

Greenwashing mini research project: Learn about greenwashing and then identify a case of greenwashing in the local context; write and administer a questionnaire about greenwashing; do background research on greenwashing; orally present the research process and conclusions; write an introduction to the research project

Title of LO: Greenwashing mini research project
Level: B1
Can-dos:
Target audience: all college level students
General goals/objectives: reading comprehension, research skills, oral presentation, written presentation
Specific goals/objectives: <ol style="list-style-type: none">1. Understand what greenwashing is.2. Identify greenwashing in local context3. Develop a questionnaire about greenwashing4. Administer questionnaire5. Research greenwashing in another context6. Orally present the research project7. Write an introduction to the research project
Materials needed for activity: (check the following) _internet access _projector _speakers _printout _BYOD (Bring Your Own Device - smartphone, tablet) _other: _____
Time: 16 academic hours
Overview: Learn about greenwashing and then identify a case of greenwashing in the local context; write and administer a questionnaire about greenwashing; do background research on greenwashing; orally present the research process and conclusions; write an introduction to the research project
Activity 1 Greenwashing research project
Supplementary materials

[Avoiding plagiarism](#)
[Citing sources](#)

Related LOs

Reception / Reading	Overall reading comprehension	Can read with a large degree of independence, relatively short academic texts on general subjects that do not require field-specific/expert knowledge (adapted B2)
Reception / Reading	Reading for orientation	Can scan longer texts in order to locate desired information, and gather information from different parts of a text to fulfill a specific task (adapted B1+)
Reception / Reading	Reading for information and argument	Can identify the main conclusions in clearly signaled argumentative texts (B1+)
Reception / Reading	Reading for information and argument	Can follow the main line of argument in texts that present issues though not necessarily in detail (adapted B1+)

Production / Writing	Overall written production	Can write a paragraph comprised of a series of sentences linked with appropriate connectors, such as "and", "but", and "because" (adapted A2)
Production / Writing	Reports and essays	Can summarize a short academic text on general subjects that do not require field-specific / expert knowledge (adapted B1)

Production / Speaking	Addressing audiences	Can give a prepared straightforward presentation on a familiar topic which is clear enough to be followed without difficulty most of the time, and in which the main points are explained with reasonable precision (adapted B1)
Production / Speaking	Addressing audiences	Can take a series of straightforward follow-up questions but may have to ask for repetition of the question(s) (adapted B1)