



Beyond Greenwashing

Space for a Truly Green Fashion

Partner Event at EU Green Week 2025



Webinar Information Sheet EU Green Week 2025 Partner Event

Beyond Greenwashing - Space for a Truly Green Fashion

Date & Time:	3 June 2025 17:00-18:00 CET
Format:	Virtual Panel Discussion + Live Q&A
Livestreamed On:	Zoom, later telecasted on YouTube, Facebook, Instagram, LinkedIn
Organizer:	Fashion For Biodiversity
Host:	Chandra Prakash Jha - CEO, FFBS



Webinar Introduction

The fashion industry is a leading contributor to environmental degradation. And while brands increasingly claim sustainability, greenwashing distorts the truth—misleading consumers and masking real progress. This EU Green Week 2025 partner event, “Beyond Greenwashing - Space for a Truly Green Fashion,” explores how space technology, AI, and blockchain bring traceability, transparency, and trust to the fashion sector. Hosted by Georg Andreas Suhr, Chief Marketing Officer of Fashion For Biodiversity and an expert in digital brand strategy and AI-powered communication, the session will highlight how verifiable sustainability can become the new standard—from farm to fashion rack.

Subject

The session will demonstrate how space-based Earth observation, digital verification systems, and smart contracts can tackle greenwashing, support EU regulations, and build a genuinely circular, bio-based fashion economy.

Purpose of the Webinar

Despite growing environmental awareness, fashion’s sustainability narrative often lacks verifiability. This session calls on leaders and innovators to:

- Shift from greenwashing to ground-truthing
- Implement technology-backed transparency tools
- Accelerate cross-sector action toward a verified, circular fashion future

Panelists & Their Expertise

- **Orsola de Castro** - Co-founder, Fashion Revolution
Global champion for ethical fashion and transparency, focusing on circular design and activist-driven change.
- **Beatrice Barresi** - Senior Sustainable Applications Officer, ESA
Satellite data expert for sustainable land use and biodiversity tracking in raw material sourcing.
- **Annalisa Riccardi** - Blockchain & AI Expert, University of Strathclyde
Researcher in digital product passports and blockchain-powered supply chain verification.
- **Jeffrey Thimm** - Organic Production Specialist, GOTS
- **Renate Künast** - ex-Federal German Minister
Pioneer in green policy and organic certification, advocating for transparency and anti-greenwashing.
- **Laetitia Montero** - at UNEP
Eco-Labeling / Digital Product Passports.

Expected Outcomes

- Learn how space and AI technologies can verify sustainability in real time
- Understand the role of certification systems and policy enforcement
- Explore inclusive, regenerative, and circular fashion models
- Encourage collaboration among brands, designers, policymakers, and tech innovators
- Support the shift to a bio-based, transparent, and trustworthy fashion economy