

## **Abstract**

The topic of ecology has resonated more and more in society in recent years, and the concept of sustainability in many forms is an integral part of this. Companies set out to fight for a green future with their product offerings and marketing strategies. But greenwashing practices can often be part of this company communication and the product or a brand could look more ecological than it is and the truth about the impact on the environment often remains hidden. Although the practices are considered misleading advertising, which is regulated by the state, in practice we may still find about half of the products that do not provide sufficient information to assess the accuracy of the claim. The aim of this work is to reflect on the issue of greenwashing and map the awareness of this phenomenon in Czech society with a closer focus on the young generation because it was the young generation that has been the focus of attention in connection with the Fridays For Future movement in recent years. The work is divided into theoretical, methodological, and research parts. In the research part is using quantitative research, the hypothesis is examined according to which the young generation is more ecological, and thus their awareness of greenwashing is greater. Research has shown that awareness of greenwashing is low in terms of terminology, however, after the presentation of individual practices on examples, the vast majority is familiar with this phenomenon, but almost no one can recognize them in practice. The young generation cares a lot about the environment but their awareness of greenwashing is low, which proves that the issue should be discussed by the general public to avoid manipulating consumer intentions and sustainable development could rise.