



Greenwashing: Time to Stop the Spin Cycle

Build the enterprise-wide capability to make credible sustainability claims, and manage greenwashing risk with confidence.

■ COURSE OVERVIEW

Greenwashing is no longer just a communications issue. It is an enterprise-wide governance and compliance risk.

With both the **Australian Securities and Investments Commission (ASIC)** and the **Australian Competition and Consumer Commission (ACCC)** continuing to prioritise misleading environmental and sustainability claims, organisations face growing scrutiny from regulators, investors, customers and employees. **The consequences extend beyond financial penalties** to litigation, reputational damage and loss of stakeholder trust.

Developed by the **UN Global Compact Network Australia**, this practical program builds the capability to make credible sustainability claims across every part of the business. Through real Australian case studies, expert insights and practical exercises, participants learn to identify greenwashing risks before they become regulatory or reputational issues — and to communicate sustainability initiatives with confidence.

This package is ideal for organisation-wide capability building, cross-functional teams and mandatory compliance training — now delivered across sustainability, legal, risk, procurement, investor relations, product, sales, operations and executive leadership teams.

200+

professionals trained
across multiple
facilitated cohorts

"This is one of the most engaging short courses I've ever completed. The balance of technical information, practical examples and peer discussion exceeded my expectations."

"I expected this to be useful, but I didn't expect it to be so enjoyable. The examples were current, practical and immediately applicable to my work."

■ WHY ORGANISATIONS ARE INVESTING

Greenwashing risk doesn't sit with one team.

Claims are developed, reviewed and approved by multiple functions across an organisation. Building a common understanding creates stronger governance, reduces compliance risk and gives employees greater confidence — a shared language and a consistent approach across the business.

■ WHAT YOUR EMPLOYEES WILL LEARN

- Recognise common forms of greenwashing and misleading sustainability claims
- Understand the regulatory expectations of ASIC and the ACCC
- Assess environmental and sustainability claims before they are published
- Apply practical strategies to reduce greenwashing risk
- Understand the fundamentals of sustainability reporting and ESG communications
- Work across teams so claims are accurate, evidence-based and appropriately governed

■ OUTCOMES FOR YOUR ORGANISATION

- Make more credible and substantiated sustainability claims
- Reduce legal, regulatory and reputational risk
- Improve collaboration across sustainability, legal, marketing, communications and leadership
- Build confidence communicating sustainability performance internally and externally
- Contribute to stronger governance around sustainability disclosures

■ **Certificate of Completion**

■ WHO SHOULD ATTEND

Marketing & Communications

Sustainability & ESG

Legal & Compliance

Risk & Governance

Investor Relations

Procurement & Supply Chain

Sales & Business Development

Human Resources

Executive Leadership & Boards

Product & Innovation

EXCLUSIVE SUPPORT FOR YOUR TEAM

With the Enterprise Training Package, your cohort receives **exclusive two Open Office Hours** — direct access to our experts.

These interactive sessions let participants ask questions, **discuss real scenarios** from your organisation and explore practical approaches to managing greenwashing risk with confidence.

INVESTMENT & TIME COMMITMENT

- Delivered over two weeks
- ~8 hours of self-paced online learning
- Exclusive Open Office Hours for your organisation
- Corporate cohorts for 20 or more participants (up to 30)

ABOUT THE UN GLOBAL COMPACT NETWORK AUSTRALIA

The United Nations Global Compact is the world's largest corporate sustainability initiative, bringing together more than 25,000 companies across over 100 countries.

As the local level, the UN Global Compact Network Australia supports more than 350 organisations — including many of Australia's largest listed companies, alongside SMEs, universities and not-for-profits — to embed responsible business practices.

unglobalcompact.org.au

350+

ORGANISATIONS

65+

LISTED ENTITIES

TEN

PRINCIPLES

Ready to build organisation-wide capability?

We'll work with you to tailor the program to your organisation's priorities, risk profile and learning objectives.

Contact us for a tailored proposal



Global Compact
Network Australia