

💡 Primary Sources:

Get info straight from experts or official data.

✍️ Author:

Who are they? What do they do? What experience or expertise do they have?

📅 Date & Type:

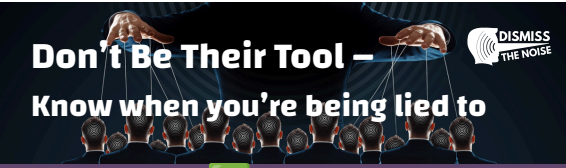
When and where was it published? Is the info up to date? Is it from a **reliable** newspaper, website, scientific journal?

⚖️ Is The Source Biased?

Someone from the fossil fuel industry may have motive to say that climate change isn't that bad.

🤖 Beware AI-generated content:

Deepfakes, AI-generated images and texts may look realistic but can be completely **false**. Watch for unnatural language, lack of sources, "too perfect" images, or logical inconsistencies.



✅ Verify:

Don't trust one source

🧠 Use common sense:

If it sounds too wild, double-check it.

📢 Proof, Not Slogans:

Real eco-action needs real data otherwise it might just be **empty marketing.**

📜 Check Certs:

Genuine pro-environmental actions are often confirmed by independent organizations (e.g. Fairtrade)

⚠️ Spot The Spin:

<u>Is this Greenwashing?</u>

One "green" product doesn't fix anything especially while the rest of its operations harm the environment.

💻🔢 Know your feed:

Algorithms show you only part of the story. Social media curates what you see