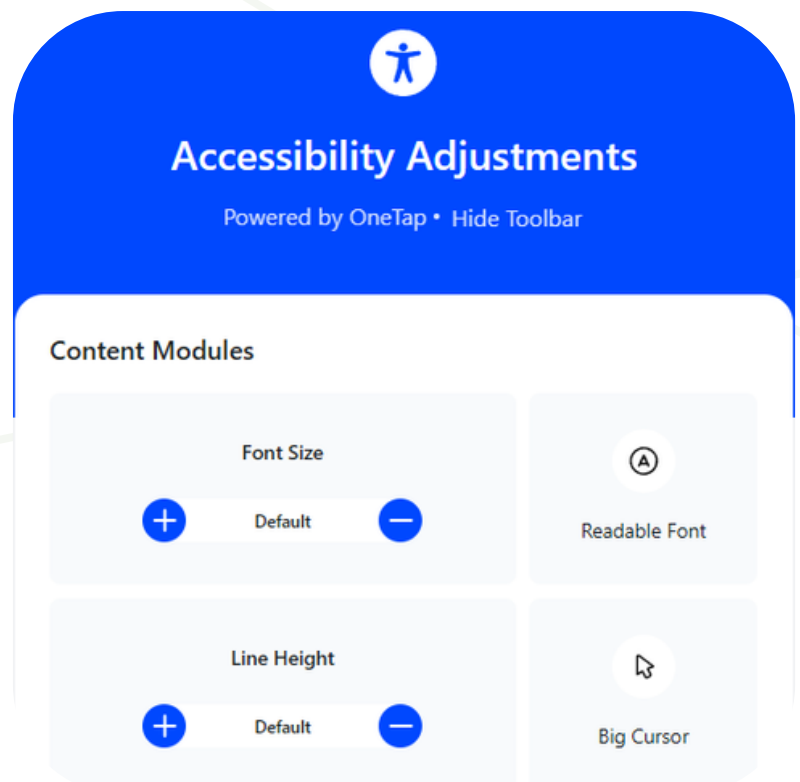
The available modules include:

Content Modules - Provide features that facilitate content reading and comprehension by allowing the presentation of information to be adapted. You can change the font size, line height, cursor size, letter spacing, font weight and text alignment.

Color Modules - Allow for adjustments to interface colors and contrast, improving readability for users with varying visual needs.

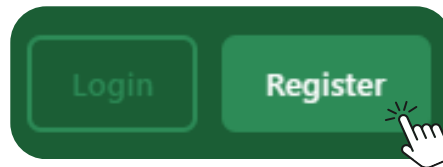
Orientation Modules - Offer options related to interface orientation and navigation, providing a more comfortable and intuitive user experience.

These features can be enabled or disabled based on user needs, contributing to an experience that is more accessible, personalized, and aligned with digital accessibility best practices.

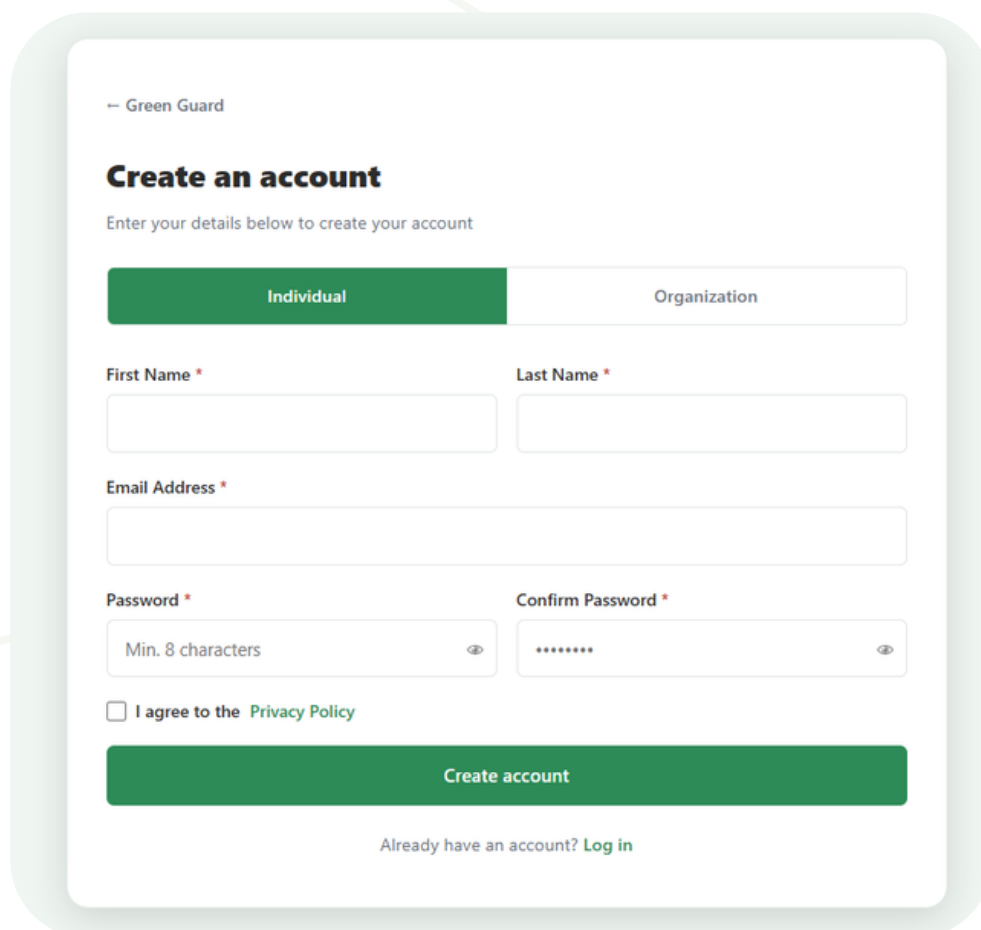


4. Website Navigation Structure

The Login and Register buttons are located in the top-right corner. To register, you must:

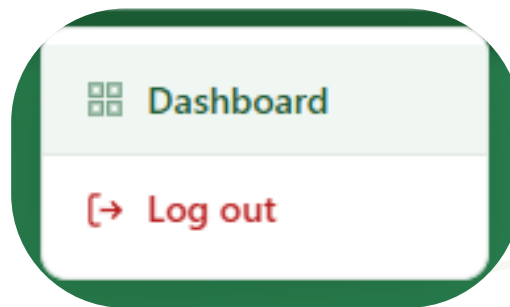


1. Click Register.
2. Enter your name, email, and password.
3. Verify your email and confirm your registration.
4. Log in at green-guard.eu/login.

A screenshot of the 'Create an account' form on the Green Guard website. The form is titled 'Create an account' and includes a sub-header 'Enter your details below to create your account'. It features two tabs: 'Individual' (selected) and 'Organization'. The form fields include 'First Name *', 'Last Name *', 'Email Address *', 'Password *' (with a hint 'Min. 8 characters'), and 'Confirm Password *'. There is a checkbox for 'I agree to the Privacy Policy' and a 'Create account' button. At the bottom, it says 'Already have an account? Log in'.

4. Website Navigation Structure

In the top right corner, you can find details about your account on the **Dashboard (or entering the <https://green-guard.eu/dashboard/> page, as well as the button to log out:**



The dashboard's Profile section contains a left-hand navigation menu with four options: **Profile, Security, Delete Account, and Log out.**

➤ Profile

Here, users can view and edit their basic personal information, including their first name, last name, and email address. Any changes made to these fields are saved by clicking the "Save changes" button.

➤ Security

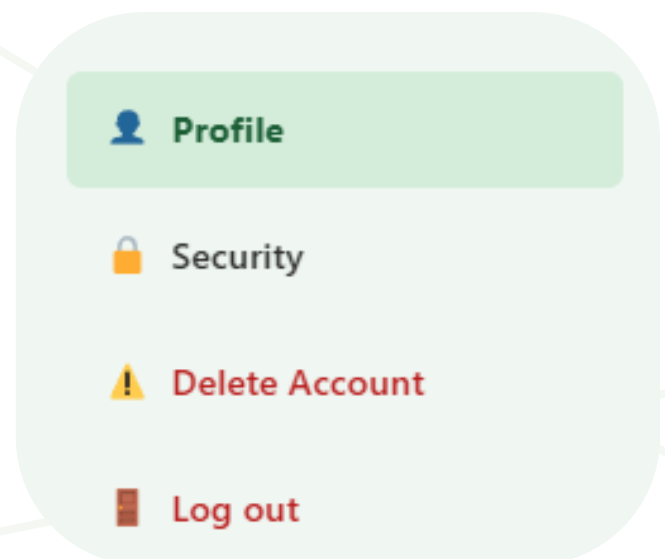
This section is dedicated to account protection. Users can update their password here.

➤ Delete Account

This option allows users to permanently delete their GreenGuard account. This action is typically irreversible, meaning that once confirmed, all associated data, such as profile information, course progress, certificates, and network connections, may be permanently removed from the platform.

➤ Log out

This is another simple option that allows users to safely sign out of their current session on the platform.



4. Website Navigation Structure

You can also find the **documents section** in the main menu.

In this section, you will find all the downloadable resources produced throughout the project, including:

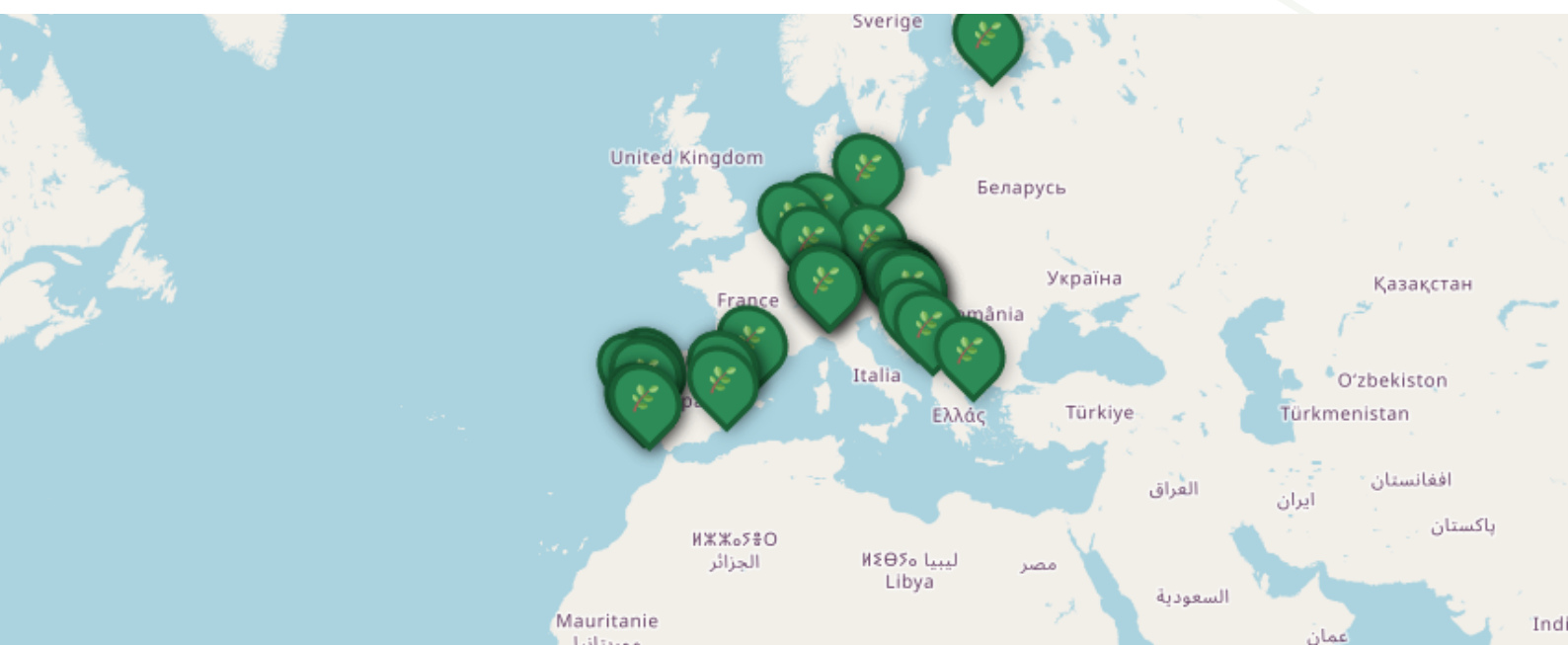
- Greenwashing Index
- Guidelines for Preventing Greenwashing
- EcoTruth 101 Program and Toolkit
- Digital Tools User Guide (this document)

Documents



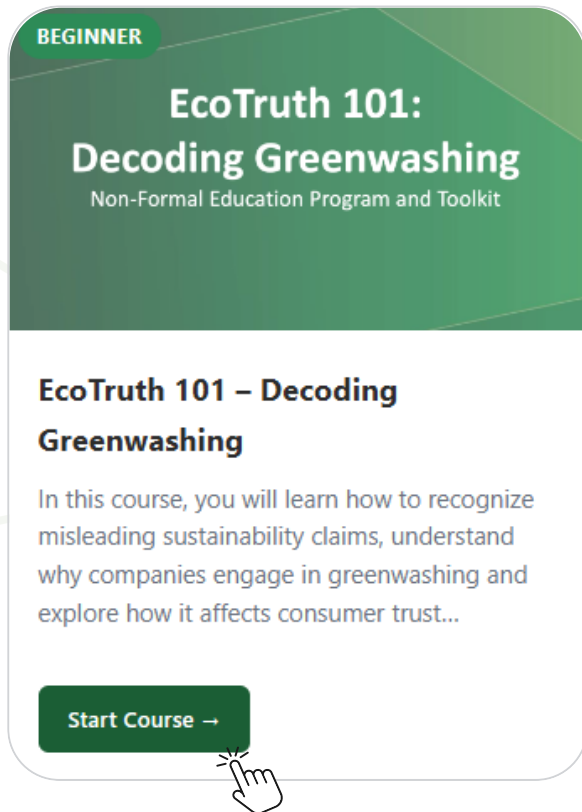
In the **“Network” section**, you can discover GreenGuard community organizations committed to combating greenwashing that have been involved throughout the project.

Network



5.E-learning Course

Enroll in available courses from the Courses section:



In this e-learning course, you will learn how to identify greenwashing by recognizing misleading environmental claims, understanding why companies use them, and exploring their impact on consumers and sustainability.

You will also develop the critical thinking skills needed to make and promote more informed, responsible environmental choices.

The course is divided into **six progressive modules**, beginning with an introduction to the EcoTruth 101 project and advancing through the fundamentals of greenwashing, practical identification techniques, critical analysis, European regulations, and consumer rights.

The learning journey concludes with actionable strategies that empower learners to make informed purchasing decisions, promote transparency, and encourage more sustainable consumer behaviour.

EcoTruth 101 – Decoding Greenwashing

START COURSE

greenguard

5.E-learning Course

Module Overview

➤ **Module 0 – Project Introduction**

Get to know the EcoTruth 101 project, its objectives, and how the course will help you become a more informed and responsible consumer.

➤ **Module 1 – Spotting Greenwashing in Action**

Learn what greenwashing is, why companies use it, and how misleading environmental claims affect consumers and the planet. This module introduces the key concepts and terminology needed to recognize deceptive sustainability marketing.

➤ **Module 2 – Spotting Greenwashing in Action**

Discover where greenwashing appears in everyday life, from fashion and food to beauty and advertising. Learn to identify common visual and textual tactics used to make products seem more environmentally friendly than they really are.

➤ **Module 3 – Critical Analysis & Fact-Checking**

Develop critical thinking skills to evaluate environmental claims. Learn how to verify information, assess the credibility of sources, identify misleading messages, and use practical tools to distinguish facts from marketing.

➤ **Module 4 – Regulatory Frameworks & Consumer Rights**

Explore the European regulatory framework designed to combat greenwashing. Understand your rights as a consumer, learn how environmental claims are regulated, and discover how to report misleading practices.

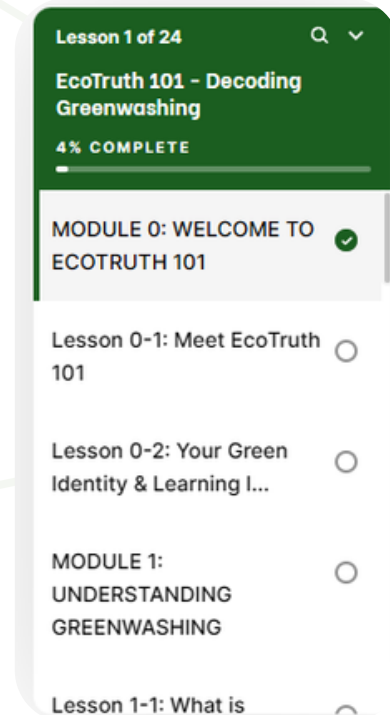
➤ **Module 5 – Taking Action for Change**

Turn knowledge into action by learning how to make informed purchasing decisions, support genuinely sustainable businesses, advocate for transparency, and inspire others to become more responsible consumers and environmental ambassadors.

5. E-learning Course

Course Progress

A progress indicator is available in the bottom-right corner of the screen, allowing you to track your course completion percentage at any time.

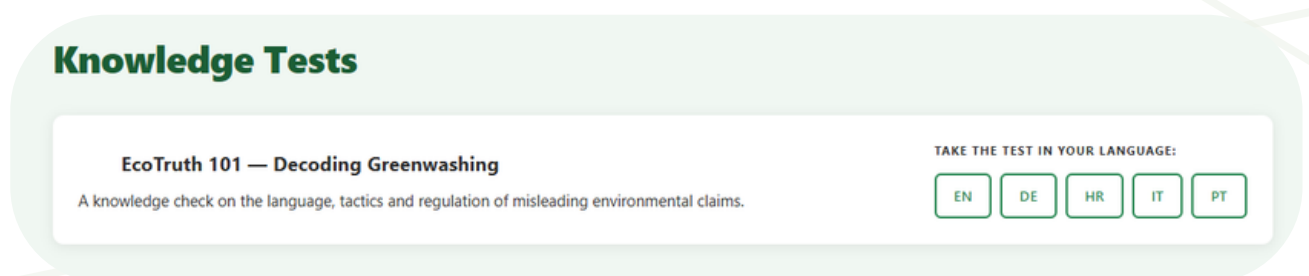


Knowledge Tests

You can also test the knowledge you gained through e-learning in the **Knowledge Tests** section.

This test consists of 15 questions and reviews the key concepts covered throughout the course.

Knowledge Tests



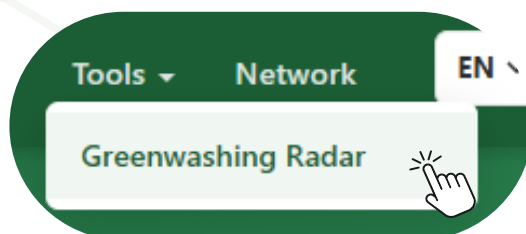
At the end, you will be able to download your course completion certificate by clicking "Download Certificate."



6. Greenwashing Radar

The GreenWashing Radar helps you analyze a company's or product's sustainability claims and assess whether they are genuine or constitute greenwashing. The higher the final score, the greater the risk that the environmental claim is misleading. **This tool can be found in the "Tools" section of the menu.**

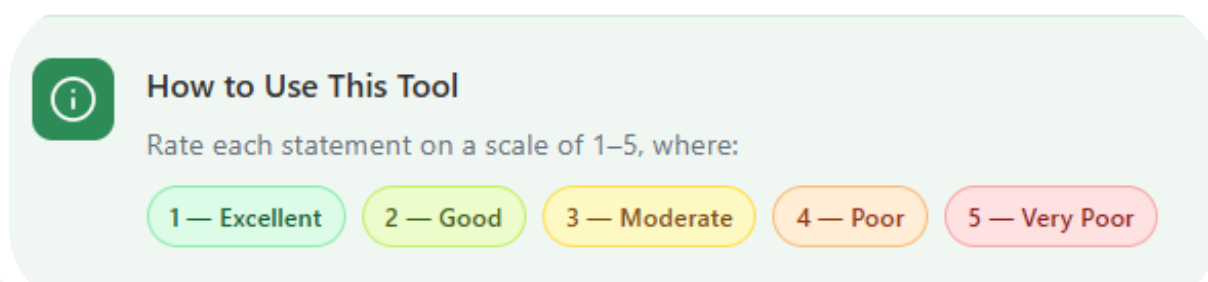
This and other digital tools are provided solely as educational and informational support, and do not replace professional legal, regulatory, or environmental compliance advice; the classifications or alerts generated by the tool reflect criteria defined by the project and do not constitute legal proof of greenwashing practices by any brand or organization.



How it works

The tool is a 6-stage questionnaire featuring questions about the company or product you wish to evaluate. For each question, you assign a score from 1 to 5, where:

- 1 = Excellent (low risk of greenwashing)
- 2 = Good
- 3 = Moderate
- 4 = Poor
- 5 = Very poor (high risk of greenwashing)



6. Greenwashing Radar

The 6 stages evaluate:

1. **Communication clarity** — is the environmental message clear, or does it use confusing or vague jargon?
2. **Third-party certification** — does the product carry independent, reliable seals or certifications, or are they unknown or questionable?
3. **Value alignment** — do the company's practices (manufacturing, logistics, operations) truly match its promises?
4. **Corporate transparency** — is the company open about its data and track record, or has it concealed environmental issues?
5. **Brand consistency** — is sustainability part of the company's identity, or merely a one-off tactic applied to a single product?
6. **Product lifecycle impact** — is the product recyclable or biodegradable, and is the production chain sustainable?

Practical steps:

1. Go to **green-guard.eu/greenwashing-radar**
2. Answer the questions for each of the 6 steps, using the "Previous" and "Next" buttons to navigate
3. At the end, click "Analyze Greenwashing Risk"
4. View the result in the "Analysis Results" section
5. If you wish to evaluate another company or product, click "Start Over"

What you receive as a result

Ultimately, the user receives a comprehensive visual analysis, including:

- An overall score ranging from 0 to 5, accompanied by a risk label (e.g., "Greenwashing Risk: Moderate");

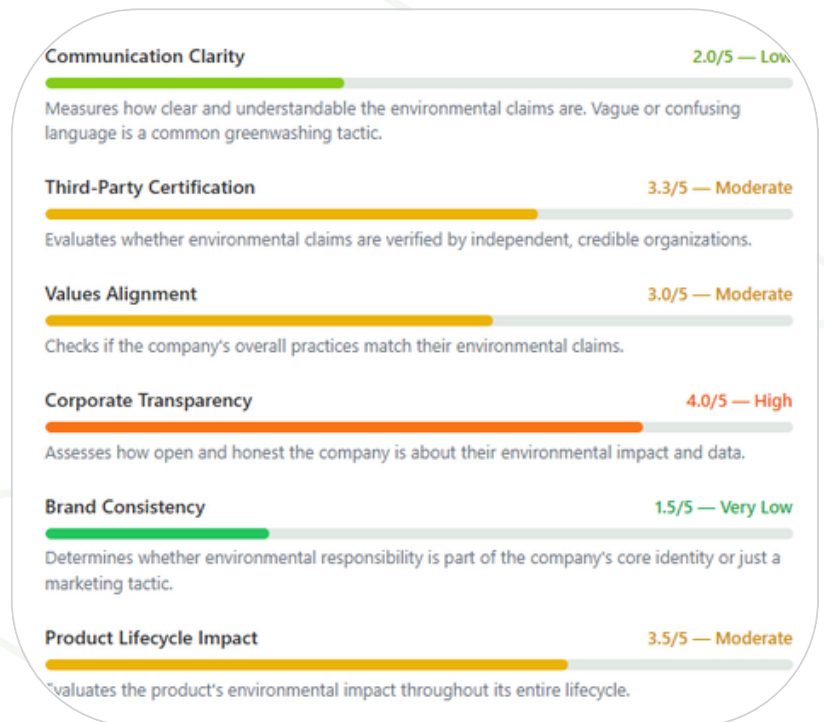


Overall Score

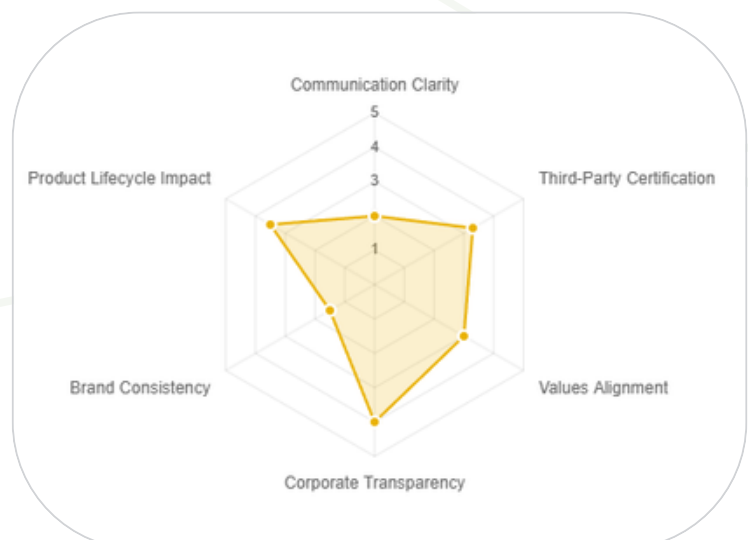
Greenwashing Risk: Moderate

6. Greenwashing Radar

- An individual progress bar for each of the six evaluated criteria, showing the score and classification (e.g., Low, Moderate, High, Very Low);



- A radar chart (spider chart) visualizing all six criteria simultaneously, making it easy to identify the company's strengths and weaknesses;



7.App Mobile “Green Guard”



GreenGuard is a social space for young people, youth workers, and organizations to share posts and photos, connect, and chat, empowering communities to identify and combat greenwashing and support concrete environmental actions.

Target Groups

- Young people and youth facilitators looking for a positive, practical space to collaborate.
- GreenGuard participating organizations and allies promoting authentic sustainability.

How to download

The app is available for Android (requires Android 7.0 or higher) and can be downloaded from the Google Play Store.



What you can do in the app



Publish updates, stories, and photos about your eco-friendly initiatives.



Access community updates, resources, and insights to recognize greenwashing and drive real impact.



Discover and follow organizations and individuals active in the project network.



Start conversations to coordinate activities and learn together.

7.App Mobile “Green Guard”



How to sign up

To create an account, click "Sign Up" and enter your full name, email address, and a password of your choice.

A screenshot of the Green Guard mobile app's sign-up screen. At the top is the 'greenguard' logo. Below it are two buttons: a dark green 'Log in' button and a white 'Sign up' button with a green border. A hand icon is pointing at the 'Sign up' button. Below the buttons is the text 'With partners' followed by four logos: a red circular logo, 'PANNONIA CONSULTING', 'YOUTH POWER Germany', and 'contextos'. At the bottom is a white box containing the European Union flag and the text 'Co-funded by the European Union'.

How to log in

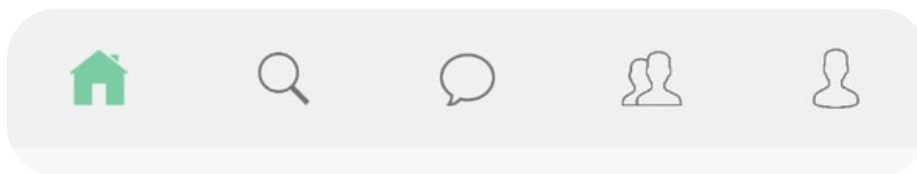
To log in, simply click the login button. The following page will then open, and you can enter your email and chosen password.

A screenshot of the Green Guard mobile app's sign-in screen. At the top is the title 'Sign In'. Below it are two input fields: 'E-mail' and 'Password'. To the right of the 'Password' field is a link that says 'Forgot password?'. At the bottom is a dark green 'Log In' button.

7.App Mobile “Green Guard”

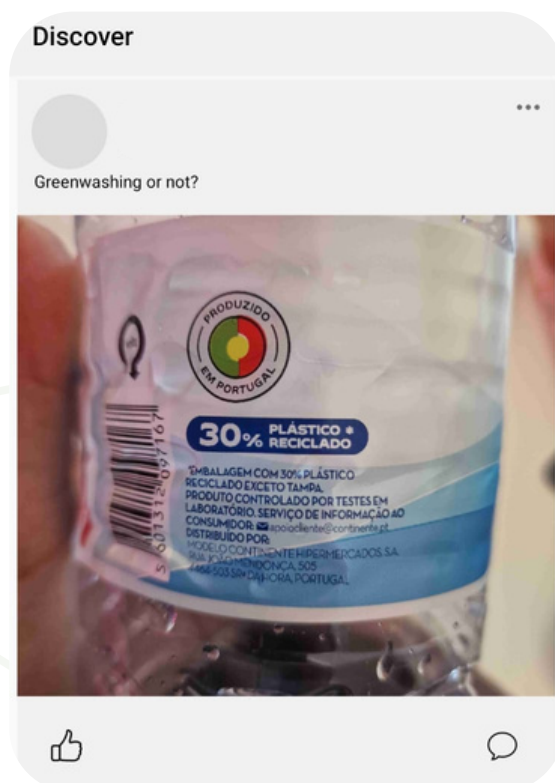
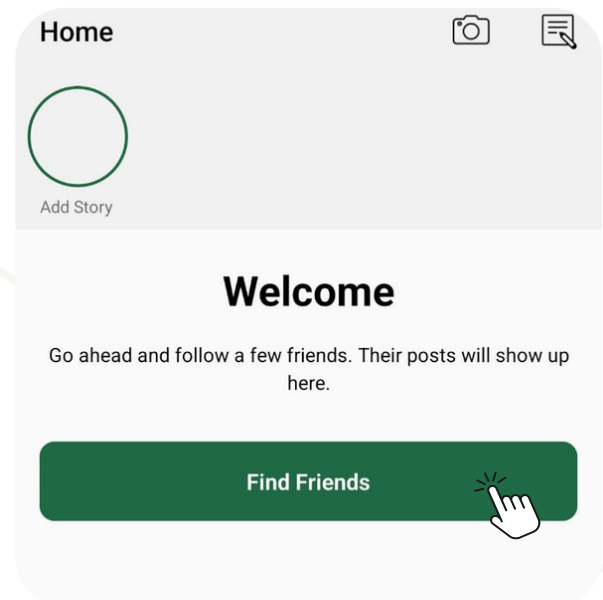


At the bottom of the app, you can navigate between:
Home, Discover, Conversations, Friends, and Settings.



On the home page, you can find your own posts and those of the friends you add in the app.

If you don't have any friends yet, you can add them by clicking the "Find Friends" button or by visiting the Friends page.



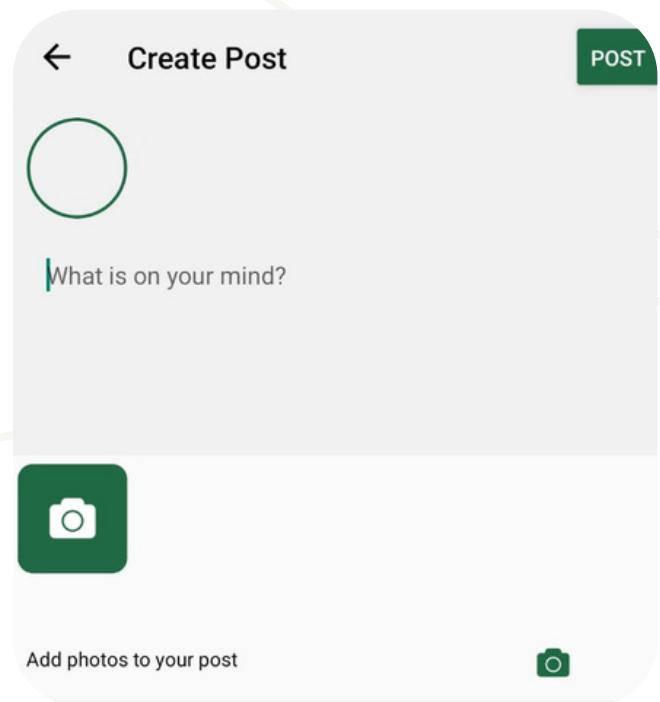
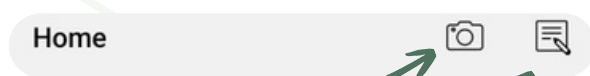
On the discover page, you can find posts from the entire GreenGuard network.

7.App Mobile “Green Guard”

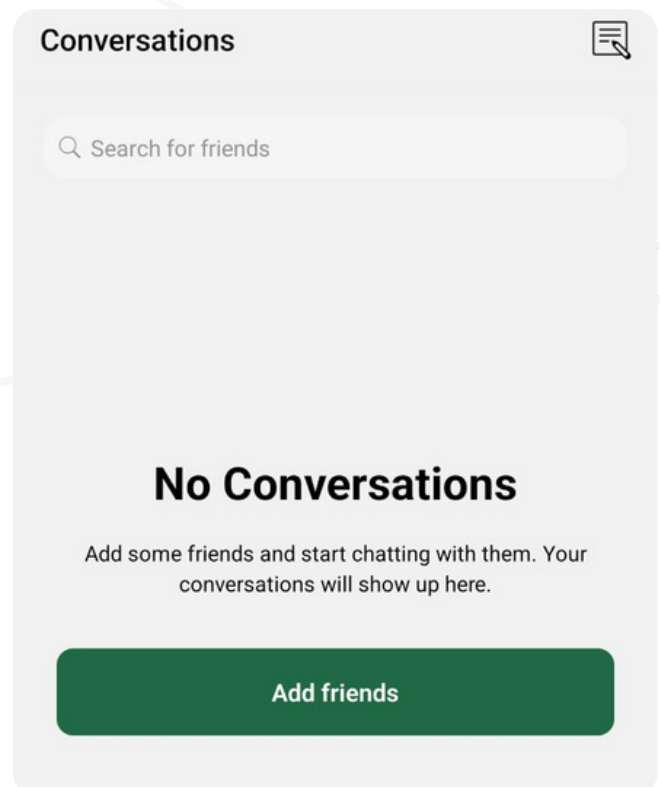


Publish your first post!

On the home page, you can also find the option to publish your first Greenwashing claim (photo or text)



On the Conversations page, you can chat with your friends and discuss sustainability claims after you add them.

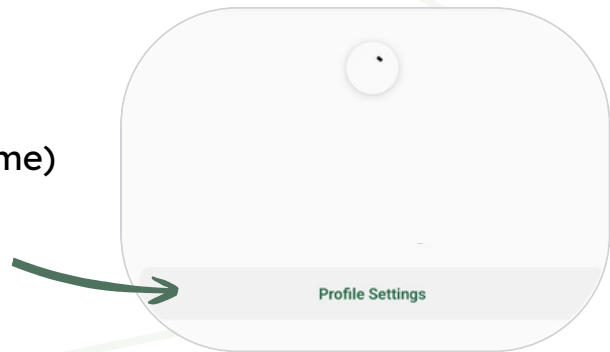


7.App Mobile “Green Guard”



Profile Settings

You can adjust your profile settings (password, delete account, user name) under "Settings".



8.How to Get Support

Email Support

Technical issues: Send mail with subject “Technical Issue - GreenGuard” to: pannonia.consulting@gmail.com or info@contextos.org.pt

Live Chat Support

We do not provide live chat option at the moment.
Please refer to our mails above.



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