

Agentic x Greenwashing Hackathon

ESSEC Master DSBA x Ekimetrics

PLANNING OVERVIEW

Date:

Friday 23rd of May, 2025

Schedule:

9h30 - 9h45 Welcome to the Ekimetrics Office

9h45 - 10h30 Intro and Kickoff

10h30-16h30 Hackathon including lunch

16h30-17h30 - Restitution

17h30 - Q&A + Afterwork

HACKATHON DESCRIPTION

During this hackathon, you'll take on the role of a Data science consultant tasked with helping a client design an agentic solution to detect greenwashing statements and claims within their documents

EXPECTED GROUP WORK

Students will be divided into groups of 6-8 to work on the business case to:

- Analyse the given dataset
- Devise a technical solution to the challenge
- Develop the findings into business insights
- Present their recommendations to a jury during a 10 minutes client-like presentation in front of a jury (+ 5 minutes Q&A)

GRADING METHOD

The Hackathon will be passed or failed based on the final presentation. The jury will also select the top 3 solutions and award a first-place winner.

PREREQUISITE

At least one person in each group should have access to Python and Powerpoint.

RECOMMENDED READINGS

<https://www.anthropic.com/engineering/building-effective-agents>

<https://openai.github.io/openai-agents-python/>

<https://github.com/openai/openai-agents-python?tab=readme-ov-file>

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2023%3A0166%3AFIN>

<https://fashionunited.com/news/fashion/h-m-sued-for-greenwashing-claims-again/2022111450685>

<https://www.reuters.com/article/us-volkswagen-results-diesel-idUSKBN2141JB/>

<https://www.ft.com/content/197dbd75-e0a6-4c1a-aef8-3b6dc60b4baf>

<https://www.canada.ca/en/competition-bureau/news/2022/01/keurig-canada-to-pay-3-million-penalty-to-settle-competition-bureaus-concerns-over-coffee-pod-recycling-claims.html>