



Name: _____

Class: _____ Date: _____

Greenwashing

An activity of "Saudi Arabia's bold vision for a new city"

In "**Saudi Arabia's bold vision for a new city**" (page 11, *What's Up* May 2022), greenwashing is mentioned.

Greenwashing originates from the word "whitewashing", which means to make something appear better than it actually is. It is like repainting a building white, so that people believe it is newer than it is. This is done to gain favour with the public. However, it can be misleading and inaccurate.

Critics of Neom City feel it is a greenwashing project, but no one can know for sure until it is completed. Meanwhile, there are other examples of greenwashing for us to consider.

1. In pairs, read about each greenwashing example.
2. Then, work together to suggest what else can be done so that a true difference can be made to the environment.

Your suggestions should involve **specific** action. Avoid simply suggesting that something not be done. For example, rather than suggesting "not flying by private jet", suggest what should be done instead.

3. Share your suggestions with the class. Jot down new ideas learnt from other pairs.

Examples of greenwashing	Why is this greenwashing?	What else can be done?
a) Fast food outlets going straw-free.	While this saves plastic, there are bigger ways fast food restaurants can reduce their carbon footprint.	Fast food restaurants could also ... _____ _____

Examples of greenwashing	Why is this greenwashing?	What else can be done?
b) Packing each bakery bun into its own biodegradable plastic bag.	Singapore burns much of its rubbish, so plastic bags which can decompose may not be as helpful here.	Bakeries could also... _____ _____
c) Bubble tea shops selling reusable straws while still providing disposable straws.	Most customers still use the more convenient option. Reusable straws will remain just another shop product unless customers are motivated to use them too.	Bubble tea shops could also... _____ _____
d) Celebrities championing going green while travelling by private jet.	Celebrities try to become more popular by supporting environmentalism. Sometimes, this benefits their business too. However, flying creates a very large carbon footprint.	These celebrities could also... _____ _____
f) Clothes shops advertising claims that their products are “earth-friendly” without giving details.	Green statements should be backed by proof and certification. Perhaps clothes shops could provide services to help customers prolong the life of their clothes instead.	Clothes shops could also ... _____ _____