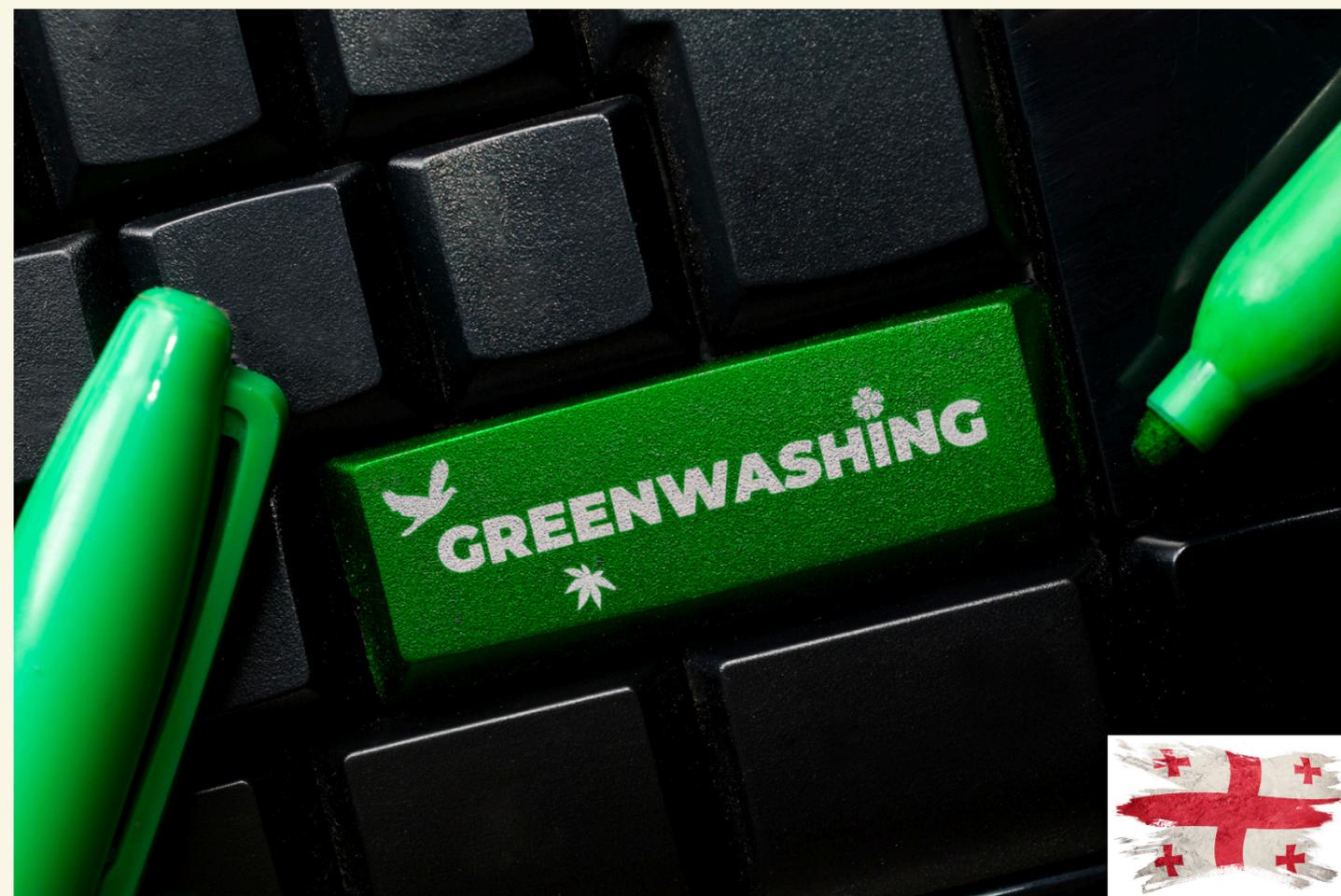


Workshop on how to counteract greenwashing from Georgia's perspective



Brainstorming: what is greenwashing?



Definition of Greenwashing

greenwashing is – when companies or organizations falsely present themselves as environmentally friendly in order to improve their image or attract customers.

Example definition to show:

“Greenwashing is the practice of making misleading claims about the environmental benefits of a product, service, or company to appear more sustainable than it really is.”



Greenwashing in Georgia

The relevance of the topic:

- Development of the tourism;
- Development of the agriculture;
- Development of the manufacturing sectors;
- “eco” and “green” labels are becoming popular marketing tools.



Greenwashing examples from Georgia

“Eco” tourism and hotel sector

- **Some hotels and guesthouses advertise themselves as eco-friendly, but in reality they:**
 - **Use disposable plastic items (bottles, cups, toiletries).**
 - **Do not recycle waste.**
 - **Claim to use “natural materials” while importing non-recyclable decor from abroad.**



Greenwashing examples from Georgia

“Organic” and “natural” food branding

- Many food producers in Georgia use labels such as “eco,” “bio,” or “organic” without certification.
- The official Georgian organic certification system exists but is still limited, and public awareness is low.



Greenwashing examples from Georgia

Greenwashing in construction and energy

- Some real estate projects promote “green apartments” because they are “close to nature” (e.g., near a park or mountain), but they do not use energy-efficient materials or renewable energy sources.
- Certain energy companies highlight “environmental responsibility” in ads while still relying heavily on fossil fuels or large hydropower projects that impact ecosystems.



Conclusion

- **Greenwashing often arises from lack of regulation and awareness.**
- **Real sustainability requires transparency, certification, and measurable impact.**
- **Georgian consumers and young activists can help drive change by demanding honesty and accountability.**



**Thank you for
your attention!**

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