

Greenwashing Awareness

Banking Operations



Virtual



8 hours



GBP 500



Registration Deadline
2-Jan-2025

Course Description:

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

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

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.

Course Objectives:

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

- **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.

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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.

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.

Knowledge into Practice

- Test your understanding to solidify your learning, identify any knowledge gaps and share insights with your peers.

Course Language:

English.

Prerequisites:

Basic understanding of sustainability concepts and drivers

Fees:

In case of nominating 3 participants , the cost per participant will be GBP 400.

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Trainer BIO:

NEIL MAKWANA - Principal Compliance Consultant

Neil is an experienced regulatory development and licensing professional with a solid background in banking, digital assets, and risk management. Having held senior positions at institutions like the UK regulators Financial Services Authority and Prudential Regulation Authority. Neil has also worked at several banks such as the UK bank Barclays, the Bank of Tokyo-Mitsubishi UFJ, and the Bank for International Settlements.

Neil's expertise encompasses:

- Regulatory Risk Frameworks: Strong experience in designing and managing risk frameworks that align with regulatory standards, ensuring businesses remain compliant with evolving requirements.
- Licensing and Compliance: Led numerous successful licensing applications with UK and Swiss regulators, managing risk assessments and regulatory impact evaluations.
- Workshops and Stakeholder Engagement: Expertise in conducting workshops and engaging senior stakeholders to ensure operational processes are aligned with regulatory expectations, particularly in areas related to risk and compliance.

Neil has led teams through complex regulatory processes and helped businesses enhance their compliance frameworks. With extensive knowledge of risk management and regulatory frameworks, Neil brings a practical approach to addressing key compliance challenges, including the integration of ESG factors into broader risk frameworks.