

Changing the world from our classrooms

Greenwashing and Fast Fashion

Lesson 4 – Student Worksheet

Welcome to today's lesson on "Greenwashing and Fast Fashion." In this lesson, we'll explore how companies might trick us into thinking they're eco-friendly and how fast fashion impacts the environment.

By the end, you'll see how your choices and actions matter.

1. What is Greenwashing?

Have you heard of the term "greenwashing" before?

- Yes, of course I see it all the time
- No
- Not Sure

Dictionary Definition:

Greenwash /'grɪ:nwɔːʃ/ (also greenwashing) [uncountable] (disapproving) activities by a company or an organization that are intended to make people think that it is concerned about the environment, even if its real business actually harms the environment. (Taken from Oxford Learner's Dictionaries.)

2. Greenwashing Overview: Let's understand what greenwashing is.

Match the descriptions with the types of greenwashing tactics:

Type	Tactics
Greenshifting	When a company spotlights a particularly green feature of its operations or products.
Greenlabelling	When companies imply that consumers are at fault and shift the blame onto them
Greenlighting	When marketers call something green or sustainable, but closer examination reveals such claims to be misleading

3. Watch the Video Clip: Greenwash Hunting

Answer the following questions

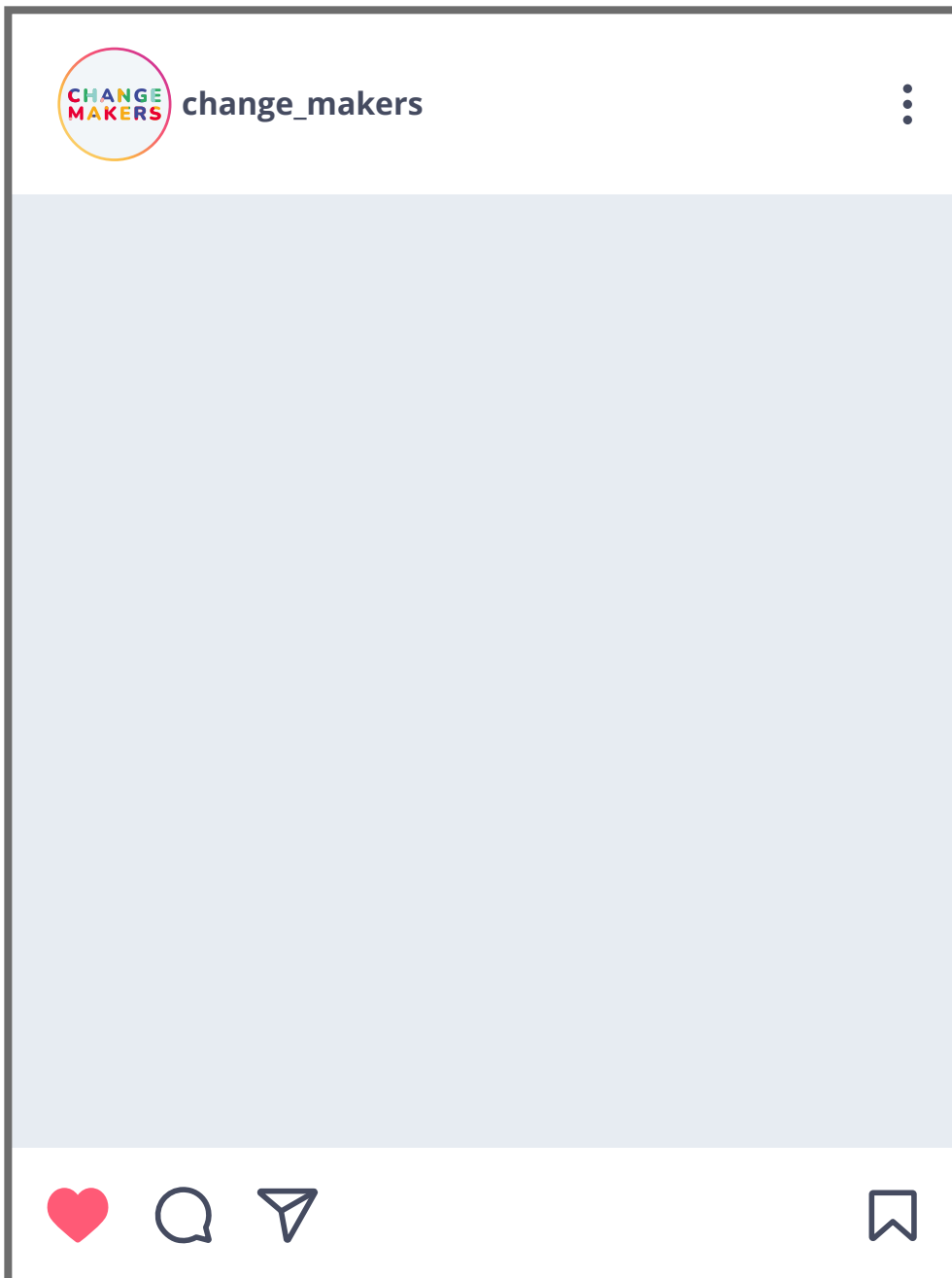
Group A – Names from A-L

1. Who is the celebrity mentioned at the start of the video?
2. What colour do companies use to make their product look more environmentally friendly?
3. Summarise how the video made you feel, using only 3 words!

Group B Names from M-Z

1. What is the celebrity's new job title?
2. What are some of the techniques used to greenwash in that store?
3. What would you do if you saw greenwashing in a store?

4. Now write a short social post for the video. Include at least 2 hashtags



Part 2: Fast Fashion

"The most sustainable piece of clothing you have is in your wardrobe."

-Orsola de Castro author of *Loved Clothes Last*

5. **What do you think Orsola means by this?**

6. **Discussion – Pros and Cons of Fast Fashion:**

Let's talk about the good and bad sides of fast fashion. Look at the images below of fashion landfills. Share your thoughts.

Pros	Cons



7. Inspiring Action:

Think about how you can help – spread awareness, donate clothes, or write to stores. Check out the Junkkouture project for inspiration.

8. Fashion statements

Poll: Would you join a campaign to:

Encourage stores to donate unsold clothes to those in need?

Yes

No

Encourage stores to show the environmental impact of each clothing item?

Yes

No

Boycott using fast fashion because of its social and environmental impact?

Yes

No

9. Your tips for sustainable fashion:

Find more actionable tips for sustainable fashion choices on our shared padlet. Think of a hashtag to share your commitment!

More Contribution ideas:

1. Fashion Campaign Poster: Design a poster that supports repurposing used clothes or asks fast fashion brands to be accountable. Share it on Change Makers World (www.changemakersworld.live) with graphics and a clear message.

2. Sustainable Wardrobe Checklist: Create a checklist for building a sustainable wardrobe. Include items like “buy second-hand” and “repair instead of discarding.”