

## **PhD Thesis Project Offer**

***(valid during the calendar year 2025)***

### **Provisional Title of the Doctoral Thesis**

Smart detection of greenwashing practices

### **Subject area\* / Research line**

Information and Computing Technology / Artificial Intelligence

### **Summary of the Doctoral Thesis (maximum 300 words)**

Greenwashing techniques allow the detection of fraudulent practices regarding sustainable energy use, CO2 emissions, or other types of sustainable resources. Therefore, the European Commission considers greenwashing in a directive as a priority line of research to prevent organizations that claim to be sustainable from actually not being so. One of the areas of application is the field of avionics, where tons of CO2 emitted during flights are announced when purchasing tickets. However, many of these flights do not meet the CO2 that they declare, which is why it is necessary to detect these cases of greenwashing. In this sense, this thesis aims to use intelligent algorithms (e.g., ML) to detect and predict greenwashing in commercial flights.

**Is the development of this thesis associated with the execution of any research project? If so, provide details of the project (title, funding entity, and execution period)**

No

### **Academic Profile of the Student (maximum 200 words)**

Computer science

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\*See the Subject Areas at <https://www.urjc.es/informacion-practica#oferta-proyectos-de-tesis>.  
**Each project will be included in a single subject area.**