

**GBRC FEBRUARY ONLINE EDUCATION EVENT
IN PARTNERSHIP WITH USGBC TEXAS:**

GREENWASHING

HOW TO SPOT IT & WHAT TO DO ABOUT IT



Steve Stelzer
GBRC Program Director

Greenwashing is a form of spin where green PR is used deceptively to promote the perception of an organization's products, behaviors, or policies as beneficial to the earth's environment, and/or human health.

The good news is that people prefer environmentally-friendly (a non-specific, general term itself) products and services. Now more than ever. The bad news is that organizations know that people really want green products, and it's easier and cheaper to say things are green than to really provide them.

Fact-checking has become a necessity these days, and Steve will help you look behind the curtain.
CEU available.

**WHEN WE HAVE IN-PERSON
EVENTS AGAIN AT THE GBRC...**

Free parking in lot just east and west of the building, meters on Washington & Preston

No registration needed. Call In:

Onetap mobile +13462487799

Join Zoom Meeting

[https://alamo.zoom.us/j/93588297004?](https://alamo.zoom.us/j/93588297004?pwd=ZkVLSUROQ1Bid1JuWVVISKzFQRS95QT09)

[pwd=ZkVLSUROQ1Bid1JuWVVISKzFQRS95QT](https://alamo.zoom.us/j/93588297004?pwd=ZkVLSUROQ1Bid1JuWVVISKzFQRS95QT09)

09 Meeting ID: 935 8829 7004

MARCH 24, 2021 | 3PM Free to the public

**TO RSVP:
STEVE.STELZER@HOUSTONTX.GOV OR 832.394.9050**

VISIT US: CODEGREENHOUSTON.ORG/