Sustainable Marketing and Greenwashing Prevention Training Course



23 - 27 Nov 2026

Cape town

4600 € (Per Person)

Ref: #SUS1808_284459

Course Introduction / Overview:

In today's market, sustainability is no longer a niche interest but a core driver of consumer choice and corporate reputation. This has created a critical need for marketing professionals to communicate their environmental and social initiatives authentically and effectively. This intensive training course is designed to navigate the complex landscape of sustainable marketing, providing a robust framework for creating impactful campaigns while rigorously avoiding the pitfalls of greenwashing. Drawing on principles from thought leaders like John Grant, author of "The Green Marketing Manifesto," we will explore how to build brand trust through transparency and genuine commitment. Participants will learn to dissect environmental claims, understand the global regulatory environment, and develop communication strategies that resonate with conscious consumers. BIG BEN Training Center has developed this program to empower organizations to transform their sustainability efforts from a compliance requirement into a powerful competitive advantage, ensuring that every green claim is backed by credible action and communicated with integrity. This course provides the essential skills to lead with authenticity in the green economy.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Brand Strategists and Managers.
- Corporate Social Responsibility (CSR) and Sustainability Officers.
- Public Relations and Corporate Communications Specialists.
- Product Development and Innovation Teams.
- Legal and Compliance Professionals.
- Advertising and Creative Agency Executives.
- Business Owners and Entrepreneurs.

Target Sectors and Industries:

- Fast-Moving Consumer Goods (FMCG).
- Fashion, Apparel, and Textiles.
- Electronics and Technology.
- Automotive and Transportation.
- Energy and Utilities.
- Food and Beverage.
- Travel, Tourism, and Hospitality.
- Governmental and Non-Profit Organizations.

Target Organizations Departments:

- Marketing and Advertising.
- Corporate Communications and Public Relations.
- Corporate Social Responsibility (CSR) and Sustainability.
- Legal, Risk Management, and Compliance.
- Product Development and Design.
- Sales and Business Development.
- Strategic Planning and Corporate Affairs.
- Investor Relations.

Course Offerings:

By the end of this course, the participants will have able to:

- Differentiate between genuine sustainable marketing and deceptive greenwashing practices.
- Analyze marketing claims against key regulatory frameworks like the FTC's Green Guides and ISO 14021.
- Develop authentic and compelling sustainability narratives that build consumer trust.
- Implement robust internal verification processes to prevent misleading environmental claims.
- Conduct a greenwashing risk audit of current marketing campaigns and communications.
- Master the art of transparent sustainability reporting and stakeholder communication.
- Leverage sustainability as a core component of brand identity and competitive strategy.
- Manage potential reputational risks associated with environmental marketing.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive. We move beyond traditional lectures to foster a dynamic learning environment where participants actively engage with the course material. The program is built upon a foundation of real-world case studies, examining both exemplary sustainable marketing campaigns and cautionary tales of greenwashing from various global industries. Participants will work in collaborative groups on practical exercises, such as auditing advertisements for misleading claims and developing an authentic sustainability communication plan for a hypothetical company. Interactive workshops and facilitated group discussions will encourage the sharing of diverse perspectives and professional experiences. Ample time is allocated for Q&A sessions and direct feedback from the instructor, ensuring that complex concepts are fully understood. This hands-on, problem-solving approach ensures that participants leave not just with theoretical knowledge, but with the practical skills and confidence to implement effective and ethical sustainable marketing strategies within their own organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Sustainable Marketing

- Defining sustainable marketing in the modern economy.
- The evolution from traditional marketing to green and sustainable marketing.
- Understanding the triple bottom line: People, Planet, and Profit.
- The psychological drivers of the conscious consumer.
- The business case for sustainability: ROI and brand value.
- Introduction to greenwashing: definitions, types, and historical context.
- The reputational and financial risks of deceptive environmental claims.

Unit Two: The Regulatory and Ethical Landscape

- Navigating the U.S. Federal Trade Commission (FTC) Green Guides.
- Understanding ISO 14021 for self-declared environmental claims.
- An overview of international advertising standards and regulations (e.g., UK, EU).
- The role of third-party certifications and eco-labels (e.g., B Corp, Fair Trade).
- Ethical considerations in sustainability communication.
- Distinguishing between puffery and illegal, misleading claims.
- Legal precedents and landmark greenwashing cases.

Unit Three: Crafting Authentic Sustainability Communications

- Developing a core sustainability value proposition.
- The art of sustainability storytelling without exaggeration.
- Communicating complex topics like carbon neutrality and circularity simply.
- Leveraging digital and social media for transparent communication.
- Content marketing strategies for sustainability initiatives.
- Integrating sustainability messaging across all brand touchpoints.
- Engaging employees as sustainability brand ambassadors.

Unit Four: Proactive Greenwashing Prevention and Auditing

- Establishing an internal claims review and substantiation process.
- A step-by-step guide to auditing marketing materials for greenwashing risks.
- Identifying vague, irrelevant, or unsubstantiated claims.
- The danger of hidden trade-offs and misleading imagery.
- Tools and frameworks for assessing the credibility of environmental data.
- Training marketing and legal teams on compliance.
- Creating a culture of transparency and accountability.

Unit Five: Advanced Strategies and Future-Proofing Your Brand

- Integrating marketing with ESG (Environmental, Social, and Governance) reporting.
- Communicating sustainability performance to investors and stakeholders.
- Crisis management planning for greenwashing accusations.
- The future of sustainable marketing: regenerative business models and beyond.
- Leveraging technology for enhanced transparency and traceability.
- Measuring the impact and ROI of sustainable marketing efforts.
- Final project: Developing a comprehensive and compliant sustainable marketing plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In a competitive market, where does the line blur between persuasive sustainable marketing and deceptive greenwashing, and who should be the ultimate arbiter—regulators, consumers, or the corporation itself?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a uniquely integrated and strategic approach that addresses both sides of the sustainability coin: opportunity and risk. While many programs focus solely on the promotional aspects of green marketing, this curriculum provides a dual focus on creating compelling, authentic sustainability narratives while simultaneously building robust, preventative frameworks to mitigate the significant legal and reputational risks of greenwashing. We move beyond theoretical discussions to a practical, case-study-driven methodology, dissecting real-world successes and failures to extract actionable lessons. The content is meticulously structured to bridge the common gap between marketing, legal, and sustainability departments, fostering a holistic organizational understanding. Rather than just teaching what to say, we emphasize how to verify, substantiate, and communicate with unimpeachable integrity. This focus on operationalizing authenticity and compliance provides participants not just with marketing tactics, but with a strategic capability to build lasting brand trust and resilience in an increasingly skeptical and informed marketplace.