

Changing the world from our classrooms

Greenwashing and Fast Fashion

This lesson plan is based on a live online lesson given by Harry Waters, our Change Makers Ambassador. Part of a series of live lessons for students called Changing the world from our classrooms.

Objective:

To introduce teenage students to the concepts of greenwashing and fast fashion, helping them become critical consumers and understand the environmental impact of their choices and the power of their voices.

Target Level: B1

Duration: 45 minutes

Introduction:

Introduce the topic: "Greenwashing and Fast Fashion."

Explain the lesson's objectives and how it will be relevant to their daily lives.

Part 1: Greenwashing

Ice Breaker Poll:

Start with a poll: "Have you heard of the term 'greenwashing' before?"

Multiple-choice options: "Yes," "No," "Not Sure."

Greenwashing a brief overview:

Read through the different types of greenwashing as a class then ask your students to complete the matching activity.

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

ANSWERS:

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<https://www.greenqueen.com.hk/greenwashing-terms-guide/>

Encourage participation through open-ended questions: “Can you think of examples where companies might use greenwashing?”

Video:

Split the class into two groups. Group A those students whose names start with A-L and Group B those who start with M-Z

Short Video Clip: [Greenwash Hunting](#)

Show the short video containing instances of greenwashing. Complete the questions in groups A and B.

Engage students in a brief discussion about their observations. When students have finished discussing, ask them to write a short social media post about the video. Ask them to include AT LEAST two hashtags.

Inspiring Action:

Briefly introduce the idea of repurposing used and unsold clothes to help those in need instead of sending them to landfill. Encourage students to think about how they can support this cause – spreading awareness, donating clothes, or writing to stores.

Look at [Junkkouture \(https://junkkouture.com/\)](https://junkkouture.com/)

Ask students what statements are being made by Junk Kouture.

Fashion Statements

Poll: Ask students: “Would you join a campaign to encourage fashion stores to donate used and unsold clothes to those in need?”

“Would you join a campaign to encourage fashion stores to show the environmental impact of each item of clothing?”

<https://www.greenqueen.com.hk/fashion-brands-sustainability-claims-greenwashing/>

Tips for Sustainable Fashion:

Share actionable tips for adopting sustainable fashion choices on a padlet

<https://padlet.com/profharrywaters/green-washing-and-fast-fashion-n45hqh022tebayy6>

Encourage students to think of a hashtag.

Ideas for activities to share on www.changemakersworld.live and put your school on the map:

Fashion Campaign Poster

Encourage students to design a poster advocating for repurposing used clothes and then help them to share it on www.changemakersworld.live. Or for fast fashion brands to be accountable and show the environmental impact of their clothes on the labels.

They can use graphics, slogans, and concise messages to spread awareness.

Sustainable Wardrobe Checklist

Instruct students to create a checklist for building a sustainable wardrobe.

Include items like "buy second-hand," "choose quality over quantity," and "repair rather than discard."