

# Greenwashing

Word of the month

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**1. Tick the elements that make a product 'green'. A green product is better for the planet.**

- a. natural ingredients
- b. recycled packaging
- c. chemical ingredients
- d. plastic-free packaging
- e. the use of renewable energy during production
- f. fair and safe conditions for workers

**2. Many companies say their products are 'green'. Do you think this is always true?**

**Tick a or b.**

- a. I think this is always true because companies cannot lie about their products in advertisements.
- b. I don't think this is always true because companies use advertisements to make consumers believe what they want.

***Companies that use advertisements to make consumers believe that their products are better for the environment use a strategy called 'greenwashing'.***

**3. Complete the sentence.**

\_\_\_\_\_ is a type of advertising that companies use to make consumers believe that their products are better for the planet.

**4. Look at these two products. Write *Green* or *Greenwashing*.**

a. /pic of plastic chemical shampoo bottle, with a paper label and pics of leaves/  
\_\_\_\_\_

b. /pic of solid shampoo bar with paper packaging/  
\_\_\_\_\_

**5. Explain why picture one is an example of greenwashing. Max 50 words.  
Use these prompts to help you:**

**chemical ingredients   plastic bottle   paper label**

It is an example of greenwashing because \_\_\_\_\_

