



decoding:
Luxury

Greenwashing and how to spot it in Luxury brands

Workshop Prospectus 2022

The need to avoid greenwashing – both as a brand and as a consumer – is clear.

It is something that is intended to mislead and prevent consumers from making the choices that they want to make to improve the future for the world, its resources, and everyone who lives on this planet. But you need to know how to spot it.

In the end all businesses respond to 'consumer power', and so it is now the responsibility of us all to challenge them whenever we see or hear 'greenwashing'. Only then will established luxury brands make more of an effort to truly embrace what it means to develop a sustainable brand. To do this you need confidence, and to get that you need to be sure of your knowledge about what is possible.

If you want to improve your understanding of what luxury brands can do (if they choose to) as an entrepreneur or as an employee hoping to influence decisions being made by your company, this is a great Foundation workshop to introduce you to the various elements of 'Sustainability'. What are the right questions to ask, and what things should you look out for? How can Sustainability be a serious advantage for entrepreneurs seeking to establish their new venture?

In this workshop you will:

- The definition of Greenwashing
- Ways to develop Sustainability in luxury brands
- A checklist on how to spot Greenwashing
- How innovation is supporting greater sustainability in Luxury
- Critically examine luxury brands and assess their response

We believe in Sustainable Luxury: Made in India. If you do too then this is the ideal way to find out how you can make a difference.

This course includes:

- Expert tutor-guided online learning
- 3 hour group workshop format
- Break-out team working sessions
- Group discussions
- A workbook
- End of workshop Certificate

You must be the change you want to see in the world.

Mahatma Gandhi

Designed to suit your needs

The Workshop format has been developed to provide a Foundation level of knowledge about the importance of entrepreneurship in modern businesses:

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in sustainability to guide your learning
- Workbooks and checklists to use during and after the workshop
- Evening sessions to fit in with your other commitments or studies

Who is this for:

- Employees wanting to influence their companies to be more sustainable
- Owners wanting to define how they can be more sustainable in their business
- Entrepreneurs who want to build sustainability into their new ventures
- Responsible individuals who want to know how to be more eco-conscious

**Online
course**

3 hours

Our Values & Manifesto

Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Video supported internet access
- Access to Zoom software for online workshop and breakout group work



HELEN COOPER

School of Luxury

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For more information please contact learn@helencooperluxury.com

Whilst every effort has been made to provide sufficient information for course students to acquire the specific skills required, the Helen Cooper School of Luxury cannot guarantee success. As with many things in life, success comes with hard work, determination, and a great concept – none of which are under our direct control.

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