



Case Study

TOPIC – Example of greenwashing

Name, middle name and surname:

Introduction

Introduce an entity that has demonstrated greenwashing. Indicate how the entity uses greenwashing (green marketing), etc., to create the false impression that it is environmentally responsible.

Presentation of specific greenwashing

Give specific examples of how the company uses greenwashing, e.g. in the form of proclamations, in the form of false certifications, in the form of products (or packaging, labels...). Give specific context, lack of transparency, mismatch between marketing and reality, overemphasis on partial green steps, etc. How a company builds a "green" reputation without actually taking steps to protect the environment...

Conclusion

Summarise the main findings and draw conclusions. What would you recommend to customers e.g. legislative measures, mandatory certifications, verified audits, required transparent information, etc. How can customers defend themselves and be cautious not to blindly believe all "green" claims?

Resources:

- Indicate the sources you have relied on (reports, reports, websites, audits, etc.).

Case study max. 2 pages, the aim is to focus on the issue, analyse it, evaluate it and formulate your suggestions and recommendations for curbing greenwashing activities.