

# Greenlight Workshop

GREENWASHING IN BELGIUM



x

**GIVEACTIONS**

*How to leverage key insights from the  
Greenlight study to create a **more conscious**  
communication strategy and avoid any  
greenwashing risk.*

## The workshop's goals

### *For you, as an advertiser*

- To train your teams on responsible communication and on greenwashing.
- To identify common greenwashing practices and learn how to avoid them.
- To understand best practices and essential guidelines to avoid any greenwashing risk.
- To analyze your current communications and spot possible areas for improvement.
- To ensure your future campaigns comply with regulations, protecting your brand's reputation and finances.

### *For society as a whole*

- To restore the public's trust in advertisers' eco-friendly messages

# The workshop's structure

**1** **Theoretical session** on understanding and recognizing greenwashing through key case studies.

**2** **Practical session** to analyze your brand's communications and together explore best practices for the future.

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**3** **Analysis :** get tailored advice and recommendations to assess your upcoming campaign and eliminate any greenwashing risk.

*During the workshop*  
2h30

*After the workshop*

## **Understand the greenwashing categories & the best practices to avoid them**

- Dive into the 8 common types of greenwashing with real-world examples, aligned with ethical guidelines and the latest EU directives
- Review some case studies that are relevant to your industry

## **Theoretical part : greenwashing cases**

## **Review your communications & identify key improvement areas**

- Examine your campaigns featured in Greenlight studies (if applicable)
- Share essential tips and best practices to avoid pitfalls
- Highlight common risks and industry-specific concerns

## **Practical part: Analyze your own cases**

## Evaluate your next campaign and get expert insights

- Assess the greenwashing risk score of your ad.
- Receive a complete file with our feedback, analysis, advice, and recommendations.

=> If needed: a campaign review as a script or mood board is also possible

## Analysis of your next campaign



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**move ahead**