

VEtting Green Project Empowers Industry and Consumers to Recognise Misleading Green Claims

In March 2026, after more than two years of work raising awareness of greenwashing in the footwear and apparel sectors, the Erasmus+ project VETting Green will conclude its initiative. The project brought together companies, vocational education and training (VET) providers, footwear technology centres, and consumer representatives from Spain, Belgium, Portugal, Italy, and Greece.

VEtting Green was launched in response to the limited awareness among EU consumers of the tactics some brands use to present products as environmentally sustainable. The project also aligns with the EU Directive on Empowering Consumers for the Green Transition to be applied as of September 2026. To address this issue, project partners analysed common greenwashing practices and developed practical learning resources to help stakeholders identify and avoid misleading environmental claims.

At the core of the project is an **online training programme** designed for producers, workers, VET students, and consumers. The course provides the knowledge and skills needed to recognise misleading sustainability claims and make more informed marketing and purchasing decisions, encouraging the use of clear and substantiated environmental information. Before starting the course, users are encouraged to take a **self-assessment questionnaire** to get a better understanding of their current knowledge and opportunity for improvement.

The programme is available in English, Spanish, Greek, Portuguese, and Italian. It consists of six interactive modules featuring quizzes and augmented reality (AR) elements that allow learners to uncover letters of a hidden password required to obtain the course completion certificate. The training has been piloted across Europe, and project partners are now organising final events to present the results and outcomes.

In addition, VETting Green has produced a **policy report** compiling key EU sustainability policies relevant to the footwear and apparel sectors. Partners have committed to keeping this resource updated. The project has also developed a **roadmap**, providing practical guidance to help learners apply the knowledge gained through the training in real-world contexts.

Carmen Arias, Secretary General at the European Footwear Confederation (CEC), highlighted the importance of exploring the project's results: "The policy brief, training programme and roadmap developed through VETting Green are valuable resources for both companies and consumers who want to better understand and respond to the sustainability transition in the footwear and apparel sectors. They translate complex EU sustainability policies into practical





knowledge, helping businesses anticipate regulatory changes, adapt their practices and build more transparent and responsible value chains. At the same time, they support more informed decision-making across the sector by promoting greater awareness of circular economy principles and sustainable production.”

Stay updated by following VETting Green on [LinkedIn](#), and explore the project results on our [website](#)!

The VETting Green project is co-funded by the Erasmus+ programme of the European Union.



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