



MODULE 3 Worksheet

Giveaways:

1. Thanks to transparency and traceability strategies a brand can collect reliable information about their production chains and share them with all the actors in the field, in order to identify where fashion has negative environmental and social impacts and therefore be able to address a positive change.
2. To find suppliers for materials and production independently, a sustainable fashion brand can consult trade shows, online catalogues, agents, showrooms or supplier marketplace platforms, stockists or fabric shops.
3. Certifications are essential to ensure how a certain fabric or product is made, how a factory or even your own brand works. The most common certifications have been organized in 4 subcategories, Environmental, Organic, Recycled, Animal.

Activity for self-reflection:

Recent data from the European Commission shows that many fashion brands and retailers are guilty of greenwashing and exaggerating their sustainability credentials without evidence. For examples, many brands make a wide range of claims about the fibers they use without providing evidence of their environmental credentials; others claim that their products are sustainable, taking into account only certain components of their products, e.g. by talking about materials and environmental aspects, but leaving out processes and social aspects, and thus sharing misleading information. Greenwashing misleads market players and does not give the right value to companies that really make an effort to green their products and processes. Ultimately, it damages attempts to move towards a greener economy.

And you? Do you communicate your commitment to sustainability through clear, precise and clear data?

Case study

In order to protect its customers from greenwashing, in 2022 the brand Ganni has chosen to rely on Provenance®, a transparency technology solution for reliable sustainability claims. Once the product is selected, it is possible to click on the Provenance® icon and see the various stages of its supply chain, from design, through yarn spinning, fabric making, garment production-in short, all the companies where the product was processed. In doing so, Ganni makes it easier for customers to consciously inform themselves and make responsible purchasing choices.

Find out more in Module 3 through the online cooperative platform <https://tecofash.erasmus.site/>