



FROM GREENWASHING TO GENUINE SUSTAINABILITY: STRENGTHENING ESG ACCOUNTABILITY FOR THE FUTURE OF BUSINESS

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ABSTRACT

Greenwashing has become a growing concern as some organizations promote environmentally responsible images without implementing genuine sustainable practices. Such misleading claims create misinformation, reduce public trust, and weaken the credibility of Environmental, Social, and Governance (ESG) initiatives. This project addresses the need to enhance awareness and understanding of ESG accountability while educating individuals on how to identify and prevent greenwashing practices. The main objective of this project is to promote genuine sustainability and increase ESG literacy through accessible educational resources. The innovation element lies in the development of digital learning content that simplifies complex sustainability and ESG concepts into engaging and easy to understand formats. The project utilizes digital educational materials such as visual infographics, structured slides, and interactive content to support effective knowledge delivery and enhance the learning experience. This initiative aims to improve ESG awareness, encourage ethical and transparent business practices, and empower individuals to critically evaluate corporate sustainability claims. The primary target users are university students, while the content also aims to raise public awareness about greenwashing and responsible environmental practices.

KEYWORDS: Digital Learning Materials, Environmental Awareness, ESG Accountability, Greenwashing, Sustainability Education

PROBLEM AND OBJECTIVES

Many companies use sustainability-related terms such as "eco-friendly" or "green" without clear evidence. Consequently, greenwashing has become a growing concern as some organizations promote environmentally responsible images without implementing genuine sustainable practices. This creates a complex landscape where stakeholders struggle to identify whether sustainability claims are genuine or misleading. Such misleading claims create misinformation, reduce public trust, and weaken the credibility of Environmental, Social, and Governance (ESG) initiatives. Greenwashing reduces public trust in ESG practices and corporate sustainability efforts. Furthermore, weak regulations and strong pressure encourage companies to exaggerate sustainability efforts. Recent literature highlights that this intentional obfuscation creates a façade of sustainability that severely undermines stakeholder trust (Marrucci et al., 2025; Sklavos et al., 2025).

This project addresses the need to enhance awareness and understanding of ESG accountability while educating individuals on how to identify and prevent greenwashing practices. The main objective of



this initiative is to promote genuine sustainability and increase ESG literacy through the provision of simple and accessible educational resources. By delivering this content, the project aims to increase overall awareness and understanding of ESG accountability, promote ethical business behaviour, and effectively educate people on how to identify and avoid greenwashing practices in the corporate landscape.

DESIGN DESCRIPTION

The methodology and design of this product are fundamentally driven by the purpose of increasing public awareness and understanding of ESG accountability. By educating individuals on how to identify and avoid greenwashing practices, the project aims to promote genuine sustainability and ethical business behavior. In terms of features and functionality, the design synthesizes visual infographics, case studies, and interactive content to make learning more effective. The product is designed with high scalability and commercialization potential, allowing it to be developed into online courses, workshops, webinars, and training modules.

Additionally, it can be expanded into mobile applications, websites, or comprehensive e-learning platforms to ensure wider public access. The target audience for this educational tool is broad and multifaceted. In the academic sphere, it is designed to help university students better understand ESG, sustainability, and management concepts, serving as learning materials for related subjects at educational institutes. For the general public, it encourages consumers and investors to make more informed decisions when evaluating companies and products. Finally, the corporate sector can utilize the product for staff ESG training and corporate awareness programs.

VISUALS





NOVELTY AND UNIQUENESS

The core novelty of this project lies in its unique approach to combating greenwashing by transforming complex environmental, social, and governance (ESG) and sustainability concepts into simple digital learning materials. As a unique selling point, the product goes beyond theoretical definitions by utilizing real-world cases to help users actively understand and identify misleading sustainability claims. Furthermore, it acts as a fact-checking tool that teaches users how to critically evaluate corporate sustainability claims, empowering them to see past "eco-friendly" jargon.

BENEFITS TO MANKIND

The project offers significant benefits to society by contributing to stronger public awareness regarding environmental responsibility and the deceptive practices of greenwashing. By equipping consumers and investors with accessible knowledge, it encourages them to make more informed decisions when evaluating various companies and their products. Furthermore, the initiative supports broader progress toward global sustainability goals alongside responsible business practices. Ultimately, this educational tool promotes a culture of transparency, accountability, and ethical practices among businesses, while simultaneously helping university students gain a better understanding of ESG, sustainability, and modern management concepts.

COMMERCIAL POTENTIAL

The project holds substantial potential for commercialization across multiple sectors and digital mediums. It can be developed into structured online courses, workshops, webinars, and training modules tailored for both universities and businesses. Within educational institutes, the content can be actively used as foundational learning materials for subjects related to sustainability and ESG. In the corporate sphere, companies can utilize the project to conduct staff ESG training and drive internal corporate awareness programs. Furthermore, to achieve wider public access, the initiative can be expanded into accessible digital formats such as a mobile app, a dedicated website, or a comprehensive e-learning platform. Finally, there is significant potential for strategic collaborations with universities, government agencies, non-governmental organizations (NGOs), and businesses that share an interest in advancing sustainability education.

CONCLUSION

In conclusion, sustainable development, environmental management, and ESG are intricately connected in the pursuit of long-term sustainability goals. However, the prevalence of greenwashing significantly weakens public trust and hampers genuine environmental progress. To

combat this and promote authentic sustainability, there is a critical need for stronger ESG accountability, transparent corporate reporting, and enhanced public awareness. Ultimately, this project serves to educate individuals on pressing sustainability issues while actively encouraging businesses to transition away from misleading claims and toward impactful, real-world action.

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