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VETting Green

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**Vocational Education and Training for the Footwear and Textile
Industry through Awareness and Guidance against Greenwashing**

www.vettinggreen.eu



Background and Project Description

The global context urges to move towards a green economy based on the same understanding of sustainable production and misinformation. In line with the UN 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs), the EU is implementing the Circular Economy Action Plan (CEAP), building block of the EU Green Deal, to become the first climate-neutral continent by 2050. Part of the CEAP fights against misleading green claims: the EU legislators are currently working on 2 proposals, namely the Directive on Empowering Consumers for the Green Transition and the Directive on New Rules on Substantiating Green claims, addressing consumers and manufacturers respectively.

The Erasmus+ Project VETting Green aims at differentiating environmentally sustainable business strategies from empty marketing strategies that constitute greenwashing. Thanks to a strong partnership of footwear producers, VET providers and consumers representatives from different EU countries, the project will contribute to a shared understanding of sustainable practices and concepts to enhance transparency and avoid intended an unintended greenwashing from companies in the footwear sector and beyond.

By the end of the project, VETting Green will facilitate knowledge to future and current workers, as well as to consumers of footwear and other textile products to be able to discern sustainable business models from those that just appear to be sustainable because of greenwashing marketing techniques. To transmit such knowledge on greenwashing, partners will develop digital tools with a learner-centred approach in order to raise the attractiveness for VET students and professionals.

Objectives

- To support policy makers and public authorities on the transition towards greener policies in the footwear and related sectors, while tackling unscrupulous practices to exploit consumers' willingness to protect the environment.
- To provide intelligence on environmental issues to VET communities and current professionals and other key-actors in lifelong learning processes and enable companies to change their current policies to increasingly sustainable ones.
- To raise awareness on products' traceability and labelling among footwear workers and consumers, to foster consumers' conscious decisions, and to provoke a change in the footwear industry thanks to best practices and strategies to communicate transparent information on sustainability.

Expected Outcomes

- Generate knowledge at EU level within the footwear sector to correctly define, identify and combat greenwashing and misinformation.
- Raise awareness among workers and consumers to make better choices.
- Prepare VET students, teachers, entrepreneurs and current professionals in lifelong learning processes on environmental issues.
- Create digital VET tools attractive to the footwear community, whose content can be easily replicated.

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