

Erasmus+ VETting Green Project Launches Policy Report and Training Course on Greenwashing

Greenwashing continues to be a big challenge in today's apparel and footwear industries, leaving our consumers with doubts and hesitations about what to believe, and TCLF companies frustrated by non-genuine green claims. The EU-funded project VETting Green is stepping up to tackle it head-on. From 22 to 23 October, partners comprising footwear producers, vocational training providers, and consumer representatives from Spain, Belgium, Portugal, Italy, and Greece gathered in Brussels. Their shared goal: to give the sector the knowledge and tools needed to recognise and prevent greenwashing, while supporting the EU's broader push for a sustainable green transition. To this end, the project consortium has developed a Policy Report and an Online Training Course.

The Policy Report seeks to help consumers and companies in the apparel and footwear sectors identify and avoid misleading greenwashing claims. The report, to be regularly updated, explains key EU legislation on green claims, showcases good practices, and supports the development of clearer, more effective policies. Drawing on an industry survey, it highlights the need for a better training and stronger collaboration to advance the sectors' green transition.

The Online Training Course is designed to educate apparel and footwear professionals and students about sustainability, green marketing, and the risks of greenwashing. Before starting the course, learners are invited to take a questionnaire to assess their knowledge of sustainability in apparel and footwear. The course takes learners through six interactive modules including various topics, augmented reality (AR) features, and questionnaires to test their knowledge. Relevant to the success of the course is also the Training Platform Coaches' Guide, a practical manual for online coaching, as well as the Roadmap, supporting learners in applying their knowledge in their professional life.

In order to further spread the results of the project and introduce learners to the training course, partners are organising local online and in-person workshops and final events. Stay updated by following VETting Green on [LinkedIn](#), and explore the Policy Report and Online Training Course on our [website](#)!

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