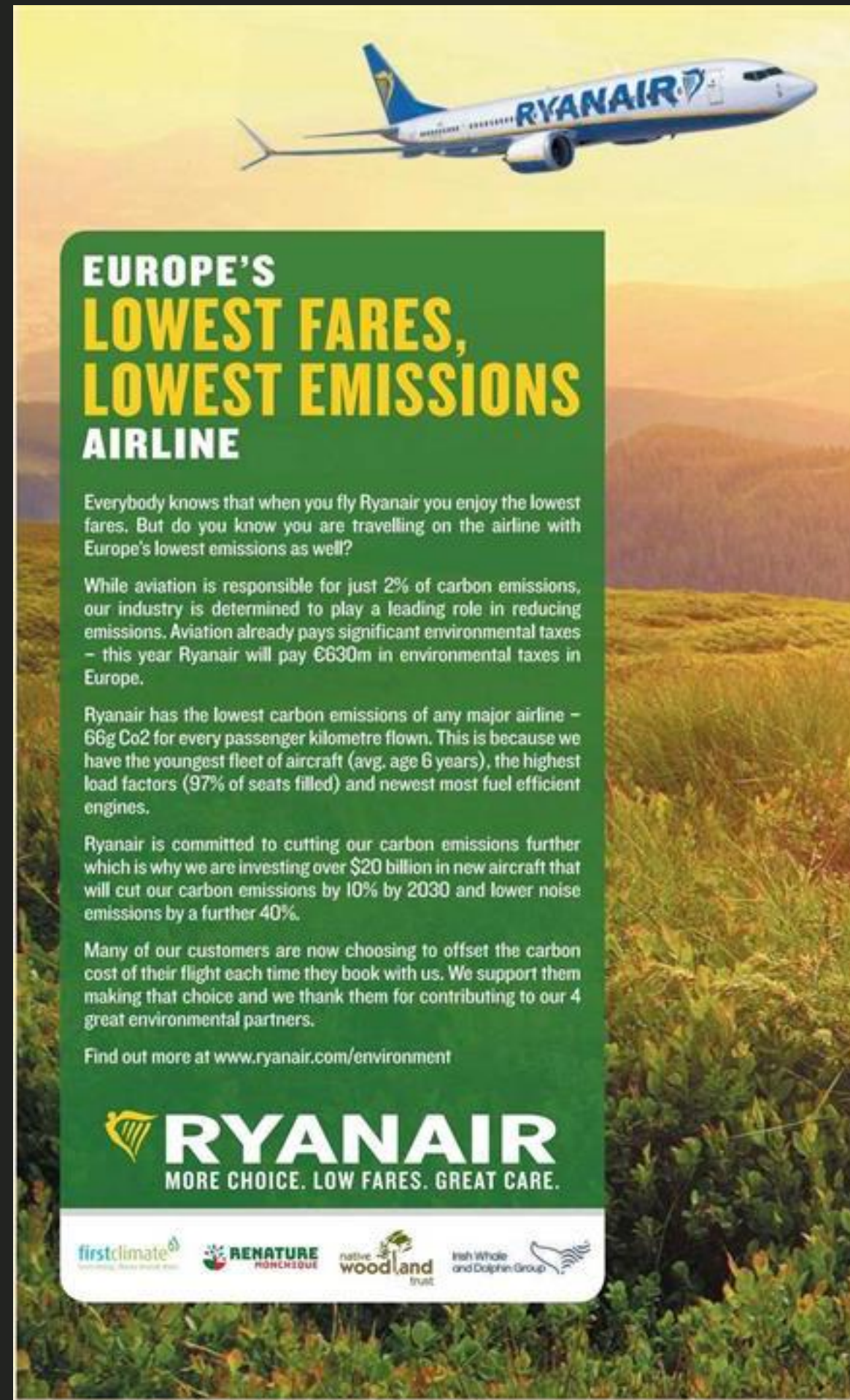


What do the pictures have in common?



EUROPE'S LOWEST FARES, LOWEST EMISSIONS AIRLINE

Everybody knows that when you fly Ryanair you enjoy the lowest fares. But do you know you are travelling on the airline with Europe's lowest emissions as well?

While aviation is responsible for just 2% of carbon emissions, our industry is determined to play a leading role in reducing emissions. Aviation already pays significant environmental taxes – this year Ryanair will pay €630m in environmental taxes in Europe.

Ryanair has the lowest carbon emissions of any major airline – 66g Co2 for every passenger kilometre flown. This is because we have the youngest fleet of aircraft (avg. age 6 years), the highest load factors (97% of seats filled) and newest most fuel efficient engines.

Ryanair is committed to cutting our carbon emissions further which is why we are investing over \$20 billion in new aircraft that will cut our carbon emissions by 10% by 2030 and lower noise emissions by a further 40%.

Many of our customers are now choosing to offset the carbon cost of their flight each time they book with us. We support them making that choice and we thank them for contributing to our 4 great environmental partners.

Find out more at www.ryanair.com/environment

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LOWER CALORIE

*Reduction of 50% of the calories from full sugar colas in GB, due to 33% sugar reduction. Thanks to the presence of Stevia extract. © 2015 Coca-Cola Bottling Co. Europe. All rights reserved. Coca-Cola and Coca-Cola Life are registered trademarks of The Coca-Cola Company.



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100% ORGANIC COTTON

SEE LABEL FOR THE PRODUCT'S FULL FIBER CONTENT.



Environmentally friendly

What words come to your mind when you hear this phrase?



Why do companies want to appear more eco-friendly?



As climate change has become a big topic around the world, shops and businesses want to show us that they think about it too.

That's why when we walk into shops or go online you might see lots of signs about things being 'eco-friendly', 'organic' or 'sustainable'.

It's great to know that companies are trying to be more environmentally friendly but unfortunately sometimes these signs and slogans aren't always truthful, and they can be used to hide a bigger problem with the way some businesses are run. While these labels might be true in some cases, sometimes they are deliberately not telling the full story to try and trick customers into thinking they are making an eco-friendly choice.

<https://www.bbc.co.uk/newsround/58465027>



What is greenwashing?

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What is **greenwashing**?



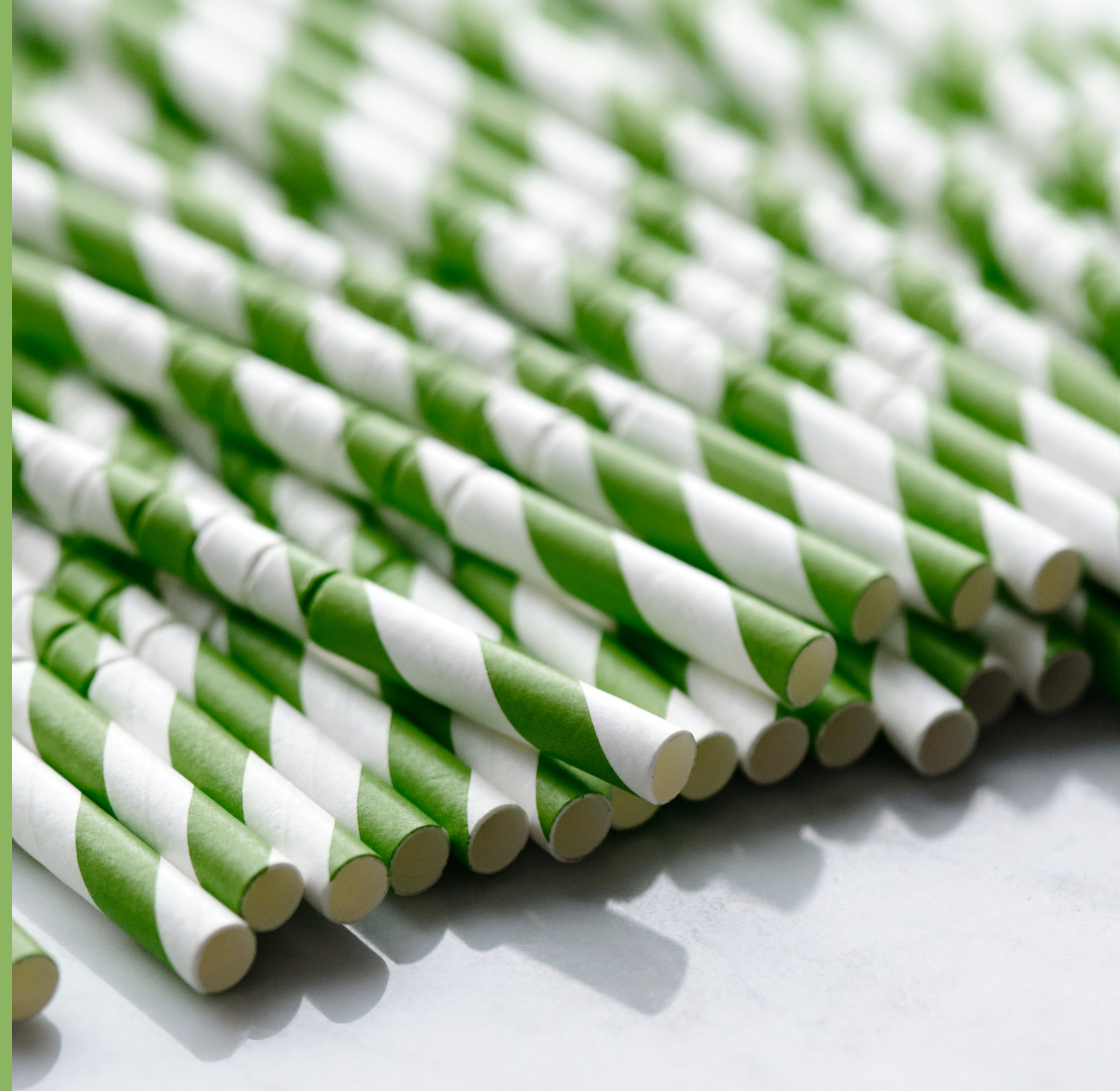
Greenwashing is a type of marketing. It is a way to make products more appealing to customers who care about the environment.

When companies do things that are harmful to the environment while saying they care about climate change, this is called 'greenwashing'.

The International Consumer Protection Enforcement Network recently analysed 500 websites and found that up to 40% of environmentally friendly claims might be misleading customers.



How do you spot it?



Can you spot the greenwashing?

Find five greenwashing signs on the packaging.



Check the answers.

What are the ways of greenwashing?



Match the top signs of greenwashing with their descriptions

- a. Promises to carbon offset or donate to environmentally friendly causes
- b. Buzzwords
- c. Green packaging
- d. Not fully recyclable
- e. No proof

.....

When it's not clear when a product has been greenwashed just from its packaging or advertising, you need to go and find the evidence! Some packaging and labels come with clear certifications which show that they are telling the truth about their environmentally friendly practices, but lots don't. Go to the company's website to find out more, and if you can't see anything there, drop them a message.

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One of the biggest signs that a product is greenwashed is if its labels or its packaging are green, and the rest of the company's products come in a different style of packaging. Colours send powerful messages to customers, we often associate feelings with colours. Lots of people associate the colour green with nature, which often gives products the impression that they are environmentally friendly.

.....

If you're seeing words like 'sustainable', 'natural' or 'organic' - this can be a sign that it's greenwashed. Sometimes what they're describing is only partly sustainable or organic, and the company is over-promoting these parts of the product. If you're not sure, check the ingredients label or if it's an item of clothing, see what materials it's made out of.

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Lots of companies are working hard to make their packaging recyclable. But if it is only partly recyclable it's still not sustainable and it shows that the company is not completely invested in protecting the environment. It can also make it harder for you to recycle responsibly. Sometimes companies might also claim their products are made of partly recycled plastic, but that doesn't mean it's sustainable packaging.

.....

Companies may try to appear more environmentally friendly by offering to donate part of their profits to causes like carbon offsetting. If you see that a company is saying it donates to carbon offsetting or a similar cause, like planting more trees, it's a good idea to research more about what these projects involve.

Diesel has really cleaned up its act.

Find out how clean diesel technology impacts fuel efficiency and performance, while also being a more eco-conscious choice.



Walmart committed to cover, by 2025, **50%** of its energy needs from **RENEWABLE ENERGY SOURCES.**

<https://theroundup.org/greenwashing-explained-examples/>



GREENWASHING EXAMPLES

Match the real-life greenwashing examples with the types of greenwashing (more than one answer is correct).

1. Green packaging
2. Not fully recyclable
3. No proof
4. Buzzwords
5. Promises to donate to environmentally friendly causes



Why is greenwashing a problem?



- (1) causing harm
- (2) not on purpose
- (3) to think carefully about the advantages or disadvantages of a situation before making a decision
- (4) intentional or planned
- (5) the feeling that someone or something cannot be relied upon

When greenwashing happens, a person might buy a product or do an activity thinking they're doing something positive for the environment when actually they're not. In some cases, it could be (1) d..... the environment more without the public realising.

Sometimes this can be done (2) u..... - the company might be focusing on one issue that is helping but not looking at the bigger picture and (3) w..... u..... the harm it might be doing to the environment at the same time.

But sometimes it can be (4) d..... - companies making their advertising or product names suggest that they're helping the environment even though they're not.

And further to this, it can create (5) d..... in a company.

Match the certifications with their purposes.

The number one way to spot whether something is as environmentally friendly as it says it is, is to look out for certifications.



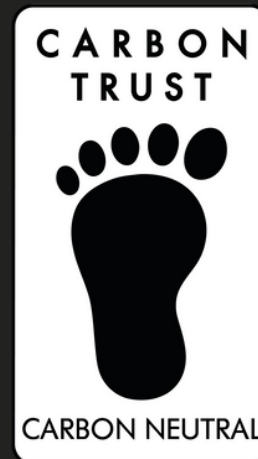
1 **LEAPING
BUNNY**



2 **FAIRTRADE**



3 **FOREST
STEWARDSHIP
COUNCIL**



4 **CARBON
TRUST**



5 **B CORP**

a. the product has been made by people who received a fair wage for their work.

b. meets a certain standard of carbon emission reduction, meaning the product is trying to minimise its carbon impact.

c. the product has not been tested on animals.

d. a business is legally required to do beneficial things for the environment and the people who help create their products.

e. the product is made using sustainable or responsibly managed wood sources.

Discuss the questions



1. Do you agree or disagree with the examples of greenwashing discussed in the articles? Why?
2. Do you know any other examples of greenwashing?
3. What influences companies to greenwash their products?
4. Do you buy products based on their degree of greenness?
5. Do you consider yourself green?