ROAD MAP FOR ACTION IN VETTING GREEN PROJECT

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ACRONYMS

EQAVET	European Quality Assurance for Vocational Education Training
EQF	European Qualification Framework
LO	Learning Outcomes
R&D	Research and Development
SME	Small and medium-sized enterprise
VET	Vocational Education and Training
WP	Work Package

0. EXECUTIVE SUMMARY

VETting Green is an Erasmus+ project whose objective is to facilitate transparency and a common and true understanding of sustainable practices and concepts through the creation of an e-learning platform, innovative training contents and other complementary outputs. This understanding will prevent intentional or unintentional greenwashing by companies in the footwear, apparel and related sectors.

The project also aims to raise awareness and to promote replicability by developing innovative tools for the VET sector that also reach broader audiences, addressing key green issues like greenwashing. In addition, it seeks to engage professional, vocational education and training (VET) students and citizens in general by highlighting misinformation and encouraging participation in learning pathways that impact their daily habits.

Accordingly, one of the work packages of this project is focused on connecting VET training with real-world applications in the footwear and apparel industry to support sustainable practices. It promotes cross-sector collaboration and the modernisation of VET curricula to prepare professionals and students as agents of green transition. By creating transferable resources and fostering links between production and training sectors, the work package encourages practical application of skills, the exchange of knowledge across industries, and the development of synergies with sectors besides footwear and clothing.

As a result of the mentioned work package, this road map was created to support sustainable transformation in the footwear and apparel sectors through vocational education and training (VET). It explains the project's background, target groups, and the use of its e-learning platform to promote green skills, while ensuring hands-on implementation through specific actions designed to move beyond theory into real-life practice.

In essence, this road map for action turns the strategic vision of the VETting Green project and the learnings of its online training platform into actionable, measurable, and transferable steps, ensuring the long-term impact and sustainability of the project's goals.

It is a practical guide that helps learners apply knowledge in real-world contexts. It serves as a structured plan that outlines concrete steps, priorities, and timelines for raising awareness and ensuring replicability of sustainable practices in the footwear and apparel VET sectors. The methodology proposed in this document includes eight structured steps, from setting goals to reflection and innovation.

It also provides tailored actions for specific professional profiles, like footwear designers, managers and VET trainers, and explores how the tools and materials can be transferred and adapted to other sectors. This ensures that VETting Green's approach can support broader sustainable practices beyond its original clusters.

Read through this document, practice its recommendations and be part of the green change!

1. GENERAL INFO ABOUT PROJECT AND THE ROAD MAP

1.1. GENERAL FRAMEWORK

Nowadays, it is very common to find products on the market that claim to be "more sustainable", "eco-friendly", "bio", "environmentally friendly", "carbon neutral", "biodegradable", among others. However, most of the time, these attributes are not supported by any or little evidence and substantiation or recognised certification schemes. This can result in greenwashing i.e., the dissemination of false or misleading information, creating confusion and mistrust among consumers. To overcome this limitation/problem the European Commission published a proposal for a directive on Green Claims addressing greenwashing by tackling false environmental claims made towards consumers and stopping the proliferation of environmental labels. This directive shall ensure that green claims are reliable, comparable, and verifiable.

1.2. THE PROJECT

In a global context in which it is urgent to move towards a green economy and where the pressure of consumers for sustainable products increases, it is essential that we all have the same and true understanding of sustainable production and fight misinformation. With this project, partners will facilitate transparency and a common and true understanding of sustainable practices and concepts to avoid intended and unintended greenwashing from companies in the footwear sector and beyond.

VETting Green's global objective is to facilitate transparency and a common and true understanding of sustainable practices and concepts through the creation of an online platform and other complementary outputs. This understanding will avoid intentional or unintentional greenwashing by companies in the footwear, apparel and related sectors.

The project's specific objectives are:

- To support policymakers and public authorities in promoting greener policies in the footwear and related sectors (e.g. textiles, leather), in cooperation with stakeholders like SMEs and consumers, while addressing deceptive environmental claims.
- To equip VET communities and professionals with the knowledge needed to drive sustainable change in companies through lifelong learning.
- To develop engaging training aligned with the EU Pact for Skills to help the footwear sector identify and combat greenwashing and promote transparent product communication.
- To raise awareness among workers and consumers about traceability and labelling to encourage informed choices and reward genuinely sustainable companies.
- To provide tools to help future footwear professionals distinguish real sustainability strategies from greenwashing.

In this project, there are different activities that will be developed, among the main ones are:

- To generate a policy brief to fight against greenwashing.
- To design and develop an online training for footwear and apparel workers, companies' representatives or VET students and teachers about greenwashing.
- To develop innovative products for the VET sector that could also be extended to other target groups to raise awareness about topics affecting all of them.

The project aims to achieve the following results:

- 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 for the footwear and apparel sector with content that can be replicated.

1.3. THE TARGET GROUPS

The VETting Green project addresses a wide and diverse range of target groups across the education, industry, and policy sectors, reflecting its goal of fostering a comprehensive transition toward sustainability in the footwear and apparel industries who play a key role in driving or supporting green innovation:

- **Policy Makers** are crucial for shaping regulations and incentives that encourage sustainable practices in production, training, and consumption. Their involvement ensures that outcomes align with broader environmental and educational policies.
- **Consumers and Consumer Associations** are central to shifting the demand towards more transparent and eco-conscious products. By raising awareness and promoting informed choices, they help reduce greenwashing and support sustainable brands.
- **VET Providers**, along with **VET Teachers** and **Trainers**, are key actors in integrating sustainability into vocational education curricula. They deliver the knowledge and skills learners need to contribute to greener industries.
- **VET Students** represent the next generation of professionals and agents of change who will carry forward sustainable practices in their future careers.
- Within companies, the project targets multiple roles:
- **Managers** are responsible for strategic decisions and setting sustainability priorities.
- **Key people** (such as sustainability officers or production leaders) implement green policies and practices on the ground.
- **Workers** are engaged in adopting new sustainable techniques and approaches in their daily tasks.
- **Designers** and **Technicians** contribute to eco-innovation in product development, materials, and processes.
- **Researchers** support the development of sustainable solutions through continuous innovation, data analysis, and the testing of new technologies.

These groups offer various ways of influence, impact and transference of knowledge to their own work environment at short, medium and long term thanks to different:

- Expertise, academic and professional background, experience, prior knowledge on the project topics.
- Concerns, interests about project topics.
- Activities, tasks, role in the organisations, relationships with other departments.

By addressing different groups, VETting Green ensures a multi-level and cross-functional impact, promoting a shared responsibility and collaborative effort toward sustainability in the VET ecosystem and related industries.

2. THE COURSE AND THE E-LEARNING PLATFORM

The main output of the VETting Green project is a comprehensive training course designed to equip you with a robust understanding of sustainability principles and best practices within the footwear and apparel sector. The course is structured into five dynamic modules, each focusing on key concepts and strategies to help you navigate in sustainable fashion and to identify which are the main greenwashing practices.

By the end of this course, participants will be well-versed in the principles and practices of sustainability in the footwear and apparel sector. You will be able to navigate the legal landscape, implement effective green marketing strategies, utilise key sustainability tools, and select the most innovative and sustainable materials for your products.

The course focuses on the following dimensions:

- **Foundations of Sustainability:** Explore the main concepts and strategies of sustainability tailored to the footwear and apparel industry. Gain insights into the most important legislation affecting environmental claims and understand the differences between genuine sustainability efforts and greenwashing practices through real-world examples and case studies.
- **Legal Framework and Compliance:** Dive into the critical legislation that governs environmental claims in the industry. Learn how to ensure your company complies with these regulations and avoid the pitfalls of greenwashing.
- **Green Marketing Strategies:** As a company committed to the environment, discover the latest green marketing strategies to effectively reach and engage consumers. Understand how to communicate your sustainability efforts authentically and compellingly.
- **Sustainability Tools and Techniques:** Focus on the main sustainability tools, including eco-design, environmental product declarations, and life cycle analysis. Learn how to implement these tools to enhance your products' sustainability and operational efficiency.
- **Innovative and Sustainable Materials:** Explore the most innovative and sustainable materials available for footwear and apparel. Understand the certifications and standards that ensure the sustainability of these materials, helping you make informed decisions for your product lines.

The online platform content is divided in different modules containing an organised list of topics.

- **M0 INTRODUCTION**
- **M1 SUSTAINABILITY AND CURRENT CONTEXT**
- **M2 DIFFERENCES BETWEEN GREEN MARKETING AND GREENWASHING**
- **M3 GREEN MARKETING**
- **M4 ECO-DESIGN AND SUSTAINABLE DESIGN**
- **M5 SUSTAINABLE MATERIALS AND TOOLS**
- **M6 GLOSSARY**

The full course structure and list of contents under each module is available online here.

3. WHY THIS ROAD MAP?

This road map is developed within the framework of the VETting Green as a continuation of its training platform. The document allows to put in practice all what has been learnt online thanks to the project course or transfer it to diverse sectors, promoting sustainable transformation in the footwear and apparel industries through vocational education and training (VET). It begins by offering general information about the project, its context, and its target groups, including VET professionals, learners, and industry actors committed to green innovation.

The road map introduces the e-learning course and platform, explaining how it supports self-paced learning for sustainability-focused upskilling. It then outlines the purpose of this tool, emphasising the importance of a road map as a tool to apply newly acquired knowledge in real-world contexts and to support continuous improvement.

A central section presents the methodology for drafting road maps, broken down into eight practical steps—from clarifying knowledge and setting goals to implementing actions, getting feedback, and finally innovating, reflecting, and revising.

The document then explores specific actions tailored to different target groups, starting with the profile of the Footwear Designer, company manager and VET trainer demonstrating how the methodology applies to real professional roles and inviting the users to extrapolate the methodology to other profiles.

Finally, the road map discusses the transferability of project results to other sectors. It introduces the two main clusters of Vetting Green — footwear and apparel — and outlines how materials and methodologies can be customised and adapted to other industries. It provides concrete examples and modification strategies to ensure the broader application of Vetting Green's training tools across various sectors committed to sustainable practices.

3.1. WHAT IS A ROAD MAP?

A road map is a strategic plan or visual representation that outlines the steps, milestones, and objectives needed to achieve a specific goal or desired outcome. It serves as a guide to help individuals, teams, or organizations stay focused, organised, and aligned while progressing toward their objectives.

A road map is both a planning and communication tool, helping to clarify direction and facilitate progress. It acts as a strategic guide, turning knowledge into actionable, valuable skills that drive personal and organisational success. A road map:

- **Bridges theory and practice:** Provides actionable steps that ease the transition from learning to doing, reducing complexity and eliminating inertia.
- **Enhances learning and retention:** Reinforces knowledge through real-world application, repetition, and structured use, improving understanding and long-term mastery.
- **Aligns with workplace goals:** Ensures knowledge is relevant to workplace objectives, supports progress tracking, and fosters alignment with team and organisational priorities.

- **Builds motivation and accountability:** Creates a sense of responsibility, boosts motivation, and increases confidence through gradual, measurable progress.
- **Enables adaptation and continuous improvement**: Encourages refinement through feedback, reveals practical insights, and allows its use in work environments.

The road map is:

- Goal-oriented: focused on achieving specific outcomes.
- Sequential: presents steps in a logical order.
- Time-bound: includes timelines, deadlines, or milestones.
- Flexible: can be adjusted as priorities or circumstances change.
- Clear and visual: a diagram / infographic for easy understanding.

The VETting Green road map to support transference of acquired knowledge into real-life applications involves a structured, actionable approach that bridges learning with implementation. It involves two main parts:

- A checklist and itinerary for those using the project Training Platform to put in practice at its end what they have learnt through this tool. It incorporates main ideas, practical tips, ways to analyse each participant's reality to apply the learning, etc.
- A part with transversal and general guidelines on how to transfer the project knowledge to other sectors that could be related to footwear and apparel or in which the Training Platform content could be somehow used towards their transition to more sustainable pathways (design, furniture, clothing, etc.).

4. METHODOLOGY ON DRAFTING THE ROAD MAP

This road map to transfer acquired knowledge into real-life applications involves a step-by-step itinerary and actionable approach that bridges learning with implementation:

Picture 1 – Step-by-step itinerary to transfer acquired knowledge into real-life applications.

4.1. DETAILING THE STEPS:

The 8-step methodology to draft road maps provides a structured approach for turning knowledge into effective, real-world action.

It begins with **Step 1: Clarify the Knowledge**, where learners identify a specific skill or concept they have acquired, break it down into actionable parts, and link it to real-world challenges. In **Step 2: Set Clear Goals**, they define specific, measurable objectives and establish milestones that focus on high-impact areas of application. **Step 3: Identify Practical Opportunities** encourages the search for relevant contexts—like workplaces or schools—where the knowledge can be applied, including simulations for safe practice.

Next, **Step 4: Implement Gradually** promotes applying the knowledge step by step, reflecting on outcomes and making adjustments as needed. In **Step 5: Get Feedback**, learners seek constructive input from others to improve their performance and refine their strategies. **Step 6**: **Mainstreaming** focuses on turning the application of knowledge into a regular habit by integrating it into daily routines and using tools for accountability.

The final two steps of the road map methodology focus on deepening and sustaining the impact of applied knowledge. **Step 7: Expand and Innovate** encourages learners to go beyond basic use by applying their knowledge in more complex or creative ways, integrating it with other skills to enhance its effectiveness, and sharing it with others to reinforce their own understanding and gain new perspectives. **Step 8: Reflect and Revise** emphasises the importance of regularly evaluating outcomes to determine if goals are being met, identifying any challenges encountered, and adjusting the road map as needed to reflect new insights, experiences, or changing conditions. Together, these steps ensure continuous learning, adaptation, and long-term relevance.

The diagram below summarises this 8-step methodology listing specific tasks that should be undertaken to implement each step.

1. Clarify the Knowledge

- What specific skill or concept have you learned? Be clear and concise about it.
- Identify how this knowledge applies to real-world scenarios or problems.
- Deconstruct the knowledge into actionable components or sub-skills.

2. Set Clear Goals

- Define what you want to achieve using the knowledge. For example, to apply a green strategy to improve transparency in communicating the sustainability features of a product, brand, campaign…"
- Prioritize tasks, focusing on high-impact areas where the knowledge can be immediately useful.
- Create Milestones breaking the main goal into smaller, measurable milestones.

3. Identify Practical Opportunities in your context

- Seek contexts for application of the acquired knowledge finding real-world situations to practice the knowledge in your work context (company, school, …)
- Simulate scenarios creating controlled environments to practice safely.

4. Implement Gradually

- Apply the knowledge in small steps or situations to build confidence.
- Adjust your approach based on the outcomes and feedback.
- Keep a record of attempts, successes, and areas for improvement.

5. Get Feedback

- Seek constructive feedback from peers, mentors, or supervisors, asking for inputs
- Regularly evaluate your performance, reflect and identify gaps.
- Use feedback to refine your application process, incorporate adjustments

6. Mainstreaming

- Schedule regular opportunities to use the knowledge until it becomes an habit and you became at easy.
- Integrate into daily life, looking for natural ways to incorporate the skill into routine tasks.
- Use tools to stay on track, to stay accountable

7. Expand and Innovate

- Explore advanced applications, trying to apply the knowledge in more complex or creative ways.
- Combine Skills, integrating the knowledge acquired with other skills to amplify its impact.
- Teach others, sharing what you've learned reinforces your understanding and opens new insights.

8. Reflect and Revise

- Evaluate the outcomes, assessing whether your application efforts are meeting your goals.
- Identify challenges, difficulties and brainstorm solutions.
- Periodically revise your roadmap to align with new insights or changing circumstances.

Picture 2 – Step-by-step itinerary to transfer acquired knowledge into real-life applications.

5. ACTIONS PER TARGET GROUP

In this section, different exercises are presented regarding the direct application of the acquired knowledge provided by the VETting Green course to different target groups, following the 8 suggested steps.

5.1. PROFILE 1: FOOTWEAR DESIGNER

Description of the profile: To design and develop footwear, taking into account fashion trends, quality, commercial strategies and technical elements of production. This job involves collecting and analysing fashion and market trends, materials, adapting fashion trend information to the product range and markets, developing new footwear collections, collaborating in the construction and industrialisation of prototypes, analysing the viability of modelling and manufacturing processes, as well as quality standards and functional requirements of the product.

Objective of the transferring exercise: effectively integrating the knowledge acquired from the course into their work, ensuring a tangible, positive impact on their company's sustainability efforts while avoiding greenwashing.

STEP 1. Clarify the Knowledge	**Foundations of Sustainability:** Understand core sustainability principles, such as lifecycle impacts, circular economy, and carbon footprints. **Legal Framework and Compliance:** Get familiarised with laws and regulations governing environmental claims and product sustainability. **Green Marketing Strategies:** Learn how to communicate sustainability efforts transparently and accurately. **Sustainability Tools and Techniques:** Gain expertise in using tools like lifecycle assessments (LCAs), eco-design software, or certification. **Innovative and Sustainable Materials:** Acquire knowledge about materials like biodegradable polymers, recycled textiles, and leather and biobased alternatives.
STEP 2. Set Clear Goals	**Short-Term Goals:** ▪ Identify unsustainable practices in current footwear design processes. ▪ Integrate at least one sustainable material or technique in the next product line. ▪ Ensure marketing materials avoid misleading claims.

	Long-Term Goals: ▪ Transition all footwear models to include sustainability-focused practices. ▪ Establish a compliance framework for green claims. ▪ Innovate with groundbreaking sustainable footwear concepts.
STEP 3. Identify Practical Opportunities in Your Context	**Material Selection:** Collaborate with suppliers to source eco-friendly, certified materials for designs. **Design Process:** Redesign existing footwear lines to reduce waste, simplify manufacturing, and enable recyclability. **Workplace Initiatives:** Advocate for a sustainability review of the company's production and packaging practices. **Consumer Engagement:** Use green marketing strategies to educate customers about the sustainable features of the products.
STEP 4. Implement Gradually	**Pilot Project:** Start with a single product line to test sustainable materials or techniques. **Collaborative Efforts:** Work with production teams to ensure feasibility of sustainable changes. **Small Adjustments:** Introduce incremental changes, such as eco-friendly adhesives or reduced material waste.
STEP 5. Get Feedback	**Internal Reviews:** Present designs to colleagues and supervisors for input on sustainability aspects. **Supplier Discussions:** Seek advice on the practicality and scalability of proposed materials. **Consumer Insights:** Use surveys or focus groups to gauge customer reception of sustainable designs.
STEP 6. Mainstreaming	**Standard Operating Procedures:** Develop guidelines for integrating sustainability in every stage of the design process. **Knowledge Sharing:** Train colleagues on sustainability principles and tools learned in the course. **Corporate Culture:** Advocate for company-wide adoption of sustainability goals and initiatives.

STEP 7. Expand and Innovate	**Material Innovation:** Experiment with cutting-edge sustainable materials, like bio-based alternatives to leather, 3D-printed components. **Circular Design:** Explore modular footwear models / designs that allow for easy repairs and extended product lifespan. **Collaborations:** Partner with research institutions or startups to co-develop innovative solutions.
STEP 8. Reflect and Revise	**Evaluate Outcomes:** Regularly assess the impact of sustainability measures on design quality, production costs, and environmental performance. **Learn from Challenges:** Identify barriers encountered during implementation and adjust strategies. **Iterate:** Update designs, processes, and strategies based on feedback and evolving industry standards.

5.2. PROFILE 2: VET TRAINER

Description of the profile: To design, deliver, and evaluate vocational education and training (VET) programmes, supporting the acquisition of professional knowledge, skills, and competences aligned with labour market needs and sector-specific requirements. This role involves developing training materials, assessing learners' progress, and integrating innovative teaching methodologies, including digital and sustainability-oriented tools. VET Trainers must collaborate with companies and industry experts to ensure up-to-date, practice-based learning, adapting training to current trends, technological advances, and evolving professional standards. Additionally, they play a key role in guiding learners, supporting career development, and fostering active citizenship and lifelong learning values.

Objective of the transferring exercise: The road map ensures that the VETting Green knowledge is effectively translated into educational practice, fostering sustainability awareness and skills among VET learners and professionals.

STEP 1. Clarify the Knowledge	**Foundations of Sustainability:** Understand the basic principles of sustainable development and its relevance to the footwear and apparel industries. **Legal Framework and Compliance:** Learn applicable laws, regulations, and standards related to environmental protection and sustainable production.

	Green Marketing Strategies: Grasp how transparency and truthful communication promote sustainable brands and prevent greenwashing. **Sustainability Tools and Techniques:** Get familiarised with life-cycle analysis, eco-design methods, and sustainability assessment tools. **Innovative and Sustainable Materials:** Study emerging eco-friendly materials and their properties.
STEP 2. Set Clear Goals	**Short-Term Goals:** Integrate sustainability concepts into current training modules and raise awareness among students about green production. **Long-Term Goals:** Develop comprehensive sustainability-oriented curricula and establish partnerships with local companies for hands-on projects.
STEP 3. Identify Practical Opportunities in Your Context	**Material Selection:** Encourage use of sustainable materials in student design projects. **Design Process:** Incorporate eco-design principles into assignments and workshops. **Workplace Initiatives:** Collaborate with companies to offer internships or live projects focusing on sustainability. **Consumer Engagement:** Educate students on communicating sustainability benefits to end consumers.
STEP 4. Implement Gradually	**Pilot Project:** Launch a pilot course module focused on sustainability topics within existing VET programs. **Collaborative Efforts:** Partner with colleagues and industry experts to enrich content and share best practices. **Small Adjustments:** Continuously update lesson plans based on feedback and emerging trends
STEP 5. Get Feedback	**Internal Reviews:** Collect input from students and fellow trainers on course effectiveness. **Supplier Discussions:** Engage with material suppliers to verify sustainability claims and gather insights. **Consumer Insights:** Involve end consumers through surveys or workshops to understand expectations on green products.

STEP 6. Mainstreaming	**Standard Operating Procedures:** Formalise sustainability practices into teaching guidelines and assessment criteria. **Knowledge Sharing:** Organise regular training sessions for trainers to disseminate updated content and methods. **Corporate Culture:** Promote a sustainability mindset within the training institution and partner companies.
STEP 7. Expand and Innovate	**Material Innovation:** Explore and introduce cutting-edge sustainable materials in curricula and projects. **Circular Design:** Teach principles of product life extension, reuse, and recycling in design processes. **Collaborations:** Build networks with other VET centers and industry players to co-develop innovative sustainable solutions.
STEP 8. Reflect and Revise	**Evaluate Outcomes:** Measure student learning results and the impact of sustainability integration on their skills. **Learn from Challenges:** Identify obstacles encountered during implementation and strategise solutions. **Iterate:** Update the Road Map and teaching approach regularly based on new insights and evolving industry needs.

5.3. PROFILE 3: COMPANY MANAGER

Description of the profile: To plan, coordinate, and oversee the operations and strategic direction of a company or business unit, ensuring efficiency, profitability, and sustainability. This role involves setting business objectives, managing teams, allocating resources, and monitoring performance indicators across departments. A company Manager analyses market trends, identifies growth opportunities, and drives innovation to remain competitive. They are also responsible for ensuring compliance with legal and regulatory frameworks, maintaining quality standards, and fostering a positive corporate culture. In the context of sustainability, they integrate environmental and social responsibility into business strategies, promoting sustainable practices, stakeholder engagement, and long-term value creation.

Objective of the transferring exercise: This road map provides a structured and realistic path for managers to lead their companies toward a greener, more responsible, and future-ready business model, while aligning with the principles and tools promoted by the VETting Green project.

STEP 1. Clarify the Knowledge	**Foundations of Sustainability:** Understand the business case for sustainability and its strategic relevance in enhancing competitiveness and brand value. **Legal Framework and Compliance:** Identify environmental regulations relevant to your industry and ensure compliance to avoid legal risks. **Green Marketing Strategies:** Learn how to communicate sustainability efforts transparently and credibly, avoiding greenwashing. **Sustainability Tools and Techniques:** Become familiar with sustainability metrics (e.g., carbon footprint, life-cycle analysis) for tracking impact and progress. **Innovative and Sustainable Materials:** Explore sustainable alternatives for raw materials and packaging that align with circular economy principles.
STEP 2. Set Clear Goals	**Short-Term Goals:** Audit current operations to identify sustainability gaps and quick-win improvements (e.g., energy reduction, material optimisation). **Long-Term Goals:** Integrate sustainability into the company's core strategy, with clear KPIs and reporting structures across departments.
STEP 3. Identify Practical Opportunities in Your Context	**Material Selection:** Shift procurement practices to prioritise suppliers offering sustainable and certified materials. **Design Process:** Involve R&D and design teams in exploring eco-design principles. **Workplace Initiatives:** Launch internal sustainability campaigns (e.g., waste reduction, water saving). **Consumer Engagement:** Develop product labelling and communication strategies that inform and engage eco-conscious customers.
STEP 4. Implement Gradually	**Pilot Project:** Initiate a small-scale sustainability project (e.g., an eco-friendly product line or packaging redesign). **Collaborative Efforts:** Form cross-functional teams (e.g., procurement, marketing, operations) to ensure aligned execution.

	Small Adjustments: Make progressive changes in operations, materials, and workflows to avoid disruptions while improving performance.
STEP 5. Get Feedback	**Internal Reviews:** Set up regular team meetings to review progress and gather employee input. **Supplier Discussions:** Establish dialogue with suppliers to assess their sustainability practices and explore joint innovation. **Consumer Insights:** Collect customer feedback on sustainability features and branding through surveys or product reviews.
STEP 6. Mainstreaming	**Standard Operating Procedures:** Formalise sustainability practices into teaching guidelines and assessment criteria. **Knowledge Sharing:** Organise regular training sessions for trainers to disseminate updated content and methods. **Corporate Culture:** Promote a sustainability mindset within the training institution and partner companies.
STEP 7. Expand and Innovate	**Material Innovation:** Invest in R&D to explore cutting-edge sustainable materials and technologies. **Circular Design:** Launch initiatives focused on repair, reuse, recycling, or take-back programmes. **Collaborations:** Partner with other companies, research institutions, and VET providers to co-create sustainable solutions.
STEP 8. Reflect and Revise	**Evaluate Outcomes:** Monitor KPIs related to sustainability (e.g., emissions, material waste, customer satisfaction). **Learn from Challenges:** Analyse setbacks or resistance and adapt strategies accordingly. **Iterate:** Use lessons learned to continuously refine the sustainability road map and inspire long-term transformation.

6. TRANSFERABILITY TO OTHER SECTORS

The objective of this section is to diverge from the actual developed training paths and training material prepared for the **FOOTWEAR** and **APPAREL** industries to **other industries and clusters**. Therefore, let us find out how it can be issued and, more importantly, how new training paths may be designed taking VETting Green outcomes as a common ground.

6.1. THE 2 CLUSTERS IN VETTING GREEN PROJECT: FOOTWEAR & APPAREL

Globally, the footwear industry produces over 24 billion pairs of shoes annually worldwide. Asia dominates manufacturing (particularly China, India, and Vietnam), while Europe is a hub for high-quality design, innovation, and luxury brands—especially in Italy, Spain, and Portugal. The European marketplaces have a growing emphasis on sustainability, innovation in materials, and ethical production.

The apparel industry is one of the largest consumer goods sectors globally, with significant economic and employment impact. Fast fashion has driven explosive growth, but also led to increased waste, resource depletion, and labour concerns. Europe remains a key player in design, innovation, and sustainable fashion initiatives, with countries like Germany, France, and the Nordic nations leading in green transformation and circular business models.

Both sectors are resource-intensive, relying on large volumes of water, energy, and raw materials (leather, textiles, synthetics) and often generating considerable waste and pollution. Fast fashion and mass production practices have accelerated these impacts, prompting strong public and regulatory pressure for reform.

As consumer awareness grows, sustainability has become a competitive priority. Brands are increasingly claiming to offer "eco-friendly," "sustainable," or "carbon neutral" products. However, this has also given rise to greenwashing—when companies mislead consumers by exaggerating or fabricating their environmental efforts.

The EU is actively addressing greenwashing through the Green Deal, Circular Economy Action Plan, and the upcoming Green Claims Directive, which will require verifiable environmental claimslife-cycle assessments and product transparency and digital product passports and

traceability tools. The European market also benefits from strong consumer advocacy and civil society monitoring, helping to push for real, not superficial, sustainability.

By focusing on Footwear and Apparel, Vetting Green tackles two of the most impactful and visible industries, driving change through education, professional development, and practical tools for sustainable transformation.

6.2. BEYOND THE VETTING GREEN CLUSTERS

The strategic application of sustainability practices extends beyond footwear and textile clusters to a broad range of other traditional sectors that hold cultural and economic significance. These sectors, including **furniture**, **ceramics**, **glassmaking**, **wine production**, **leather goods**, **stone craft** sector, **cork**, share a common challenge: preserving their heritage, avoiding greenwashing, while adapting to the demands of a rapidly evolving global market. By leveraging sustainable practices and transparency in communication, these industries can identify and integrate cutting-edge practices that enhance quality, efficiency, and sustainability, ensuring their long-term viability and relevance.

The global **furniture industry** is a significant contributor to the economy, with demand driven by construction, real estate development, and consumer lifestyle trends. The sector spans residential, office, and contract furniture, with diverse materials (wood, metal, plastic, textiles) and processes.

Europe is one of the world's leading furniture producers and exporters, especially known for high design value, quality manufacturing, and artisanal know-how. Italy, Germany, and Poland are top producers, with strong SMEs in countries like Spain, Portugal, and the Nordic nations. There is a rising trend toward sustainable design, circular economy models, and innovation in bio-based or recycled materials.

As consumers demand sustainable choices, green marketing has exploded—but not always truthfully. Common greenwashing tactics in the furniture industry include unverified claims like “eco-friendly” or “natural” without explaining what they mean, the use of green aesthetics (earth tones, nature imagery) to imply sustainability, highlighting a single green feature while ignoring other harmful practices, lack of transparency in material sourcing or lifecycle impact. The EU also supports furniture-specific initiatives, such as those by EFIC (European Furniture Industries Confederation) and the Ecolabel for Furniture, to foster measurable improvements.

By adapting Vetting Green’s road map and e-learning materials, VET providers, company managers, and designers in the furniture sector can gain the skills to implement genuine green practices and build trust with increasingly conscious consumers.

The **ceramics** and **glass industries** are crucial manufacturing sectors globally, producing a wide range of products—from household items and tiles to high-tech applications in electronics, automotive, and construction. The glass sector also supports fast-growing markets like packaging (bottles, jars), architecture (windows, facades), and renewable energy (solar panels).

Europe is home to some of the most prestigious and innovative ceramics and glassmaking industries, especially in Italy, Spain, Germany, France, and Portugal. The European ceramics industry includes both industrial-scale producers and heritage-based artisanal manufacturers. Similarly, Europe's glassmaking sector is known for design excellence, high-quality standards, and innovation in sustainability, such as energy-efficient glazing.

Despite their cultural and industrial importance, ceramics and glassmaking are energy-intensive sectors with notable environmental challenges. There is also growing attention to working conditions, particularly in smaller firms or outsourced supply chains. As sustainability gains traction, some producers use green marketing that may not reflect actual practices. Consumers and specifiers (e.g. architects, designers) are increasingly demanding data-backed sustainability, and vague claims are under scrutiny.

The Vetting Green project offers tools that are highly relevant and transferable to the ceramics and glass cluster. By applying Vetting Green's 8-step road map methodology, stakeholders in the ceramics and glass sectors can gain real sustainability competencies, enhance transparency, and build trust with eco-conscious markets.

Wine production is one of the oldest and most culturally embedded agricultural industries in the world. It spans all continents, with France, Italy, and Spain as global leaders, followed by the United States, Argentina, Australia, Chile, and South Africa. Europe dominates global wine production, both in volume and tradition. The EU accounts for around 65% of global wine production and 70% of global exports. Regions like Bordeaux, Rioja, Tuscany, and Douro are not just geographic indications but also symbols of quality and heritage.

European wine producers are increasingly pressured by climate change, requiring adaptations in grape growing, water use, and fermentation practices.

Wine production is closely linked to land use and natural resource management, with several sustainability challenges. There is also a push towards transparent labelling, showcasing environmental and social sustainability. As sustainability becomes a selling point, the wine sector is also experiencing greenwashing issues. Consumers often lack the tools to verify such claims, and some producers exploit this gap.

The Vetting Green project's road map methodology and training materials are highly applicable to the wine sector:

- VET trainers can customise content to build competencies in sustainable viticulture and winemaking
- Managers and producers can use road map steps to gradually shift practices and avoid greenwashing
- Marketing professionals can learn responsible communication and claim verification
- Cross-sector inspiration (e.g., from apparel, footwear) can foster ideas for packaging, design, and waste reduction.

The **leather goods industry** encompasses the production of handbags, wallets, belts, accessories, and luxury items. Globally valued at over €400 billion, the sector is driven by fashion trends, luxury consumption, and functional product demand. Key players include multinational brands in Europe, the U.S., and Asia, alongside specialised artisans. Europe plays a leading role in premium and luxury leather goods, with countries like Italy, France, Spain, and Portugal being hubs for design and craftsmanship. Italy's Tuscany and Veneto regions are known for high-quality leather production. The sector is interlinked with footwear, fashion, and upholstery, supporting a vast VET ecosystem.

The leather goods sector poses significant environmental and ethical challenges and brands are investing in transparency, especially those responding to EU Green Deal pressures. Despite efforts toward sustainability, greenwashing is widespread in the leather goods sector. National initiatives in Italy, France, and Spain support sustainable leather manufacturing through incentives and innovation programmes. The Vetting Green methodology, training platform, and road map tool are directly relevant for the leather goods sector whose transformation requires not just new materials but a culture of sustainability, and Vetting Green provides a structured approach to enable this transition.

The **cork industry** is a specialized sector primarily focused on the harvesting and processing of cork bark, used in a wide range of applications such as wine stoppers, flooring, insulation, fashion accessories, and design materials. The global cork market was valued at approximately €2 billion, with significant demand for eco-friendly and renewable materials. Europe accounts for over 80% of the world's cork production, with Portugal leading (producing nearly 50%), followed by Spain, Italy, and France. Portugal's Montado forests are crucial ecosystems with high biodiversity and important carbon sink functions. The cork industry is seen as a model for sustainable forest management, particularly within the Mediterranean basin, and is economically vital for rural areas.

The cork industry is often praised for its positive environmental impact. Socially, the industry supports rural employment, craftsmanship, and long-term forest stewardship, however, supply chain traceability and transparency can vary, particularly in secondary cork-based products.

The cork sector is increasingly integrated into sustainable design, architecture, and fashion and is promoted as a natural, recyclable, and biodegradable material, aligning with EU Green Deal goals. Despite its sustainable image, the cork industry is not immune to greenwashing - as demand grows, the risk of marketing oversimplification increases, especially in fashion and home décor markets.

The Vetting Green approach provides key opportunities for the cork sector and offers a unique model of sustainability but must be protected from dilution through misleading marketing. Vetting Green tools—such as the Road Map methodology and training resources—help equip professionals across the value chain to support genuine sustainable transition.

The **stone crafts sector** encompasses the artisanal and industrial use of natural stone—such as marble, granite, slate, and sandstone—for decorative, architectural, functional, and artistic purposes. It includes the production of tiles, sculptures, monuments, furniture, jewellery, and other custom-crafted objects.

Europe has a rich history of stone craftsmanship, particularly in Italy, Spain, Portugal, and Greece, known for their marble, granite, and artisanal heritage. The sector is deeply connected with cultural preservation, heritage architecture, and local economies, especially in rural and mountainous regions. The European stone crafts sector is often made up of SMEs and family-run businesses, where

traditional skills are passed through generations, increasingly combined with digital tools and sustainable methods.

The sector is evolving with eco-conscious practices and there is a growing interest in eco-labelling, carbon footprint reduction, and natural resource stewardship. Despite its "natural" image, the stone crafts sector is vulnerable to greenwashing, particularly in marketing and the sector often lacks clear sustainability communication and relies on vague claims like "natural" or "authentic."

Vetting Green methodologies and training tools can greatly benefit the stone crafts sector. The Vetting Green project supports skills transfer, awareness-raising, and curriculum modernisation, which are essential to help this traditional sector thrive in a greener economy without falling into the traps of greenwashing.

To conclude…

Even sectors like traditional boatbuilding, papermaking, and heritage crafts such as weaving or woodworking can be influenced by the VETting Green tools. Training may allow these industries to incorporate sustainable tools and materials, such as lightweight composites or computer-aided design, into their processes, ensuring precision and sustainability. At the same time, it enables them to market their products as unique, high-value offerings that cater to niche markets, emphasising their cultural and artisanal significance and sustainability.

In all these sectors, training can act as transformative forces, guiding traditional industries through the complexities of modernisation in the sustainability and transparency spirit. This allows such industries to honour their historical legacies while embracing innovation, ensuring that they remain vital contributors to regional economies and cultural landscapes. By adopting a forward-looking approach, these sectors can adapt to modern challenges and opportunities, achieving a sustainable balance between tradition and progress.

7. HOW TO CUSTOMIZE VETTING GREEN TRAINING MATERIALS INTO NEW CURRICULA

This section is dedicated to VET professionals aiming to adapt the learning and training materials created by VETting Green to students or workers related to other sectors out of the footwear and textile ones. Thanks to it, new curricula can be developed or adapted taking advantage of all the content developed along the project around the greenwashing topic.

The normal flow-chart for curricula design

The normal flow-chart for curricula design in a given sector, to a given target-group and within a given topic, according to EQF (European Qualification Framework) and the presuppositions of Learning Outcomes (LO), bridging to ECVET (European Credit Transfer for Vocational Education Training) and to EQAVET (European Quality Assurance for Vocational Education Training) can be described into 8-10 steps, depending on the details of the methodology. This was applied to VETting Green to design Curriculum on "avoiding greenwashing".

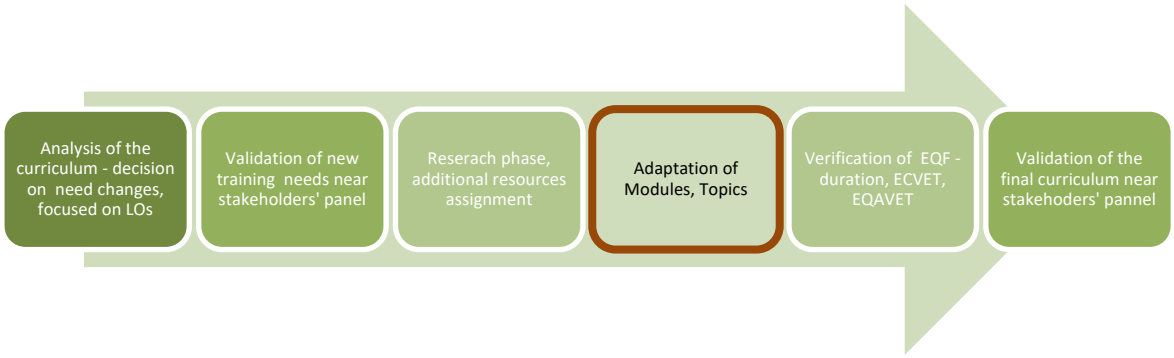
The proposal of VETting Green is to draft a curriculum on sustainability topics the way around, through reverse engineering approach, starting from the Curriculum or training itinerary draft in VETting Green, changing the normal order of the methodology of designing curricula, adapting step by step the small conquests of the normal steps into a new scheme that should respect in the same way the training needs of the new sector.

The 6 steps methodology on curricula modifications

Here we propose a simplified method taking as common ground the already drafted curriculum on SUSTAINABILITY topics.

Globally the methodology suggests starting with the curriculum defined, structured, oriented to different target groups, analysing all its knowledge, skills, competences thinking about the new sector to which the curriculum will be adapted, deciding for each module/unit on the need of implementing changes, validating the new training needs (for the new sector), searching for additional data/knowledge to improve the modules, drafting the new curriculum and finally validating it near the sector representatives.

This six-step methodology is illustrated in the following scheme:



Picture 3 – Flow-chart of 6 steps methodology curriculum design.

Describing all the steps:

Step 1- Analysis of the VETing Green curriculum (or training itinerary)	This is the first step of the **six-step methodology** that proposes to **start with the analysis of the already drafted curriculum**, focused on the learning outcomes, detailed into knowledge, skills, autonomy, and responsibility and to decide on the need of change and /or adapt its elements in order to better fit the perceived training needs of the new target-group, new sector. This analysis, which, again, should focus on the Learning Outcomes (LO), meaning the set of what a learner is expected to know, to be able to do and to understand at the end of a learning process or sequence, being able to act with the autonomy and responsibility needed. This analysis is key to the success of this methodology, the capability to project the already existing curriculum into a new sector. The objective here is also to detect new training needs the new target groups in the new sector have and how far the curriculum is able to overcome. The finalisation of step 1 involves the answer to the question if it's mandatory to implement changes and in which modules and topics.
Step 2- Validation of the projected training	The adaptation of a curriculum to a new sector of activity, maintaining the scope and topics, obliges a validation of the training needs. In this methodology, step 1 identifies new training needs that need to be validated by the new sector representative stakeholders in step 2. The **validation** can be implemented through focus groups within **dedicated workshops** as it was done in the VETing Green project, in the several countries involved. VET providers Universities and other entities in the field of VET can find inspiration in VETing Green practices.
Step 3- Research phase, additional resources assignment	In this step the proposal is to **analyse the need of additional resources**, to determine the need for research to gather information to improve the existing curriculum in the direction of the new sector needs. This is the phase to research, to learn, and to gather theoretical and practical knowledge to apply to the new curriculum.
Step 4- Adapt Learning Outcomes, Modules, Topics	This is the step where the **curriculum is modified to match the new needs**, the demands of the new sector of activity. This is more the operational phase of the curriculum design, where the adaptation is materialised into tangible changes in the LOs, Modules and Topics. A **new curriculum** is being drafted here according to sectorial data gathered in step 3, matching training needs validated in step 2. The result is a new curriculum, conceptually like the VETing Green curriculum, modified to be more in line with the specificities of the new sector in consideration. The new curriculum will have fine-tuned LOs, Modules and Topics.
Step 5- Verification of EQF	In this step, the new curriculum will be compared to the VETing Green one, in terms of duration (learning and self-study hours of

presuppositions, ECVET and EQAVET	duration), EQF level, ECVET points and EQAVET indicators fulfilment, that should be similar to the already existing one.
Step 6- Validation of the final curriculum	In this final step, **the new curriculum will be validated** near the stakeholders' panel. For the validation we suggest applying a Quantitative method through a survey among SMEs, business associations, that can represent the new sector into which the new curriculum has been adapted, envisaging at collecting general opinions. In addition, we suggest applying a Quality method through interviews with key experts within the new sector envisaging to get in-depth considerations regarding the new adapted curriculum. We suggest getting inspiration in the VETing Green curricula and eventually using available templates.

7.1. TRANSFERABLE MATERIALS AND MODIFICATIONS

In this section and taking into account the structure of different modules, an exercise will be set out for the adjustment of the training modules to the different clusters.

Firstly, it is necessary to identify which modules and topics can be implemented as they are, and which ones need modification. Then, to understand how to do such modifications.

The next table consists of the first exercise which should be undertaken upon the curriculum developed. For each module a comprehensive training programme is defined from the identification of the project target-group training needs, definition of the learning outcomes into knowledge, skills and competences and detail of the curricula into topics / submodules. Thanks to this table it is possible to understand which modules and submodules can be taken as they are within different clusters and which one needs modification.

Curricula's topics	Need modification? Y/N	Remarks & suggestions
1. WHAT IS SUSTAINABILITY?	N	All the topics are general and transversal to the majority of the traditional sectors, thus in the exercise of implementation the training to the new sectors, the need of modification will be very marginal.
2. GLOBAL VISION OF SUSTAINABILITY	N	
3. SUSTAINABILITY IN FOOTWEAR AND APPAREL	Y	To adapt to the new clusters
4. GREENWASHING AND GREEN CLAIMS	N	All the topics are general and transversal to the majority of the traditional sectors, thus in the exercise of implementation the training to the new sectors, the need of modification will be very marginal.
5. TRAINING COURSE MAIN CONTENTS	Y	Wrap up the course curricula into the new topics

7.2. TRANSFERABILITY TO DIFFERENT SECTORS - EXAMPLE

Below is an adapted version of the curriculum for each of the five specified clusters: ceramic, glass, cork, leather goods, and wine. The modifications align the general structure with the unique characteristics, needs, and industry practices of each sector.

Each curriculum is tailored to emphasise sector-specific processes, materials, and industry challenges while retaining the structure's core objectives.

We took the example of the leather goods sector and applied the described methodology for one module. The final curriculum will be the following:

Leather Goods Cluster

M0 INTRODUCTION
1. WHAT IS SUSTAINABILITY? Definition: Explore sustainability principles with a focus on the environmental, social, and economic dimensions relevant to leather goods. Key Aspects for Leather Goods: ▪ Ethical sourcing of leather and alternative materials. ▪ Minimizing environmental impact during tanning and production processes. ▪ Ensuring fair labour practices across the supply chain. 1.1. COMPARISON WITH SUSTAINABLE DEVELOPMENT ▪ Sustainability vs. Sustainable Development: analyse how sustainability practices in leather goods align with broader sustainable development goals (SDGs), such as responsible consumption and production (SDG 12). ▪ Examples in Leather Goods: ▪ Sustainable supply chain management. ▪ Supporting communities involved in leather production. 2. GLOBAL VISION OF SUSTAINABILITY ▪ Trends and Standards: ▪ Overview of global sustainability trends, certifications (e.g., Leather Working Group, GRS, FSC for packaging), and regulations affecting the leather industry. ▪ Regional Differences: ▪ Examine sustainability challenges and opportunities in key regions (e.g., Europe, Asia, Latin America). ▪ Impact on Leather Goods:

- Explore how global consumer demand for sustainable products drives change in the leather sector.

3. SUSTAINABILITY IN LEATHER GOODS

- Sustainable Materials:
- Alternative leather options (e.g., recycled leather, plant-based leathers like mushroom leather, and chrome-free tanning).
- Innovations in minimizing waste from cutting patterns or using scraps creatively.
- Eco-Friendly Processes:
- Water-efficient tanning and dyeing methods.
- Reducing carbon emissions in production.
- Packaging and Logistics:
- Sustainable packaging options (e.g., biodegradable or recycled materials).
- Reducing the environmental impact of transportation and logistics.

4. GREENWASHING AND GREEN CLAIMS

- Understanding Greenwashing:
- Common pitfalls in the leather goods industry, such as overstating environmental claims or using ambiguous language.
- Examples of Misleading Claims:
- Terms like "eco-leather" without supporting certifications.
- Claims of "biodegradable leather" without clarity on conditions required for degradation.
- Transparent Communication:
- Guidelines for making valid, evidence-backed green claims.
- Educating marketing teams on ethical promotion of sustainability efforts.

M2 DIFFERENCES BETWEEN GREEN MARKETING AND GREENWASHING

Focus: Distinguish genuine green marketing from misleading practices (greenwashing) in the leather goods sector.

Industry Relevance: Highlight the importance of transparent communication in building trust with consumers seeking sustainable leather goods.

1. THE GREEN CONSUMER AND MARKET

Profile of the Green Consumer:

- Understand the motivations, behaviours, and purchasing preferences of eco-conscious consumers in the leather goods market.
- Insights into demand for sustainably sourced leather, ethical practices, and transparent brands.

Market Trends:

- Growth of the sustainable luxury market and increasing scrutiny on leather sourcing and processing.

2. INTRODUCTION TO GREEN MARKETING

Definition and Principles:

- What constitutes green marketing in the leather goods industry.
- Emphasis on authenticity, transparency, and measurable sustainability efforts.

Relevance to Leather Goods:

- Highlighting eco-friendly materials, ethical supply chains, and product durability as marketing points.

Consumer Engagement:

- Strategies to educate and involve consumers in sustainability initiatives (e.g., repair workshops, recycling programs).

3. ENVIRONMENTAL CLAIMS AND GREENWASHING

Key Concepts:

How environmental claims are used in the leather goods industry and common pitfalls.

3.1. GREENWASHING

Definition and Examples:

- Common greenwashing practices in the leather industry, such as vague claims like "eco-leather" or "sustainable tanning" without evidence.

Impact on the Industry:

- Damaged consumer trust, regulatory consequences, and reputational risks.

3.2. GREEN CLAIMS

Best Practices for Green Claims:

- Guidelines for making specific, verifiable, and relevant environmental claims.

- Use of clear terminology supported by data, such as "leather tanned with 30% less water" or "made with 100% recycled leather scraps."

3.3. ENVIRONMENTAL LABELS AND CERTIFICATIONS

Overview of Key Certifications:

- Leather Working Group (LWG), Global Recycled Standard (GRS), Forest Stewardship Council (FSC) for packaging, and OEKO-TEX for leather goods.

Selecting Appropriate Labels:

- Ensuring the certification aligns with the company's sustainability goals and product lifecycle.

3.4. CONSUMER GUIDE: STEP BY STEP FOR BETTER EVALUATE ENVIRONMENTAL CLAIMS AND AVOID GREENWASHING

Empowering Consumers:

- Educate customers on how to interpret certifications, labels, and claims in the leather goods market.

Checklist for Evaluating Claims:

- Verify the presence of third-party certifications.
- Look for specific, measurable claims over vague terminology.
- Research the company's overall sustainability practices, not just isolated claims.

4. CASE STUDIES AND BEST PRACTICES

Success Stories:

Companies in the leather goods industry that have successfully implemented green marketing strategies and avoided greenwashing.

Examples: Brands using plant-based leather alternatives, offering repair services, or committing to full lifecycle transparency.

Lessons Learned:

Analysis of companies that faced backlash due to greenwashing, and how to avoid similar pitfalls.

8. CONCLUSIONS

This road map serves as a comprehensive guide to support the implementation and dissemination of the VETting Green project, aiming to promote sustainability within the footwear and apparel sectors through vocational education and training (VET). It presents the general framework of the project, clearly identifying the diverse target groups involved—from policy makers and VET providers to companies, consumers, and students—each playing a crucial role in the green transition.

Through the introduction of a tailored e-learning course and platform, this roadmap offers complementary accessible, flexible training opportunities. It helps learners translate knowledge into concrete, real-world actions.

The core of this road map lies in its 8-step methodology, empowering users to set goals, apply knowledge gradually, seek feedback, and continuously reflect and innovate. Specific actions are provided for different professional roles, with a focus on the footwear designer profile, demonstrating how the methodology can be adapted to real workplace contexts.

Importantly, this road map emphasises transferability, showing how the VETting Green approach, resources, and tools can be customised and scaled to other sectors beyond footwear and apparel. This ensures a broader impact and encourages cross-sector collaboration for sustainable innovation.

In conclusion, this document is not only a learning tool and guide but also a road map for action—inviting all stakeholders to become active contributors to a more sustainable, transparent, and resilient production ecosystem.

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