



CENTRAL BANK OF EGYPT  
Egyptian Banking Institute

LEAMAN CRELLIN LIMITED 



# Greenwashing Awareness

# Greenwashing Awareness

Greenwashing Awareness is a comprehensive program designed to provide an in-depth understanding of the various techniques used to mislead investors through deceptive marketing practices.

The program will include interactive learning, utilising quizzes, and scenarios to deepen engagement and test understanding with interactive components.

## Course Aims

- **Insight into Deceptive Practices:** Building a deep understanding of greenwashing, including its history, definitions, and the array of deceptive practices such as green hushing and eco-bling.
- **Impact and Prevention:** Assessing the detrimental effects of greenwashing on sustainable investing and the regulatory consequences of such practices in Egypt and the GCC.
- **Skills for Detection and Innovation:** Enhancing the ability to detect various forms of greenwashing and devising innovative strategies to prevent them.

## Course Outline

### Session 1: Introduction to Greenwashing

- **Conceptual Clarity:** Unpacking the history and evolution of greenwashing.
- **Recognition Skills:** Learning to identify subtle forms of greenwashing and related concepts.
- **Examples:** real-world examples of greenwashing from across different industries
- **Impact of greenwashing:** consequences for consumers, environmental harm and the loss of trust and transparency.

### Session 2: Beyond Greenwashing - A Spectrum of Deception

- **Broadening the Lens:** Exploring the continuum of deceptive practices from green hushing to eco-bling.
- **Terminology and Tactics:** Understanding the nuances of terms like grey washing, blue washing, and others.
- **Identifying Deception:** Delving into the intentional and accidental techniques of greenwashing.
- **Market Reality Check:** Evaluating the current prevalence of misleading claims.
- **Putting your knowledge into practice:** Test your understanding to solidify your learning, identify any knowledge gaps and share insights with your peers.

### Module 3: Combatting Greenwashing

- **Investment Impact:** Exploring how greenwashing undermines sustainable investment and goals.
- **Regulatory Landscape:** Examining the regulations in place to combat greenwashing and the consequences of non-compliance.

- **Regulatory and Financial Ramifications:** Discussing the costs and legal implications of deceptive practices.
- **Case Study Analysis:** Examining whistleblowing cases related to greenwashing.
- **Action Plan Development:** Creating comprehensive strategies to combat deceptive practices.
- **Resilience Measures:** Testing operational resilience in the face of greenwashing challenges.
- **Putting your knowledge into practice:** Test your understanding to solidify your learning, identify any knowledge gaps and share insights with your peers.

### Closing Remarks and Q&A

- Key Takeaways
- Open Floor for Questions and Answers
- Committing to Action: Next steps for identification and integration of anti-greenwashing measures.

### Target Audience

This course is designed for anyone who wants to learn more about sustainable finance and ESG investing with a focus on compliance professionals who work in banking.

This course is suitable for anyone responsible for key risk, compliance, governance and oversight activities within a financial services organisation, especially those involved directly or indirectly with retail business. This includes: Sustainability Teams, Chief Operating Officers, Marketing Managers, Management, Compliance Officers, Risk Managers, Internal Auditors, Wealth and Investment Advisors, and Wealth and Investment Managers.

### Expected Level of Experience

While the course does not require in-depth expertise in sustainability, delegates will benefit from a basic understanding of key concepts such as the environmental impact of various industries, sustainability reporting frameworks, and the UN Sustainable Development Goals (SDGs). Familiarity with these areas will help participants apply the learning to identify greenwashing risks in their specific banking context.

Participants are expected to have a working understanding of relevant banking regulations and compliance procedures. This will facilitate applying greenwashing awareness to existing compliance frameworks and risk management strategies.

<b>Course Duration</b>	One day
<b>Delivery Format:</b>	Online seminar

HOTLINE  
**15200**  
*One number to better serve you!*

**Headquarters – Nasr City**

22 A, Dr. Anwar El Mofty St., Tiba 2000  
P.O.Box 8164 Nasr City, Cairo, Egypt  
Tel.: (+2) 02 24054472  
Fax: (+2) 02 24054471

**Working hours:** 9:00 am - 5:00 pm  
**[www.ebi.gov.eg](http://www.ebi.gov.eg)**



**Like us on**

[facebook.com/EgyptianBankingInstitute](https://facebook.com/EgyptianBankingInstitute)



**Follow us on**

[twitter.com/EBItweets](https://twitter.com/EBItweets)



**Join us on**

[linkedin.com/company/egyptian-banking-institute](https://linkedin.com/company/egyptian-banking-institute)



**Watch us on**

YouTube Channel: Egyptian Banking Institute (EBI)