

Vocational Education and Training for the Footwear and Textile Industry Through Awareness and Guidance Against Greenwashing

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Consumers in Confusion: Want Sustainability but Fall Victim to 'Green' Misinformation



The VETting Green project is progressing with the spreading of the VETting Green policy report. The aim of the policy report is to highlight existing policies and, through a policy brief, support the development of new ones that enable public bodies, policymakers, and relevant stakeholders to drive a successful transition towards climate neutrality by 2050. At the same time, it seeks to encourage the active involvement of all actors in the footwear production process in taking a broad stand against practices that fail to comply with current policies and damage the industry's reputation. You can read the report [here](#).

The third issue of the VETting Green newsletter focuses on consumers falling victim of 'green' misinformation, empowering the next generation to promote ethical consumption, and component innovation in footwear.



If you want to learn more about VETting Green, follow our progress on the [project website](#) and [LinkedIn page](#). If you have any questions, please do not hesitate to contact the consortium partner in your country.



Consumers in Confusion: Want Sustainability but Fall Victim of 'Green' Misinformation An article by EKPIZO

At a time when the environmental crisis is a global challenge, consumers are becoming increasingly aware, albeit not fully informed, about sustainability issues. According to the preliminary results of a survey by EKPIZO, consumers express concern about the state of the environment, due to the information they receive from the media. Although they have basic knowledge of the effects of carbon dioxide (CO₂), recycling and sustainability, their understanding of more complex issues – such as greenwashing, sustainable materials and digital product passports – remains limited.



Read the full article on the [project website](#)



Empowering the Next Generation: How Youth Can Combat Greenwashing and Promote Ethical Consumption An article by Neo Sapiens

We have already talked about how the VETting Green project, which promotes education and training in the fight against greenwashing in the textile and footwear industry, is aligned with one of the major contemporary concerns in the field of sustainability: the misinformation that companies generate about their ecological practices. This phenomenon affects industry and companies, creating a context in which a significant part of the population, especially youth, is influenced by it. Young people are particularly vulnerable to the impacts of these misleading messages, as they are one of the main consumers of the information disseminated by brands.

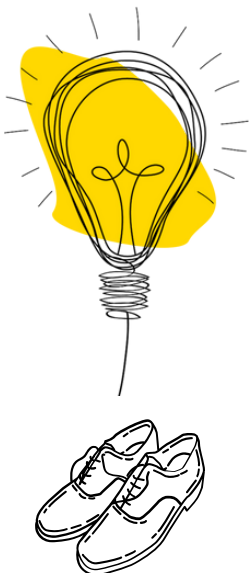


Read the full article on the [project website](#)



How Component Innovation is Driving Sustainable Footwear An article by Politecnico Calzaturiero

The footwear industry is shifting towards sustainability through better materials, efficient manufacturing, and extended product life. Barcellona by Carnevali, made from recycled leather and GRS-certified, combines durability with eco-friendly production. FIBERGUM by Davos uses 20–25% plant-based fibres for enhanced performance and reduced reliance on synthetics, with local sourcing in Italy. These innovations show that sustainability can start at the component level, merging high performance with environmental responsibility.



Read the full article on the [project website](#)



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