



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

March 2026 - Newsletter Issue 4

Spreading the Impact: VETting Green Multiplier Events Highlights



As the VETting Green project approaches its conclusion, this final newsletter highlights the key achievements and activities that have shaped its impact across the European footwear sector. Over the past months, partners have developed practical tools and resources supporting the transition towards more sustainable and transparent practices. From addressing greenwashing to strengthening sustainability skills, VETting Green has contributed to equipping companies—particularly SMEs, VET providers, students and consumers with the knowledge and guidance needed to identify and avoid misleading environmental claims.

This edition brings together insights from recent multiplier events held across Europe, alongside reflections on emerging skills needs linked to the green and digital transitions. It also introduces new resources, including the VETting Green Coaches Guide, designed to support trainers and learners in making the most of the project's outcomes. The VETting Green resources will continue to provide lasting value, offering accessible tools and guidance to support stakeholders in advancing sustainability across the sector well beyond the project's lifetime.



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.



Multiplier Event in Italy



On 13 March 2026, a VETting Green multiplier event was held at the Politecnico Calzaturiero in Vigonza, bringing together stakeholders to present the project's key results and practical tools for VET providers, companies and consumers in the footwear sector. Participants were introduced to resources such as the Policy Brief, Self-Assessment Questionnaire, online training course and roadmap, all designed to support the transition towards more sustainable practices.

Discussions also focused on the growing challenge of greenwashing and the increasing pressure on companies to improve transparency, with participants highlighting the need for accessible guidance and training—particularly for SMEs—to effectively address sustainability requirements.

Transnational Multiplier Event



On the 24th of March, The European Footwear Confederation (CEC), organised an online multiplier event for European stakeholders. The event gathered 12 people from companies, technology and training centres, research centres, and VET providers to learn about the VETting Green project results. Some comments after the event include:

"I found all the VETting Green outputs useful, but the ones I would most likely use in practice are the Training Platform, the Self-Assessment Questionnaire, and the Coaches Guide."

-Footwear Technical Manager

"I would like to try using the training platform within our courses."

-CEO at VET centre



Multiplier Event in Portugal



On 4 March 2026, CTCP and Sanjotec (science and technology park) organised the event "Sustainable Branding – Beyond the Narrative" in São João da Madeira, as part of the VETting Green project. The event brought together industry experts, designers and business leaders to discuss the challenges of sustainability communication, the risks of greenwashing, and the role of brands in ensuring transparent and responsible messaging. Participants also highlighted the importance of aligning business practices with evolving sustainability policies and strengthening credibility across the sector.



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Emerging skills for Circular Sustainable BioEconomy in the Footwear and Apparel Industry

An article by CTCP



The footwear and apparel sectors are undergoing a major shift towards a Circular Sustainable BioEconomy, driven by digitalisation, sustainability regulations, and changing consumer expectations. Drawing on the [Metaskills4TCLF Skills Intelligence Report \(2025\)](#), the article highlights significant skills gaps—particularly in digital and green competences—and the urgent need to modernise education, strengthen industry collaboration, and equip the workforce with new hybrid skillsets.



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



From Knowing to Knowing How: When Sustainability Becomes a Competence

An article by NOVEX

The Green Deal Industrial Plan provides a conducive environment for increasing the EU's manufacturing capacity for net-zero technologies and products needed to meet Europe's ambitious climate goals. However, these climate objectives, combined with the increase in environmental regulations, can pose challenges for entrepreneurs in certain industrial sectors where implementation is more difficult, such as the footwear and textile sectors.



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

New Resource Available: VETting Green Coaches guide

An article by Neo Sapiens



We are pleased to announce that the VETting Green Coaches Guide has officially been published and is now accessible through the project website. This new resource was developed specifically to assist tutors, trainers, and coaches in mentoring students as they navigate the VETting Green online course. By providing a detailed breakdown of the course structure alongside practical delivery recommendations, the guide ensures that educators can effectively enhance the overall learning experience for every participant.

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



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ERASMUS+ VETting Green

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