



IO1 – Climate Change
Awareness
Compendium of
Comedy and
Learning
Lesson Plan – Green
Washing



FARCE!

Using Satire and Comedy to Promote
Climate Change Awareness



Introduction to the Lesson Plan

The aim of this lesson plan is to support you, as a community and adult educator, to deliver a session using the FARCE Climate Change Awareness – Compendium of Comedy and Learning resources, with adult learners in your group. Through this lesson plan, we will provide you with some sample activities that you can use to deliver one of the Comedy Resources from this Compendium in a group-work setting. When preparing to deliver these activities in your group, it is important that you are prepared to use the Comedy for Climate Change resources. For this, we recommend that you complete the relevant modules from our FARCE In-service Training Programme, before delivering these activities in your practice.

Introduction to the Climate Change topic – Renewable Energy

This lesson plan and comedy resource has been developed to address the topic of ‘greenwashing’. What is green washing you ask? Greenwashing is a marketing technique used by businesses to make their business or their products seem like they are environmentally friendly, have a low carbon footprint or are made from sustainable materials, for example, whereas in reality they are not. Businesses are aware that today’s consumers are more environmentally conscious than they once were; and so, they often package their products, services, policies, and practices as if they are more environmentally friendly than they are. In some instances, businesses also promote products and services in such a way that it persuades consumers that purchasing this product/using this service is good for the environment, when in reality this may not be the case. It is getting more and more difficult to spot this greenwashing, these days, but through this comedy resource and lesson plan, our aim is to support adult learners to be able to identify greenwashing in businesses and service providers.

Getting to know the Resources

In this section, we will provide you with a brief introduction to the Comedy Resource that you will use in when delivering this lesson plan in a group of adult learners.





What is covered in the Comedy Resource?

This lesson plan has been developed to support you as an educator to apply the FARCE Comedy Resource – “The Steven Bradley Show” – in your teaching practice working with adult learners. This video resource shows an online TV Show – The Steven Bradley Show – where entrepreneurs have been invited on the show to present their “green” businesses. Steven hosts a chat-show and invites all entrepreneurs to present their green businesses; only to discover that none of the businesses are actually environmentally friendly, and some are also quite unethical! The host, Steven, points out the discrepancies in these “green” business presentations, and the show ends in chaos.

The aim of this comedy sketch is to highlight the issue of green washing with adult learners, and to point out that not all ‘sustainable businesses’ are actually sustainable.

This comedy resource is presented as a comedy sketch video, with actors playing the part of green entrepreneurs and a chat show host. This video was scripted, recorded, and produced by staff from The Rural Hub. As a digital media company, we chose the medium of a comedy sketch video to communicate this message because we believe in the power of audio-visual content to influence its audience and have an impact on their behaviour. As such, through this video we are practicing sustainable film-making practices, by promoting positive messages about climate action and behavioural change for sustainable living through the medium of film.

Applying this Comedy Resource

This comedy resource provides a satirical storyline about how some businesses present themselves as being “green” while in practice they can be both unethical and unsustainable. What we are aiming to highlight with this video is that often there is a lack of education about the practice of green washing among consumers, and some consumers can be persuaded to buy products or services that are marketed as being environmentally friendly, but which in reality are not. Our intention with this video is to draw consumers attention to this new marketing phenomenon, and through the lesson plan, they will also be supported to take steps to identify green washing in their communities; ensuring that they are informed consumers who are willing to support truly sustainable businesses.





In delivering this comedy resource in a classroom setting, our advice would be to start with a general discussion about what green washing is; by engaging adult learners in a mind-mapping exercise. We would then recommend playing the video, before leading a group discussion about common practices about green washing, and then completing a short activity where adult learners get to grips with green washing and learn to identify the tricks deployed by some businesses who market themselves as ‘sustainable’. This outline of activities is included in the following lesson plan.

Lesson Plan

Title of Session:	Green Washing – Are all green business created equally?	
Duration	Resources Required:	
This lesson plan will take 80 minutes to deliver	<p>To deliver this lesson plan, you will require the following resources:</p> <ul style="list-style-type: none"> • Laptop, with access to the internet • Projector and screen; or a television/screen to show the video • Comedy resource: It’s just a fan: <insert link to platform> • Pens and note-taking materials for all adult learners • Flipchart or whiteboard and markers for group discussion points • Training room with a space for discussion and breakout sessions 	
Learning Outcomes		
<p>On successful completion of this lesson, learners will be able to:</p> <ul style="list-style-type: none"> • Define what green washing is • Identify the different tricks deployed in green washing campaigns • Assess different online campaigns for instances of green washing 		
Workshop Opening		
Duration	Description of Activity	Links to Support Materials
10 minutes	Welcome and Icebreaker	N/A





	<ul style="list-style-type: none"> The facilitator begins this session by welcoming all adult learners to the workshop and introducing the aims of this workshop on green washing. The facilitator then asks all participants to turn to the person on their left and to tell them their name and their motivation for joining this workshop today. If this is the second time that the group is meeting, this activity should be varied to instruct adult learners to speak to someone who they have not spoken with before. 	
Group Activity 1		
Duration	Description of Activity	Links to Support Materials
20 minutes	<p>FARCE Comedy Resource</p> <ul style="list-style-type: none"> The facilitator starts by leading a short group discussion about green washing. The facilitator starts by asking adult learners, what is green washing? The facilitator can draw a mind-map on a flipchart sheet and ask participants to identify words linked to the concept of green washing. Following on from this, the facilitator reviews the words in the mind-map and with the group, together they will compose a definition of 'green washing'. The facilitator can then offer a definition of green washing from this website: https://www.businessnewsdaily.com/10946-greenwashing.html The facilitator plays the FARCE comedy resource – “The Steven Bradley Show”. Following on from this video, the facilitator leads a group feedback session by asking: <ul style="list-style-type: none"> What is your general impression of the video? 	<p>Comedy resource: It's just a fan: <insert link to platform></p> <p>Business News Daily – What is Green Washing: https://www.businessnewsdaily.com/10946-greenwashing.html</p>





	<ul style="list-style-type: none"> ○ What are the key messages being highlighted by this video in your opinion? 	
Group Activity 2		
Duration	Description of Activity	Links to Support Materials
40 minutes	<p>Green Washing in Practice</p> <ul style="list-style-type: none"> • After watching the video, the facilitator then leads a discussion with the group about the tips and tricks that businesses use when green washing their products and services. The facilitator begins with a brainstorming session, by inviting adult learners to suggest different green washing techniques. For this discussion, the facilitator can create another mind-map on the flipchart or white-board and invite learners to list all tips and tricks that might come to mind when you consider how a business could be ‘green washed’. The facilitator can check information on this topic at this link: https://spunout.ie/life/climate/greenwashing, in advance of the workshop. • The facilitator then divides the group of learners into smaller groups of 2 or 3 and asks them to review some marketing campaigns, and to highlight which of these campaigns are using green washing techniques. The facilitator can provide participants with the link to the Spunout blog, and also with the links to these campaigns: <ul style="list-style-type: none"> ○ Volkswagen Bluemotion: https://www.am-online.com/news/2010/3/1/vw-launches-bluemotion-marketing-campaign/21798/ ○ Sky Zero: https://www.skyzero.sky/ 	<p>Spunot – What is Green Washing?</p> <p>https://spunout.ie/life/climate/what-is-greenwashing</p> <p>Spunout – How to Tell if a Company is Green Washing?</p> <p>https://spunout.ie/life/climate/greenwashing</p>





	<ul style="list-style-type: none"> ○ Amazon Sustainability: https://sustainability.aboutamazon.com/ ○ Ryanair Goes Greener With New Carbon Calculator: https://corporate.ryanair.com/news/ryanair-goes-greener-with-new-carbon-calculator/#:~:text=Ryanair%20already%20has%20the%20lowest,further%20reduce%20their%20CO2%20emissions. <ul style="list-style-type: none"> ● After 15 minutes, the facilitator will bring the group back together, and will discuss the findings with the group from this small group activity. ● The aim of this activity is to highlight among learners what they should bear in mind when identifying which businesses to support, and which products to buy. The facilitator can share these links with adult learners to further their understanding of this topic: <ul style="list-style-type: none"> ○ Greenwashing: 9 recent stand-out examples (2021): https://thesustainableagency.com/blog/greenwashing-examples/ ○ Companies and Corporations Called Out For Greenwashing: https://earth.org/greenwashing-companies-corporations/ 	
Workshop Close		
Duration	Description of Activity	Links to Support Materials
10 minutes	<p>Workshop Close and Feedback</p> <ul style="list-style-type: none"> ● To bring this workshop to a close, the facilitator asks all adult learners to complete a 'one-word' feedback round. For this activity, all adult learners are asked to stand 	N/A





	<p>in a circle, and to mention one word which they would use to describe this workshop.</p> <ul style="list-style-type: none">• Each adult learner is then asked to take a piece of paper, and to write down:<ul style="list-style-type: none">○ Two things they learned from the workshop/that they could apply to their own life to address climate change.○ One thing that would like to learn more about.○ One thing was included in the workshop that was not useful.• The facilitator can then thank all adult learners for their active participation in the workshop, and will close the workshop session.	
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