

# ROLE CARD: NGO Representatives (Amnesty International)



## WHO YOU ARE

You are representatives of an **environmental NGO**. You are not part of any EU institution and you do not vote on the final law — but you have the **power to influence** those who do. You have been following this issue for years and you have data, stories, and arguments to back up your position.

## WHAT YOU CARE ABOUT

You want the **strongest possible law**. For you, this is not just about policy — it is about the future of the planet and the people most affected by pollution and climate change. You believe that industry has delayed action for too long and that the EU must now step up.

## YOUR STRATEGIES — CHOOSE THE ONES THAT WORK BEST FOR YOU

- **Meetings with policy makers** — approach MEPs and Council representatives directly during the lobbying phase. Share your concerns and try to convince them to strengthen the law.
- **Reports and studies** — use data and evidence about the environmental impact of fast fashion to back up your arguments and make them harder to ignore.
- **Media engagement** — warn decision-makers that the public is watching. If the law is too weak, there will be consequences in terms of public opinion and reputation.
- **Coalition-building** — join forces with other groups who share your goals. A united front is more powerful than a single voice.
- **Campaigns** — remind institutions that millions of citizens signed the petition. Public pressure is one of your strongest tools.

## MAIN MESSAGE / SENTENCE TO DEFEND

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

## YOUR GOALS

- **Main goal:** push for a strong, ambitious, and binding law
- **Secondary goal:** make sure penalties are strict enough to actually change industry behaviour

## YOUR PRIORITIES

- A **high waste** reduction target
- A **short deadline**
- **Strong penalties** for companies that do not comply
- **Limited flexibility** for member states, to avoid loopholes

## YOUR ROLE DURING THE SIMULATION

You do not sit at the negotiation table, but you are **extremely active** behind the scenes. During the lobbying phase, you will approach the Parliament and the Council to share your arguments and try to shift their positions in your favour. At the end, you will publicly react to the final outcome.