



# SUSTAINABLE TOURISM GREENWASHING

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MODERATOR:

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(SOCIUS/CSG-ISEG)

Sustainable businesses undercommunicate their practices while unsustainable businesses exaggerate them; governments develop sustainability policies with no substance while consultants and academics play the game of responding to the clients' brief, in order to get funding. Consumers are confused because all the claims are meaningless and nobody knows what's the way ahead. We have made sustainability too abstract and too hard for anybody to understand what's needed. The challenge is for governments to develop meaningful sustainability policies and regulations that put the consumer benefits at the centre of the selling propositions, and that provide genuine and visible benefits for residents.



**3 DECEMBER 2019 | 18:00 | ISEG** QUELHAS BUILDING - 4<sup>th</sup> floor

**AMPHITHEATER NOVO BANCO | FREE ADMISSION**  **R. QUELHAS 6, LISBON**

Organization:



CENTRO DE INVESTIGAÇÃO EM SOCIOLOGIA  
ECONÓMICA E DAS ORGANIZAÇÕES



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