

Half of young Europeans consider it appropriate to buy counterfeits when the price of the original product is too expensive. **Switch to the other half!**

**Counterfeiting = Damages**  
economy health society environment

taxes environment  
employment **Losses** offences  
severe health risks turnover

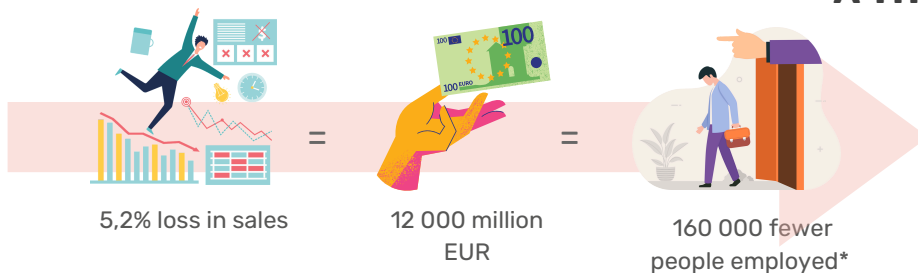
## A THREAT TO HEALTH

Fabrics and materials in clothing can contain **chemicals** that are highly hazardous to health, causing reproductive disorders, hormonal imbalances and developmental disturbances.

For example, azo dyes, phthalates, heavy metals or brominated flame retardants in clothing, which do not meet safety requirements, are dangerous.



## A THREAT TO SOCIETY



The clothing and footwear sector is the most affected by counterfeit goods in Europe.

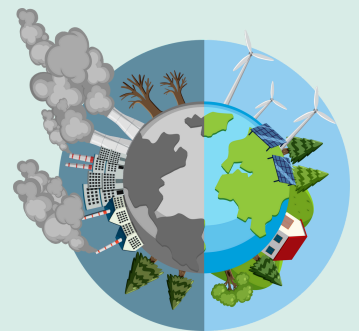
\*Source: The economic impact of counterfeiting in clothing, cosmetics and toys in the EU. European Intellectual Property Office

## A THREAT TO THE ENVIRONMENT

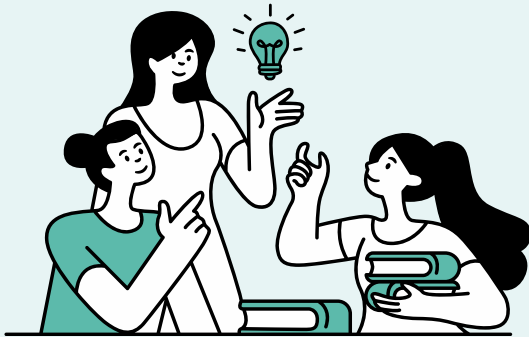
Europe is committed to a strategy of **sustainability and circularity** for textile products, with products that are durable, repairable and recyclable, free of hazardous substances and produced respecting social rights and the environment.

The textile industry is today one of the **most polluting** industries in the world, and when it comes to counterfeits, reducing the carbon footprint, water consumption in manufacturing processes or using recyclable fibres is not a priority.

Additionally, the eco-friendly storage and disposal of seized goods pose major logistical challenges for the authorities.



**Be wary** of **suspiciously discounted** clothing and accessory promotions, especially in videos and social media advertising.



Questions for classroom discussion on counterfeit clothing and footwear.

**What do students think?**

1. Have you had any experience with counterfeit clothing or footwear? Was it of poorer quality? What happened?
2. Would you say that the health risks of counterfeit clothing or footwear are obvious? For example, what consequences might wearing a counterfeit trainer have for your health?
3. How does counterfeit clothing and footwear impact on the EU economy and how does this affect families?
4. Do you think that buying counterfeit clothes can lead to job losses?
5. Can we, as consumers, improve the environment through our purchasing choices?
6. How does the production of counterfeit clothes affect the environment? What are these production processes like?
7. Did you know that 80% of a product's environmental footprint throughout its life cycle is determined when it is designed? What kind of companies are committed to design innovation?
8. Would you like to know more about the product you are buying? Why? The digital product passport will allow you to know who is behind the product, what environmental aspects have been taken into account to improve its sustainability or whether it complies with safety standards.

These questions are intended to help students and education professionals to consider the many aspects of the counterfeiting problem and to understand the real consequences of buying counterfeit goods.

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