

Guardians of Truth

LOCAL WORKSHOP CONSOLIDATED REPORT

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Introduction

As part of the Guardians of Truth project, local workshops were conducted by partner organisations in Germany, Bulgaria, the Netherlands, and Türkiye to promote awareness and understanding of greenwashing and responsible sustainability practices.

The workshops aimed to engage participants, particularly young people, in discussions around misleading environmental claims, critical thinking, sustainability awareness, and informed decision-making. Through interactive sessions, activities, discussions, and practical exercises, participants were introduced to the concept of greenwashing and encouraged to reflect on the importance of transparency and accountability in sustainability communication.

Each partner adapted the workshops to their local context and target groups while maintaining the shared objectives of the project. The workshops also served as a platform to test and disseminate the project toolkit and related educational resources.

This consolidated report presents an overview of the local workshops conducted by each partner country, highlighting their activities, participant engagement, key discussions, and outcomes.

LOCAL WORKSHOP – Berlin, Germany

Green or Greenwashed? Youth, Truth & the Future of Sustainability

1. Overview

On 12th March 2026, Impact Grid Berlin conducted a focused, youth-centred workshop on greenwashing and sustainability awareness. The session brought together a curated group of 15 participants, primarily young people and early professionals, to explore the growing gap between sustainability claims and actual environmental impact.

The workshop aimed to strengthen critical thinking, build awareness, and encourage more informed and responsible engagement with sustainability narratives.

2. Rationale

With sustainability increasingly influencing consumer behaviour, professional choices, and public discourse, there is a parallel rise in misleading environmental claims. Many individuals—particularly youth—find it difficult to distinguish between genuine sustainability efforts and marketing-driven narratives.

This workshop was designed to address this gap by:

- Simplifying the concept of greenwashing
- Encouraging critical questioning of sustainability claims
- Promoting transparency and accountability

3. Key Outcomes & Impact

The workshop led to several meaningful outcomes:

Improved Understanding of Greenwashing

Participants developed a clear and practical understanding of what greenwashing is and how it manifests across industries. By the end of the session, participants were able to identify common tactics such as vague claims, lack of evidence, and misleading sustainability messaging.

Shift in Perception and Awareness

A noticeable shift was observed in how participants interpreted sustainability claims. Many participants acknowledged that they previously trusted terms such as “*eco-friendly*” or “*natural*” without questioning their validity. Post-session, participants expressed greater caution and awareness.

Increased Critical Thinking Skills

The workshop strengthened participants’ ability to:

- Question environmental claims
- Look for supporting evidence and transparency
- Recognise inconsistencies in sustainability messaging

This reflects a move from passive consumption of information to more analytical and informed decision-making.

Enhanced Confidence in Decision-Making

Participants reported feeling more confident in evaluating products, brands, and organisational claims related to sustainability. This confidence is essential in enabling responsible consumer behaviour and informed professional choices.

Youth Engagement and Ownership

The session successfully positioned youth as active stakeholders in sustainability. Participants recognised their role not just as consumers, but as:

- Influencers of market demand
- Future professionals shaping organisational practices
- Advocates for transparency and accountability

Behavioural Intent and Reflection

Through reflective activities, participants expressed intent to:

- Be more mindful of sustainability claims
- Support transparent and ethical brands
- Question marketing narratives
- Make more informed consumption choices

This indicates a strong potential for long-term behavioural change.



4. Engagement & Participation

The workshop maintained a high level of engagement throughout, with participants actively contributing to discussions, sharing perspectives, and responding to prompts. The small group format enabled meaningful interaction and ensured that all participants had the opportunity to engage.

The use of interactive elements contributed to:

- Better understanding of concepts
- Higher retention of information
- A more open and participatory environment

5. Relevance and Value

The workshop addressed a highly relevant and emerging issue within the broader sustainability discourse. By focusing on greenwashing, it highlighted the importance of credibility and transparency in environmental communication.

The session added value by:

- Bridging the gap between awareness and critical understanding
- Making complex concepts accessible
- Encouraging responsible and informed engagement

6. Conclusion

The Green or Greenwashed workshop in Berlin successfully created a space for reflection, learning, and dialogue on an increasingly important topic. While sustainability continues to gain attention globally, this session reinforced the need for critical awareness and informed action.

The workshop demonstrated that even small, focused engagements can contribute meaningfully to building a generation that values authenticity, transparency, and accountability in sustainability.

7. Key Message

Not everything green is honest. Informed awareness is the first step towards real sustainability.

LOCAL WORKSHOP – İznik, Bursa, Türkiye.

Green or Greenwashed? Youth, Truth & the Future of Sustainability

1. Overview

As part of the project “Guardians of Truth – Empowering Youth Against Greenwashing”, Nicea Culture and Education Association conducted a focused, youth-centred workshop on greenwashing and sustainability awareness in İznik, Bursa, Türkiye.

The session brought together a group of 20 participants, primarily young people and VET learners, to explore the growing gap between sustainability claims and actual environmental impact in today’s market.

The workshop aimed to strengthen participants’ critical thinking skills, increase their awareness of greenwashing practices, and support them in becoming more informed and responsible individuals when engaging with sustainability-related information, both as consumers and future professionals.

2. Rationale

As sustainability continues to shape consumer behaviour, professional choices, and public discourse, there is a growing increase in misleading environmental claims. The pre workshop assessment revealed that many participants had limited familiarity with the concept of greenwashing and struggled to clearly distinguish between genuine sustainability efforts and marketing-driven narratives.

A significant portion of participants showed low confidence in identifying misleading environmental claims, often relying on surface-level messaging such as “eco-friendly” or “natural” without questioning their validity. This highlighted a clear need for structured learning and critical awareness.

This workshop was therefore designed to address these gaps by:

- Simplifying and clarifying the concept of greenwashing
- Strengthening participants’ ability to critically evaluate sustainability claims
- Promoting awareness of transparency, credibility, and accountability in environmental communication

3. Key Outcomes & Impact

The workshop led to several meaningful and measurable outcomes, clearly demonstrating a strong shift between pre- and post-assessment results:

Improved Understanding of Greenwashing

Participants showed a significant increase in their understanding of greenwashing. Before the workshop, only 39.3% of participants correctly identified greenwashing as misleading

environmental marketing. After the session, this increased dramatically to 95.2%, indicating a near-complete conceptual understanding among participants.

Strong Increase in Awareness and Familiarity

Initial findings showed that the majority of participants had limited familiarity with the concept, with over 67% reporting little to no familiarity.

Following the workshop:

- 47.6% reported being very familiar
- 23.8% reported being extremely familiar

This reflects a major shift in awareness and knowledge.

Improved Ability to Identify Greenwashing Practices

Participants demonstrated a much clearer ability to distinguish misleading practices:

- Correct identification of vague environmental claims as greenwashing increased from 35.7% to 76.2%
- Misinterpretation of transparent certifications significantly decreased

This indicates a strong improvement in distinguishing credible vs. misleading information.

Significant Increase in Confidence

Participants' confidence in identifying greenwashing improved substantially:

- Pre-workshop, the majority were not confident or only slightly confident
- Post-workshop, over 85% reported being very or highly confident

This reflects a clear development in both knowledge and self-efficacy.

Strengthened Critical Thinking Skills

The workshop enhanced participants' ability to:

- Question environmental claims
- Look for evidence and transparency
- Recognise inconsistencies in sustainability messaging

This shift is further supported by behavioural data:

- Participants who often or always question environmental claims increased from 7.1% to over 60% This marks a transition from passive acceptance to active critical evaluation.

More Conscious Information Sources

Before the workshop, participants heavily relied on social media and marketing materials, with a portion not checking sources at all. After the workshop:

- Reliance on independent certifications and trusted sources increased
- The number of participants who do not check sources became less dominant

This demonstrates a shift toward more responsible information verification behaviour.

Increased Perceived Capability

Participants' ability to distinguish reliable and misleading information improved significantly:

- Pre-workshop, 42.9% felt not capable at all
- Post-workshop, over 90% reported feeling very or extremely capable

This reflects a strong development in analytical and evaluative skills.

Higher Importance Given to Environmental Responsibility

The importance of environmental responsibility in decision-making increased notably:

- Post-workshop, over 95% of participants rated it as very or extremely important

This indicates a value shift alongside knowledge gain.

Strong Behavioural Intent

Participants expressed a clear intention to change their behaviour:

- 85%+ reported being likely or very likely to avoid products associated with greenwashing
- A majority also indicated they would often or always check environmental labels and certifications moving forward

Youth Engagement and Ownership

The workshop successfully positioned participants as active stakeholders in sustainability. They recognised their role not only as consumers, but also as:

- Influencers of market demand
- Future professionals shaping organisational practices
- Advocates for transparency and accountability

Behavioural Change Potential

Overall, the results demonstrate a strong shift from:

Low awareness → High awareness Passive trust → Critical evaluation Uncertainty → Confidence

4. Engagement & Participation

The workshop maintained a high level of engagement throughout, with participants actively contributing to discussions, sharing perspectives, and responding to interactive tasks and real life examples. The group of 20 participants created a dynamic and collaborative environment where everyone had the opportunity to express their views.

The use of interactive methods such as discussions, scenario analysis, and reflection exercises played a key role in maintaining engagement and supporting learning.

These approaches contributed to:

- A clearer understanding of complex concepts such as greenwashing
- Higher retention of information through practical application

- A safe and open space for dialogue and exchange of ideas

Participants were not only passive listeners but active contributors, which significantly enhanced the overall learning experience.

5. Relevance and Value

The workshop addressed a highly relevant and increasingly important issue within today's sustainability discourse. With the growing presence of misleading environmental claims, the topic of greenwashing is becoming critical for informed decision-making.

By focusing on this issue, the workshop highlighted the importance of credibility, transparency, and accountability in environmental communication. The session added value by:

- Bridging the gap between basic awareness and critical understanding
- Making complex sustainability concepts accessible and practical
- Encouraging participants to take a more responsible and informed approach in their daily decisions

Furthermore, the integration of pre- and post-assessment allowed for a measurable understanding of the workshop's impact, strengthening its overall value.

6. Conclusion

The workshop conducted in İznik, Bursa under the project "Guardians of Truth – Empowering Youth Against Greenwashing" successfully created a space for learning, reflection, and critical dialogue.

The results clearly demonstrated a strong transformation in participants' knowledge, awareness, and confidence. Participants moved from limited familiarity and uncertainty to a high level of understanding and critical evaluation skills.

This shift highlights the effectiveness of interactive, youth-centred learning approaches in addressing complex topics such as sustainability and greenwashing.

The workshop ultimately showed that even small-scale, focused activities can have a significant impact in empowering young individuals to become more conscious, responsible, and critical actors in society.

7. Key Message

Not everything green is honest. Informed awareness is the first step towards real sustainability.

LOCAL WORKSHOP – Petrich, Bulgaria

1. Introduction

The local workshop was successfully implemented in the city of Petrich as part of the project's activities aimed at increasing awareness and understanding of greenwashing among young people. The activity brought together 21 participants, providing them with a structured learning environment based on non-formal education methods and experiential learning.

The workshop aimed to support young people in developing critical thinking skills, improving their environmental literacy, and empowering them to make informed and responsible consumption choices.

2. Objectives of the Activity

The workshop was designed to contribute to the following objectives:

- Raising awareness about the concept of greenwashing and its impact on the environment and society
- Developing participants' ability to identify misleading environmental claims
- Encouraging sustainable thinking and responsible consumer behavior
- Strengthening critical thinking and analytical skills
- Supporting youth engagement with environmental issues at a local level

3. Methodology and Approach

The activity was implemented using a non-formal education (NFE) approach, focusing on active participation, collaboration, and learning through experience. A variety of interactive methods were used to ensure engagement and effective knowledge transfer:

- Ice-breaker and energizer activities to create a positive group dynamic
- Group discussions to explore participants' existing knowledge and perceptions
- Case study analysis based on real-life examples of greenwashing
- Small group work for collaborative problem-solving
- Simulation exercises to practice identifying misleading claims
- Reflection sessions to consolidate learning outcomes

The facilitators ensured an inclusive and supportive environment, encouraging all participants to actively contribute and express their opinions.

4. Implementation of the Workshop

The workshop began with introductory activities aimed at building trust and establishing a safe learning space. Participants were invited to share their expectations and initial understanding of environmental issues.

The core part of the workshop focused on introducing the concept of greenwashing. Through interactive presentations and guided discussions, participants explored how companies may present themselves as environmentally responsible without implementing real sustainable practices.

Participants were then divided into smaller groups and worked on analyzing different case studies. Each group was tasked with identifying elements of greenwashing, discussing the potential impact on consumers, and presenting their findings to the rest of the group.

A practical exercise was conducted where participants evaluated sample product advertisements and environmental claims. This allowed them to apply their newly acquired knowledge in a realistic context.

The session also included discussions on sustainable consumption and personal responsibility. Participants reflected on their own habits and explored ways to make more environmentally conscious decisions in their daily lives.

5. Results and Outcomes

The workshop achieved strong results in terms of both learning outcomes and participant engagement.

Participants demonstrated:

- Increased understanding of the concept of greenwashing
- Improved ability to critically analyze marketing messages and environmental claims
- Greater awareness of the environmental impact of consumer choices
- Enhanced confidence in discussing sustainability-related topics

Feedback collected at the end of the workshop indicated a high level of satisfaction. The majority of participants reported that the activity was engaging, informative, and relevant to their daily lives.

The interactive and practical nature of the workshop was highlighted as a key strength, as it allowed participants to actively engage with the topic rather than passively receive information.

6. Impact on Participants and Community

The activity contributed to the development of environmentally aware and responsible young individuals. Participants expressed motivation to apply their knowledge in real-life situations and to share what they had learned with peers and family members.



At a local level, the workshop supported the promotion of environmental awareness and sustainability. It also strengthened the role of youth work in addressing important societal challenges such as greenwashing and climate responsibility.

7. Analyses of the Pre-test from the participants

The analysis of the pre-test results conducted among the 21 participants revealed a generally low to moderate level of awareness and understanding of greenwashing, combined with limited confidence and weak behavioral readiness to critically engage with environmental claims.

While the topic was not entirely unfamiliar to the group, the data clearly showed that participants' knowledge remained superficial and fragmented. In terms of familiarity with the concept, the group was almost evenly divided between those who reported being moderately familiar and those who were only slightly familiar, with a notable proportion indicating no prior knowledge at all. This suggests that although the concept has some visibility, it has not been fully understood or internalized.

This conclusion was further reinforced by the definition-based question, where only a very small number of participants were able to correctly identify greenwashing as a misleading marketing practice. The majority of responses reflected misconceptions, often confusing greenwashing with general environmental protection measures or sustainable lifestyles. This highlights a clear gap between perceived familiarity and actual understanding.

When examining participants' ability to recognize greenwashing in practice, the results showed significant difficulty in distinguishing between genuine sustainability efforts and misleading environmental claims. More than half of the participants selected incorrect answers, frequently misidentifying legitimate certifications and eco-labels as greenwashing. This demonstrates a lack of critical evaluation skills and limited ability to assess the credibility of environmental information.

These gaps were also reflected in participants' confidence levels. Most reported feeling only slightly or moderately confident in their ability to identify greenwashing, while none expressed high confidence. Similarly, when assessing their own capabilities, the majority indicated that they felt only slightly capable or not capable at all of recognizing misleading claims. This suggests that participants lacked both knowledge and the practical skills needed to apply that knowledge.

In terms of behavior, the results indicated a relatively passive approach. While some participants reported occasionally questioning environmental claims, a significant number admitted that they rarely or never do so. Additionally, social media and influencers were identified as the primary sources of information about sustainability, followed by certifications

and labels, while a considerable proportion of participants reported not verifying information at all. This increases their vulnerability to misinformation and greenwashing.

Regarding attitudes, participants generally perceived sustainability as moderately important, with no participants indicating that it was highly important. This suggests that although there is a basic level of awareness, it is not yet strongly internalized. This was further reflected in behavioral intentions, where many participants expressed neutral or low willingness to change their consumption habits or to actively avoid products associated with greenwashing. Overall, the pre-test results highlighted several key challenges, including limited conceptual understanding, difficulty in recognizing misleading practices, low confidence levels, weak critical consumption habits, and a lack of strong behavioral commitment. At the same time, some positive indicators were observed, such as a moderate level of awareness and a degree of skepticism toward environmental claims.

These findings confirmed the strong relevance and necessity of the workshop and provided a clear foundation for designing the learning activities in a way that directly addresses the identified gaps.

8. Analyses of the Post-test from participants

The analysis of the post-test results, conducted after the completion of the local workshop with 21 participants, demonstrates a clear and measurable improvement in participants' knowledge, confidence, and critical thinking related to greenwashing and environmental responsibility. Compared to the initial pre-test results, the data indicates a significant shift from superficial awareness toward a more structured understanding of the topic, as well as a stronger readiness to apply this knowledge in real-life situations.

One of the most notable changes can be observed in participants' understanding of the concept of greenwashing. While the pre-test revealed widespread confusion and misconceptions, the post-test results show that the majority of participants are now able to correctly define greenwashing as a misleading marketing practice that falsely presents products or companies as environmentally friendly. This demonstrates that the workshop was successful in clarifying the core concept and establishing a solid theoretical foundation. Participants no longer confuse greenwashing with general sustainability practices or regulations, which marks a significant step forward in their conceptual understanding.

In terms of the ability to recognize greenwashing in practice, the results also indicate strong progress. A considerably higher number of participants are now able to correctly identify examples of misleading environmental claims, particularly those involving vague language, lack of evidence, or unverified "eco friendly" messaging. At the same time, there is a noticeable decrease in incorrect answers, such as confusing legitimate certifications with greenwashing. This suggests that participants have developed improved analytical skills and

are better equipped to differentiate between genuine sustainability efforts and deceptive practices.

This improvement in knowledge is closely reflected in participants' confidence levels. Unlike in the pre test, where confidence was generally low, the post-test shows that participants now feel significantly more confident in their ability to identify greenwashing. A larger proportion report moderate to high confidence, indicating that the workshop not only provided information but also successfully built self efficacy. Similarly, when assessing their own capability, participants are more likely to describe themselves as capable or moderately capable of recognizing misleading claims, with fewer participants expressing uncertainty or lack of ability.

Another important area of development is related to critical thinking and consumer behavior. The post test results show that participants are now more likely to question environmental claims, moving from occasional or passive skepticism toward a more active and consistent critical approach. Participants demonstrate a greater willingness to reflect on the credibility of information and to avoid accepting marketing messages at face value. Additionally, there is a positive shift in the sources of information participants rely on. While social media remains relevant, more participants report paying attention to certifications, labels, and verifiable sources, indicating an improvement in information literacy.

Attitudes toward sustainability have also evolved in a positive direction. In contrast to the pre-test, where environmental responsibility was perceived as only moderately important, the post-test results suggest a stronger recognition of its importance. Participants demonstrate a deeper understanding of the impact of their choices and express a more engaged attitude toward sustainable consumption. This shift is particularly evident in their behavioral intentions. A significantly larger number of participants now indicate that they are likely to avoid products associated with greenwashing and to make more informed purchasing decisions.

Furthermore, the intention to adopt practical behaviors has improved considerably. Participants report a higher likelihood of checking product labels, verifying environmental claims, and seeking additional information before making decisions. This marks an important transition from theoretical awareness to practical application, which is a key objective of the workshop. The data suggests that participants are not only more knowledgeable but also more motivated to act responsibly as consumers.

Overall, the post-test results highlight several key achievements of the workshop. There is a clear improvement in conceptual understanding, a stronger ability to identify and analyze greenwashing practices, increased confidence and self-perceived capability, enhanced critical thinking skills, and a more proactive attitude toward sustainable behavior. The initial gaps

identified in the pre-test—such as confusion, low confidence, and passive attitudes—have been significantly reduced.

At the same time, while the progress is substantial, the results also suggest that continued reinforcement and practice would be beneficial in order to fully consolidate these skills and ensure long-term behavioral change. Nevertheless, the workshop can be considered highly effective, as it has successfully transformed participants' baseline knowledge into a more structured, applied, and action-oriented understanding.

9. Conclusion

In conclusion, the comparison between the pre-test and post-test results clearly demonstrates the positive impact of the workshop. Participants have moved from a low-to-moderate level of awareness to a significantly higher level of competence and engagement, confirming that the training has achieved its educational objectives and contributed meaningfully to the development of environmentally responsible and critically thinking young individuals.

The local workshop in Petrich was successfully implemented and met its intended objectives. The activity provided young people with valuable knowledge, practical skills, and increased awareness of greenwashing and sustainable practices.

The use of non-formal education methods proved highly effective in engaging participants and ensuring meaningful learning outcomes. The workshop contributed not only to individual development but also to the broader goal of promoting environmental responsibility within the community.

LOCAL WORKSHOP –Utrecht, Netherlands

On 22nd of January 22 in Utrecht our Local Workshop was organized, for practical reasons we have chosen for paper, handwritten pre and post tests - making it controllable/more sure to get a serious (amount) of response. The scanned tests are to be found [here](#).

From 21 participants, 16 have filled out both the pre and post tests.

When it is about a difference before and after,

Question 4 'How sure are you that you can recognize Greenwashing?'

All but one respondent answered after our event 'more, much more' with scoring differences of 1 or 2 points.

1 participant was less able to recognize greenwashing, which we also count as positive news: apparently greenwashing is more difficult to catch than previously thought!

A **100%** score for the 16 of 21 respondents thus!



Question 1 'How familiar are you with the term 'Greenwashing?'

75 % of respondents (12/16) were more familiar, the rest was still equally familiar. This $\frac{3}{4}$ growth seems in line with the outcomes of question 4 and is very positive to us.

Question 7 'How far are you able to recognize trustworthy from false information?'

13 from 16 responses (roughly 81%) showed a positive change after the workshop. Yet again, one of those 16 was less sure of him/herself, which can also be a marker of growth > from unconsciously less competent to consciously less competent (JOHARI window model)

Question 10 'How often do you check a product when purchasing?'

15/16 (**94%!**) answered to be checking (very much) more in the post test. We consider this a great predictor on the experienced relevance of and empowerment to the topic of combating greenwashing.

Question 9 'How sure are you to avoid greenwashing when buying a product?'

13 out of 16 respondents answered with a differing answer - having said that, the question is ambiguous and could both mean 'will you be more careful now?' as 'how sure can one be to have avoided greenwashing'. This multi interpretability is a handicap: yet the answer shows movement. Some are seemingly more sure about their critical abilities, others are more aware of the layeredness and sneakiness of false green marketing.

Overall, from generous and broad real life feedback the participants:

- appreciated the varied, creative, thought provoking and fun exercises and the various tools, conversation cards, quizzes and the creative work, the real life greenwashing marketing examples available.
- all acclaimed that the event was useful for them and a good way to put greenwashing (more firmly) on the agenda.
- the 'green meal', the low footprint food was much appreciated too. This was great.
- evening and testing was a success - people would come again.
- special element on the inclusivity of the topic/event: at least 6 people (but surely the majority of the crowd) would not have joined if the food and event were not sponsored. For 6 participants counts that they would not have been joining by themselves, an active inviting campaign thus helped very much.

Learnings: do to the set up and teamwork we have not managed to have a full score of feedback forms (some people arrived late, did not fill out the form etc.). We found a 16 of 21 response acceptable, but a thing to work on in the future. For the initial aim to organize the event for 15 people we are though satisfied with the turnout. Also: one question in the questionnaire seemed to be ambiguous and should be rephrased in another occasion.



The local workshops conducted across partner countries contributed significantly to raising awareness about greenwashing and strengthening participants' understanding of responsible sustainability practices. Despite differences in local contexts and target groups, all workshops successfully promoted critical thinking, active participation, and dialogue around sustainability communication and environmental responsibility.

The workshops demonstrated the importance of interactive and youth-centred approaches in addressing complex sustainability issues and contributed to the wider dissemination and impact of the Guardians of Truth project.