

Avoiding Greenwash Training

Build your team's
capability to develop
effective, responsible
communications



Why take part?

Greenwashing is increasingly in the spotlight. It diminishes trust, is a risk to your brand and undermines genuine efforts on sustainability.

We understand that many cases of greenwash stem from well-intentioned efforts, but the risks are too great to ignore.

That's why responsible brands are taking action to better equip their teams with the knowledge needed to create accurate and ethical content that minimises the risk of regulatory attention.

Let us help you lead the way to build or enhance a positive reputation for sustainability.

Who is it for?

- ✳ Communications and PR specialists supporting their clients in delivering responsible communications.
- ✳ Commercial, brand and sales teams wanting to translate their organisation's ambitions and performance into clear and powerful sustainability messaging.
- ✳ All main business roles who want to understand and avoid the risks of greenwashing.

What will you get?

- ✳ Understand types of greenwash and gain experience in spotting it.
- ✳ Clarity on the Green Claims Code, other international regulations and best practice approaches.
- ✳ Learn where things go wrong and ads are banned.
- ✳ Knowledge of what good practice in responsible communication looks like.

"The guys from Terrafiniti have had such a positive impact on our business, and those of the people we work with..."

Marc Cornelius, Founder/CEO 8020 Communications



terrafiniti®

- ✳ Communicating sustainability, why it's important and the requirements of different channels
- ✳ Trust - how to build it (and how to lose it...)
- ✳ Spotting and understanding greenwash – types and risks
- ✳ Navigating the Green Claims Code and other international best practice
- ✳ Developing responsible claims - hands-on exercises

- ✳ Tailored to your requirements and business sector
- ✳ Understand principles and business relevance
- ✳ Examples from real sustainability messaging
- ✳ Focus on practical implementation
- ✳ Course debriefing including recommendations
- ✳ Two months post-course email support

Our partners



Dr Dominic Tantram CEnv, MCIEEM, FICRS is a seasoned sustainability professional author and speaker, with specialist skills in strategy, reporting, training and analysis. He has worked on a range of consultancy and research projects for leading companies, universities and government for over 25 years.



Joss Tantram FRSA, FICRS is a recognised expert in sustainable corporate strategy, reporting and management. With over 25 years' experience in sustainability consultancy, combined with 5 years with WWF and working as a Director with WBCSD, he provides a mix of technical knowledge, passion and a track record of innovation in sustainability.



INSTITUTE OF CORPORATE RESPONSIBILITY AND SUSTAINABILITY

Terrafiniti's partners are Inaugural Working Fellows of the ICRS

As a result of our work with Terrafiniti we are now able to speak to our customers – both existing and new ones – about sustainability practices in much more depth, which is helping our business grow in the way we want it to and, crucially, helping us add value for our customers.

We couldn't have achieved this without the valued input from Terrafiniti.

Suhale Vorajee, Group Marketing Director, 3StepIT

Who has done it before?

Our training has been delivered in the UK, Europe, and throughout the world, and has included participants from:



Intersnack



BNP PARIBAS



About Terrafiniti

Terrafiniti provides expert advice together with innovative and practical sustainability services. Our mix of strategic insight and operational emphasis is a key strength that helps align everyday practice with business priorities.

With over 50 years collective experience, our two partners have supported some of the world's biggest companies, global NGOs and national and international institutions.

We designed and delivered WWF International's One Planet Leaders global executive development programme.

Details

We have 3 main packages, which can be tailored to your requirements - or we can discuss a bespoke approach.

INTRODUCTION - exploring types of greenwash & the principles of responsible communication. 2 hour online course, up to 10 people.

EXPLORING - the above plus exploring real life examples using tools and guidance. 2 x 2 hours online, 3.5 hour in-person, up to 12 people.

RESPONSIBLE COMMUNICATIONS - all the above plus exploring your channels and challenges, clients, risks and opportunities. Up to 6 hours, in-person, up to 12 people.