

Guess the Greenwashing Sin Instructions

1. Divide the class into small groups
2. Give each group the 'greenwashing identifiers sheet' and the four examples of greenwashing advertising (Greenwashing pictures 1-4)
3. Ask the groups to evaluate each picture and discuss which 'sin' or 'sins' the advertisement is guilty of.

N.B. This exercise can be extended by asking students to bring in examples of greenwashing that they've noticed. This might be an advertisement they've cut out of the paper or a magazine, or product labels.