

ROLE CARD: Citizens/petitioners



WHO YOU ARE

You are a group of everyday **EU citizens** who are worried about the environmental impact of fast fashion. Together, you have collected **1 million signatures** from people across Europe to demand that the EU takes action.

WHAT YOU CARE ABOUT

You want the EU to pass a **law** that **forces** the **fashion industry** to **reduce** its **waste**. For you, this is not just an environmental issue — it is a matter of justice, because the consequences of pollution and climate change are felt most strongly by younger generations and vulnerable communities.

HOW TO BUILT YOUR CAMPAIGN (REACHING 1 MILLION SIGNATURES)

- **Social media campaigns** → spreading your message on Instagram, TikTok, and X to reach young people
- **Partnerships with schools and universities** → organising awareness events and collecting signatures on campuses
- **Collaboration with environmental NGOs** → joining forces with established organisations to reach wider audiences
- **Street activism** → setting up stands in public spaces, markets, and shopping centres
- **Online petitions** → using digital platforms to make signing easy and accessible across borders

MAIN MESSAGE / SENTENCE TO DEFEND

The EU must act now because fast fashion creates too much waste.

YOUR GOALS

- **Main goal:** get a strong law that really reduces textile waste
- **Secondary goal:** make sure the law comes into effect as soon as possible

YOUR PRIORITIES

- **A high waste reduction target** → the more ambitious, the better
- **A short and binding deadline** → you don't want to wait decades for change
- **Strong penalties** for companies that don't comply

RED LINE

- You will **not** be **satisfied** with a law that looks **good on paper** but **doesn't** actually **change anything**.
- **Vague commitments** and **weak targets** are **not enough**.

YOUR ROLE DURING THE SIMULATION

You open the process by **presenting** your **citizens' initiative** to the other groups. After that, you **switch roles** and **become lobbyists** — using your voice to try to influence the institutions during the lobbying phase. At the end, you react publicly to the final outcome of the vote.