

Green Week 2026 – Partner Event:

“Solutions and Barriers to Scaling Regenerative Practices in the Textile Sector”

Online - 9 June 2026, 16:00 – 17:30

Theme/Title: “Solutions and Barriers to Scaling Regenerative Practices in the Textile Sector”

Proposed format: Webinar / Online event – hosted on Zoom (tbc)

Speakers:

- **Alyse Russel**, Senior Manager, Global Sustainability Programs, VF Corporation
- **Drummond Lawson**, Director, Nature & Climate Impact, Textile Exchange
- **Jennie Granstrom**, Biodiversity Lead, H&M Group
- **Heinz Zeller**, Principal Sustainability, Hugo Boss

Moderator: Ohana Public Affairs

Target audience: EU policymakers, EU stakeholders, other corporate actors, consumers

Objective: The event aims to position regenerative agriculture as a concrete contribution of the textile sector to a nature-positive economy, showcasing solutions and challenges to scale impact.

The discussion will highlight practical regenerative initiatives in Europe and globally and connect them to ongoing EU policy discussions on sustainably-sourced renewable materials (SSRM), biodiversity protection and soil health.

Programme

Segment	Time	Who
Welcome & setting the scene	5 min	Ohana Public Affairs

<p>Panel debate touching upon the following topics:</p> <ul style="list-style-type: none"> - Importance of regeneration systems - Industry momentum and emerging solutions - Barriers slowing industrywide adoption - How EU policy can accelerate regenerative practices - From regulatory pressure to industry transformation 	1h05	VF Corporation, Textile Exchange, H&M Group, Hugo Boss + Moderator
Q&A	15 min	All
Closing remarks	5 min	All