

## A Level Environmental Science – *Activity 3*

### Greenwashing



What is Greenwashing?

Greenwashing is when a company falsely portrays a product (or delivery mechanism, such as packaging) as being better for the environment than it really is - often exaggerating its environmental sustainability in an effort to win over eco-conscious consumers

Watch <https://www.youtube.com/watch?v=8sLs7aWkKRM> and then read this article <https://www.un.org/en/climatechange/science/climate-issues/greenwashing>

Research and find an example of greenwashing. Summarise your findings e.g., name of company, product, claims made, any evidence supporting the claim or not as the case may be.