




GREEN MARKETING MASTERCLASS CPD COURSE

1 HOUR

COURSE OUTLINE AND DETAILS

 1 Hour

 Microsoft Teams or In-person

Who is it for?

This course is designed for businesses, marketers, and compliance teams aiming to market their products sustainably and truthfully, while avoiding the risks of greenwashing that could harm their reputation. Helping participants to stay compliant with national and international sustainability regulations and build long-term consumer trust by following best practices.

Upon completion, each participant will receive a CPD certificate, within 28 days, outlining the amount of points gained for the named course.

Overview

Our Green Marketing Training dives into the definitions and differences between green marketing and greenwashing, outlining the importance of truthful and transparent claims. The training covers the Green Claims Code and anti-greenwashing regulations across the UK, EU, and the US. Learn how to avoid common greenwashing mistakes, adhering to marketing regulations, and using sustainable language correctly to gain customer trust and brand loyalty. Case studies and real-life examples of compliant and non-compliant claims are highlighted, to ensure a clear understanding of green marketing.

Course Agenda

At the end of this course you will have an understanding of:

- Greenwashing vs Green Marketing
- The importance of avoiding greenwashing
- Common mistakes made in green marketing
- Real-life examples of compliant and non-compliant claims
- Green marketing regulations and sustainability certifications
- Using sustainable language correctly

