

# Youth 4 True Green

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Lurdes Vargas<sup>1</sup>  
Principal Investigator

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Team members and host UI&D:

Lurdes Vargas<sup>1</sup>, Rui Cascão<sup>1</sup>, Cristina Santos<sup>2</sup>, Alexandra Barradas<sup>3</sup>, António Neves Pereira<sup>1</sup>, Mário Lourenço<sup>4</sup>, Imaculada Costa<sup>4</sup>, Catarina Rodrigues Cunha<sup>5</sup>, Constança da Silva Neves<sup>5</sup>, Gwen Lima Leite<sup>5</sup>, Keiza Velez Alves<sup>5</sup>, Lara Cavalheiro Pereira<sup>5</sup>, Susana Almeida<sup>6</sup>, Rute Couto<sup>7</sup>, Paulo Ventura<sup>7</sup>

1 – CEAD, FD, Lusófona University

2 – CICANT, ECATI, Lusófona University

3 – ECATI - Escola de Comunicação, Arquitetura, Artes e Tecnologias da Informação

4 – CEAD, FDCP, Lusófona University

5 – Social Service Department, Porto

6 – IPLeiria

7 - IPBragança

Abstract:

The European Green Deal includes as a goal the transition to a circular economy. Achieving this goal involves measures to prevent companies from making misleading claims about the environmental merits of their products - greenwashing. In this context, Directive (EU) 2024/825, on empowering consumers for the green transition (GTD) was adopted with the aim of strengthening consumer protection against unfair commercial practices, improving information on products and services, and promoting more sustainable choices. Same policy also includes the adoption of a second directive, specifically aimed at regulating environmental claims (Green Claims Directive - GCD). The future of this second initiative is currently uncertain. The legislative process is on hold. In a near future, principles and provisions of the GTD must be object of discussion by governmental entities, business and consumer organizations, academics, and civil society, in order to ascertain, notably: (i) what are misleading environmental claims and which clear criteria can be adopted for defining its boundaries; (ii) what are clear, objective, and publicly verifiable sustainability commitments and targets; (iii) what are

irrelevant or unjustified environmental benefits unrelated to the characteristics of the product, service, or company. Meanwhile, it is essential to raise awareness among consumers, especially young consumers, about **the problem of greenwashing**, and give them some preliminary tools to identify false green claims. That's the objective of **Youth 4 True Green project (Y4TG)**. As part of a broader project to empower consumers to defend themselves against misleading commercial communications, Y4TG mainly aims to: (1) conduct a research among young consumers (16-25 years old) in order to ascertain whether the young generation is aware of green washing and willing to make environmental conscious consumer choices; (2) develop a communication campaign addressed to generate awareness about greenwashing among young public, empowering this target to make environmental conscious consumer choices. Y4TG shall be implemented by a **multidisciplinary leading team**: senior law researchers from CEAD (LV and RC), a researcher in advertising & communication (CS), and project partners *Associação Portuguesa de Direito do Consumo*, with the personal involvement of its Executive President (SA) and of two members of their technical staff (RCF and PV), and *ETIC\_Algarve*, an arts and tech school. The team also comprises a group of PhD students and junior researchers, a master student and bachelor students. Y4TG is a multidisciplinary project by nature.

Partners:



Project Logos:

