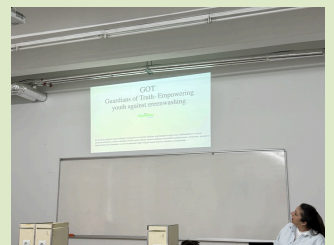


LOCAL ACTIVITIES BY CONSORTIUM OF PARTNERS

OUR PROJECT

- > GoT aims to raise awareness among young people about greenwashing, enhance their greenwashing literacy, reduce the negative impact of greenwashing on climate change and the environment, and promote sustainable habits and preferences.
- > Empowering Youth Against Greenwashing (GoT) co-funded by the European Commission, targets youth workers and young people interested in environmental and sustainability issues.

Within the project we have conducted several workshops focused on introducing and exploring the concept of greenwashing in a clear and accessible way. Participants were guided through understanding what greenwashing is, how it affects the environment and consumer behavior, and how it can be recognized in everyday situations. The learning process was based on non-formal education methods, including discussions, group work, simulations, and real-life examples, which foster active participation and engagement.



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

LOCAL WORKSHOP IN NETHERLANDS

On 22 January 2026, our Dutch partners organized a local workshop in Utrecht as part of the Erasmus+ project “Guardians of Truth – Empowering Youth Against Greenwashing” (KA210). Hosted with the support of SSR-NU, the event brought together 22 participants for an interactive evening focused on greenwashing, sustainability awareness, and critical thinking.

Through informal education methods, gamified activities, and a fully plant-based dinner, participants explored misleading environmental claims, analyzed real advertisements, and discussed how to better recognize greenwashing practices. The workshop also included questionnaires, group discussions, and reflection activities that encouraged participants to think critically about sustainability communication and responsible consumption.

The event concluded with group presentations and a reflection session, where participants shared their analyses and learning outcomes. Feedback showed that participants found the workshop both educational and engaging, highlighting the interactive approach as an effective way to learn about sustainability and environmental responsibility.



LOCAL WORKSHOP IN GERMANY

On 12 March 2026, Impact Grid e.V. organized a local workshop in Berlin as part of the Erasmus+ project. The workshop gathered 15 young participants and early professionals to explore sustainability, greenwashing, and critical thinking through interactive discussions and activities.

Participants learned how to recognize misleading environmental claims, question sustainability messaging, and better evaluate “eco-friendly” marketing practices. The session increased participants’ awareness, confidence, and critical thinking skills while encouraging them to become more responsible and informed consumers and future professionals.

LOCAL WORKSHOP IN TURKEY

The closing session of the International Joint Staff Event on 27 November 2025 celebrated the shared learning and collaboration achieved over three intensive days. As a highlight of the final afternoon, all participants received a certification of completion, recognizing their active engagement in testing educational materials, piloting the online training tool, and contributing valuable feedback for improvement.

This certification not only marks attendance but also acknowledges the skills and insights participants demonstrated throughout the event. By actively engaging in hands-on workshops, role-plays, peer evaluations, and structured feedback sessions, staff members strengthened their facilitation, collaborative evaluation, and educational design competencies. These are essential skills that will support the delivery of high-quality local workshops with young people in the months ahead.



LOCAL WORKSHOP IN BULGARIA

A local workshop in Petrich, Bulgaria was organized as part of the Erasmus+ project “Guardians of Truth – Empowering Youth Against Greenwashing,” bringing together 21 young participants for interactive activities focused on greenwashing, sustainability, and critical thinking. Through non-formal education methods, participants learned how to identify misleading environmental claims, improve their analytical skills, and make more informed and responsible consumer choices. The workshop showed a clear increase in participants’ awareness, confidence, and engagement with sustainability-related topics.