

DECODING GREENWASHING

A Guide to Ethical and Sustainable Fashion



Welcome & Introduction

- Introduction to the event & its goals
- Why this topic is especially relevant right now
- Short round of introductions (optional, depending on group size)

What is Greenwashing?

- Definition & overview: The “7 Sins of Greenwashing”
- Common tricks in the fashion industry
- Real-life examples from major brands
- Interactive exercise (depending on time & group size):
 - Greenwashing Bingo, or
 - Spot the greenwashing: Participants evaluate claims/ads

New EU Laws Against Greenwashing

- EmpCo and the Green Claims Directive: What will companies face?
- More clarity for consumers: What are the benefits?
- Simple tips: How to identify credible sustainability claims

How to Identify Sustainable Fashion

- Sustainability labels: Which ones are truly trustworthy?
- Materials 101: Eco-friendly and long-lasting fabrics
- Buying guide: What to look for in quality & fit

Tips for Conscious Consumption

- Alternatives to buying new: Second-hand, renting, upcycling, repair
- Finding sustainable brands & platforms: Where and how?
- Optional: Short experience-sharing session in small groups
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Q&A & Discussion

- Open question round
- Sharing personal experiences – frustrations and successes in shopping sustainably
- Invitation to join the clothing swap

Business Clothing Swap – Sustainable Style at Work

- Set up clothing racks & discover new favorites
- Rules: Only clean, well-maintained items allowed, 4-5 pcs. per person
- Focus: Business and business-casual clothing – polished, practical, and stylish