

## **Introduction**

In a period that is becoming increasingly worrisome, marked by economic crises, pandemic periods, and escalating international tensions, the need to facilitate the flow of capital for the creation of new projects that align with societal needs and environmental preservation is evident (Pendergrass et al., 2019). The effects of climate change on the economic system in Europe are highly significant and widespread across industrial and service sectors (Bank of Italy, 2022), requiring significant resources for adaptation and mitigation measures (Boyes & Stanisstreet, 2012). Technology and the digital realm are increasingly recognized as invaluable tools to address sustainability challenges (Paulsen, 2019). Despite the growing prominence of green finance, it still constitutes a modest share of overall economic flows. Hence, the financial sector must expand available tools, improve the quality and availability of sustainability-related data, and mobilize behaviors necessary for environmental transition (Cipollone, 2022).

In this context the fashion industry, being one of the most polluting ones, faces numerous challenges in navigating towards sustainability. In the last decades research and reports shed light on the exploitation and unsafe working environments faced by workers in the fashion industry earning some of the world's lowest wages (Niinimäki et al., 2020). Despite these revelations, global clothing consumption has multiplied sixfold since the 1990s, and production has doubled in the last fifteen years, indicating a persistent trend of thoughtless purchasing and rapid disposal (Niinimäki et al., 2020). The average American discards 37 kilograms of textiles annually, with only one in ten items finding its way to thrift stores or charity, while the majority ends up in landfills, contributing to environmental pollution (2020). The surge in consumer awareness regarding environmental conservation, social responsibility, and economic sustainability has posed significant challenges to the sustainable development of the fashion retail industry, given the substantial increase in sales volume

(Brooks, 2019). This heightened consciousness among consumers underscores the critical need for the fashion retail sector to address and prioritize ecological and ethical considerations in order to foster long-term sustainability. To address this issue, a clear direction emerges: transitioning towards sustainable fashion (2019). This necessitates a shift in mindset, recognizing the value our clothing deserves. While fast fashion companies must take responsibility, the onus is equally on us to embrace more sustainable practices. This rationale underpins the inception of EcoStallments, a novel fintech venture.

### **Description of the fintech business**

EcoStallments aims to revolutionize the online shopping experience, specifically in relation to the fashion industry, by integrating sustainable options into the ‘Buy Now Pay Later’ model. It is conceived as an adaptation of the existing platform called ‘Klarna’, which allows online shoppers to make purchases from major retailers without paying the full amount at the time of purchase. EcoStallments introduces a ‘Transparent Scoring System’, offering users insight into the environmental impact of their purchases. This is done through the implementation of a comprehensive rating system that employs distinct algorithms for each brand featured on its platform; the goal is empowering consumers with the ability to transparently assess the sustainability practices of each brand, encompassing factors such as greenhouse gas emissions, water usage, worker safety, fair wages, and animal welfare. The result of such analysis is then depicted in both the Web and the EcoStallments application, with a score that goes from ‘Great’, which marks brands that demonstrate leadership in all areas, typically being transparent and with strong sustainability policies to ‘Avoid’, which describes those brands that disclose little to no relevant or concrete information about their sustainability practices.

EcoStallments aims at fostering a community of eco-conscious consumers and businesses. This dynamic is driven by the EcoStallment platform, where customers receive discounts when purchasing from brands with high sustainability scores. In parallel, brands demonstrating greater sustainability practices receive heightened visibility and recognition through the platform, reinforcing the alignment of consumer choices with environmentally conscious brands. Customers find satisfaction in aligning with their ethical considerations, while traders benefit from both adhering to sustainable practices and achieving prioritization on the platform.

Moreover, EcoStallments introduces a virtual try-on technology that refers to a unique method that enhances try-on capabilities of different clothing items. Hence, utilizing this technological approach, customers can engage in the virtual trial of clothing items, thereby augmenting the evaluative process of their selections. This is done because it is well-known that companies do not have sophisticated enough logistics systems to handle our returns, which often end up in landfills (Niinimäki et al., 2020). Therefore, this technology is poised to alleviate the environmental impact associated with excessive returns, fostering a more sustainable and eco-conscious approach to consumer choices.

EcoStallments is also the first fintech business to introduce vintage options for its consumers. Over the last two decades, we have witnessed a progressive change in production systems due to the introduction of new and more efficient technologies and production methods. Among the new business models introduced on the market, fast fashion is certainly one of the most successful (Khan & Malik, 2014; Niinimäki et al., 2020). However, the strengths of this production system are at the same time causing considerable environmental problems (2020). The damage to the environment caused by fast fashion is increasingly evident in the reality in which we live, in the problems of pollution and depletion of resources. This

rationale underscores why EcoStallments has incorporated second-hand purchasing options among its offerings - a strategic move aimed at not only incentivizing the adoption of pre-owned items but also actively promoting their accessibility through online platforms for consumers.

EcoStallments acts as intermediary between traders and buyers, paying the seller and handling customer payments, along with any granted payment facilitations, with a standard agreement duration of 6 months. Consumers can opt to pay for their products in up to six installments, one every 30 days after the transaction date. When the order is shipped, EcoStallments pays the entire price upfront and charges the customer for their first installment (on their chosen card: credit, debit, prepaid). A significant advantage for the trader is that, regardless of whether the customer completes the payment or not, EcoStallments transfers the money at the time of the order, assuming responsibility for the payments and thereby reducing the risk of fraud for the merchant. In addition, companies in the fashion industry can improve their brand image and grow their customer base by having high sustainability scores. This kind of service offered by EcoStallments is an incentive to adopt such a technology. Instead, in terms of customers' benefits, the adoption of EcoStallments and the attached 'Buy Now Pay Later' model has proven to boost customers' spendings and experience. EcoStallments serves as a technological solution to link a secure and convenient payment method with sustainable options.

EcoStallments targets the market of sustainable fashion, responding to the undeniable rise in consumer interest towards sustainability (Hur & Cassidy, 2019). Indeed, EcoStallments is tailored for fashion industries aspiring to cultivate a sustainable image, thereby enhancing their overall brand reputation. The target customer segment includes gen Z and millennials: those interested in environmentally conscious shopping seeking sustainable alternatives within

the fashion industry, aligning with individuals who prioritize transparency, ethical practices, and eco-friendly choices while also embracing the convenience of the 'Buy Now Pay Later' model. Moreover, the 'Buy Now Pay Later' model represents an appealing way to incentivize consumers to embrace sustainable fashion, given its convenient payment method. EcoStallments is conceived as a way to combat overproduction and overconsumption, through the creation of a platform enabling customers to make socially-conscious self though choices. By combining financial convenience with a commitment to transparency and environmental responsibility, EcoStallments aims at creating a platform that resonates with eco-conscious consumers and businesses alike.

Regarding revenue, EcoStallments employs a dual-pronged strategy for profitability. In the first avenue, the platform secures a percentage, capped at 0.5%, from each transaction when a customer selects a brand through the app. Acting as the intermediary between consumers and retailers, EcoStallments charges retailers a fee for the service, comprising a flat transaction fee and a percentage of the total sale cost. The second source of revenue stems from late payments, with reasonable charges serving as both a deterrent and an additional income stream. This diversified approach ensures EcoStallments' financial viability while upholding its commitment to transparency and sustainability.

EcoStallments strategically employs online channels, offering a dedicated web page and an application. It leverages social media advertising, particularly Instagram through influencers, to effectively reach its target audience of Gen Z and Millennials. EcoStallments' cost structure encompasses expenses related to the development and maintenance of its IT infrastructure, covering both the application and website. Additionally, costs are allocated for customer care services to ensure optimal assistance for clients. Moreover, the company accounts for the necessary funds to manage day-to-day liquidity requirements, including initial

operational expenses, advance payments on behalf of clients, and maintaining a liquidity cushion to effectively address fluctuations in demand as clients repay their purchases and new transactions are facilitated with additional customers. In order to be able to sustain such a cost framework, EcoStallments needs financial resources. Those have been obtained through Fondazione Cariplo's financing: EcoStallments participated in a call for proposals, which won, thanks to its sustainability purposes. The key partners for launching the app are the fashion industries with a vested interest in investing in sustainable practices, recognizing the potential to elevate their brand image through such initiatives.

### **Location selected for the business**

The region identified for the launch of EcoStallments is the European Union. Due the heightened consumer awareness regarding the adverse environmental and social effects of the fashion industry, and the introduction of progressively stringent regulatory measures, numerous buyers in Europe are intensifying their endeavors and expectations concerning sustainable production and social responsibility. Manufacturers capable of aligning their supply chains with these requirements are strategically positioned to leverage opportunities in this domain. For example, prominent apparel brands and retailers are enhancing their commitments to incorporate more sustainable materials and notably, in the sustainable cotton ranking, industry leaders such as Adidas, IKEA, H&M, C&A, and OTTO Group are at the forefront.

European buyers are also adopting transparency measures, providing consumers with detailed information about the materials used in their products, including data on manufacturing location, fabric composition, finishing techniques, and even production methods, along with explanations about the sustainability aspects of specific materials within their collections.

Most importantly, in 2019 the European Union launched the ‘European Green Deal’ which aims to transform Europe into the ‘initial climate-neutral continent’ by 2050. This initiative serves as a growth strategy, intending to transition toward a clean, circular economy while addressing climate change, reversing biodiversity loss, and reducing pollution. Achieving this ambitious objective involves the implementation of legislative measures, substantial investments in clean technologies, and the establishment of innovative business models. The legal measures introduced included legislation on:

- due diligence regarding human rights and environmental protection (CSRD);
- a new ‘carbon border adjustment mechanism’ (CBAM) that imposes a tax on exports to the EU from countries that do not impose a carbon constraint on their industries;
- extended producer responsibility (EPR), an initiative to make companies financially responsible for the environmental costs of textiles during their lifecycle;
- the ‘right to repair’ for consumers.

Furthermore, Europe has implemented various compulsory prerequisites that must be adhered to when exporting apparel to the region. These encompass legal mandates related to chemical usage and additional non-legal stipulations. Additionally, numerous buyers have established non-negotiable terms and conditions applicable to all their suppliers. These terms typically encompass criteria and certifications pertaining to raw materials testing, product performance, product safety, labeling, and considerations for environmental and/or social impact.

Therefore, several factors bring us to the conclusion that Europe might be a strategic choice to launch our BNPL fintech business. Here is a summary of the above mentioned key elements substantiating this idea.

1. Europe is home to influential fashion capitals and renowned fashion brands, and building partnerships with these brands can elevate the status of your BNPL platform. Partnerships with well-known fashion brands can attract a larger user base and enhance the overall credibility of our platform.
2. The European regulatory environment is robust and continually evolving. Indeed, Europe boasts an established framework for the financial sector, ensuring both consumer protection and market stability. Adherence to these regulations is crucial for earning trust and credibility. Compliance with rules such as the General Data Protection Regulation (GDPR) and financial regulations is a fundamental aspect of operating a fintech business in Europe.
3. Many European governments actively promote sustainability and environmental initiatives. A BNPL platform that aligns with these values may receive positive attention and support from both consumers and regulatory bodies. Moreover, this can contribute to the long-term sustainability and success of the business.

In addition, other factors have to be taken into consideration.

1. European fashion-conscious consumers, especially the younger demographic, display a high social consciousness and deep sustainability awareness. Indeed, Europe has an apparel clientele that places importance on the environmental and social impact of their purchases. Integrating sustainable options into a BNPL model caters to the values of these consumers, providing them with a more responsible and ethical shopping experience. As far as the brands are concerned, going beyond financial transactions and actively contributing to social and environmental causes can build a positive brand image which might attract consumers who prioritize ethical and sustainable business practices.



2. Cultural diversity in Europe also constitutes a pivotal factor. The dissimilar fashion preferences and consumer behaviors across different countries emphasize the importance of understanding and addressing this diversity. Leveraging such cultural distinctions can serve as a competitive advantage. Tailoring our platform to accommodate various cultural nuances and preferences has the potential to significantly enhance its appeal across diverse European markets.
3. European consumers are generally comfortable with technology, and the region has high internet penetration rates. As consumers are familiar with digital transactions and online financial services, Europe has a substantial and growing e-commerce market, with consumers increasingly turning to online shopping. A BNPL platform in the fashion industry can capitalize on this trend, offering a convenient payment option for online shoppers while promoting sustainable choices.

To summarize, in order to launch such a BNPL, it is crucial to understand and leverage the region's cultural diversity, regulatory environment, tech-savvy population, and the growing demand for sustainable and ethical choices in fashion. By tailoring our approach to align with these factors can successfully position the business in the European market.

### **Factors contributing to the profitability of the business**

It is undeniable that the climate emergency has evolved beyond a global concern into the most pressing issue of our times. The fashion industry stands out as one of the most impactful sectors, both environmentally and socially (Hur & Cassidy, 2019). Despite the exponential growth in interest around these issues, navigating the multitude of new offerings in the market is far from

straightforward. Starting to question how, where, and under what conditions the garments we wear are produced is undoubtedly the first significant step. Adding complexity to this process is the pervasive problem of greenwashing - misleading marketing campaigns that create a facade of environmental consciousness without corresponding practices in production (Szabo & Webster, 2021). While many brands strive to project a "green" image, consumer awareness is evolving, especially among the newer generations, Millennials and Gen Z. This changing consumer landscape has fueled a demand for genuinely sustainable clothing options. In response, numerous brands are now committed to environmentally and socially responsible production practices (D'Anolfo et al., 2017). They aim not only to minimize CO2 emissions throughout their supply chains but also to communicate their dedication transparently. This forms the basis for the introduction of EcoStallments, an innovative app that amalgamates these aspects, with the primary goal of educating and heightening consumer awareness. In this landscape, EcoStallments emerges as a platform where customers can navigate this intricate reality. It provides a space where brands are incentivized to steer away from unsustainable practices and embrace a more responsible approach to production.

Moreover, in terms of payment method, the 'Buy Now Pay Later' (BNPL) presents several advantages for entrepreneurs operating within small and medium-sized enterprises. Among these benefits is the capacity of BNPL to catalyze increased sales by furnishing consumers with an accessible payment modality. Therefore EcoStallments emerges as a compelling solution bridging the environmental consciousness in the fashion industry and the evolving landscape of consumer preferences, especially among Millennials and Gen Z. By incorporating a transparent scoring system and fostering genuine sustainability through merchant partnerships, EcoStallments serves as a guiding platform for customers navigating the intricate reality of ethical fashion. As businesses increasingly commit to environmentally and socially responsible practices, EcoStallments serves as a conduit, encouraging brands to

navigate away from unsustainable practices. In this dual role of promoting ethical consumerism and facilitating sustainable financial practices, EcoStallments emerges as a catalyst for positive change in the fashion industry.

### **The trademark(s)/ service mark(s)**

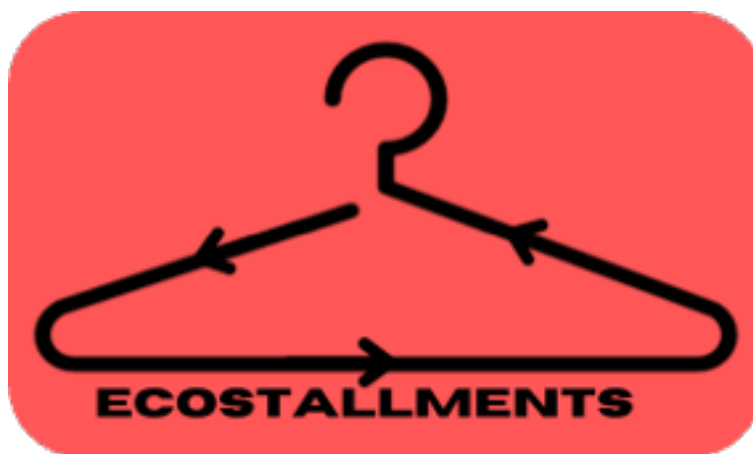
Choosing the name "EcoStallments" for our fintech business is a strategic decision that aligns with the business' mission and values. The name has marketability and appeal, as it resonates with consumers who prioritize sustainable choices. It creates a positive and forward-thinking image for the brand, attracting consumers who are conscious of their environmental impact.

Various reasons justify the choice behind this name: to begin with, we wanted to seamlessly combine "Eco," representing eco-friendliness or sustainability, with "Installments," indicating the payment method which consumers benefit from. The aim of this combination is to clearly communicate the business model and its focus on both financial flexibility and environmental considerations.

Furthermore, we wanted to align with the growing trend of consumers seeking environmentally friendly options and catch their attention. In fact, the inclusion of "Eco" aims to emphasize the business commitment to sustainability and its scope of encouraging sustainable choices, in addition to the environmental rationale integrated into the business' operations. The name is a descriptive and memorable name that immediately conveys the core offerings of the platform which facilitate the consumers to understand the brand's unique value proposition. Regardless of the fact that other forms of payment in installments already exist on

the market, the choice of the name ‘EcoStallments’ positions our fintech business as a distinctive player that caters to conscious consumers looking for both convenient payment options and eco-friendly products.

The EcoStallments marketing badge is our main brand carrying asset. It displays the combination of a hanger, which on the one hand recalls the fashion world, and the chasing arrow symbol, which on the other hand evokes the concept of sustainability. Underneath the symbol, the name of the business is written in upper case with the font Horizon.



When it's not possible to use the EcoStallments marketing badge, the EcoStallments logotype exists only in a black and a white version, once again in upper case in the font Horizon.

## **ECOSTALLMENTS**

The EcoStallments checkout badge is the same as the marketing badge but without the name underneath the symbol, and it is used exclusively in the checkout and next to other payment providers (as shown below).



According to the US legislation, EcoStallments would be regarded as a service mark because it is specifically associated with intangible activities or services provided by one entity to another (and it is not used to identify and distinguish physical products such as clothing, electronics, food items, or any other tangible items). However, we have to remember that the chosen market for the launch of EcoStallments is the European Union, and here the distinction between trademarks and service marks is not as explicit as it is in some other jurisdictions, such as the United States. In the EU, the term commonly used is "trademark" for both goods and services. Whether a mark is associated with goods or services, it falls under the category of a "trademark." When applying for trademark protection in the EU, you register a mark with the European Union Intellectual Property Office (EUIPO). The registration process and protection extend to both goods and services. The EU follows a system where a single registration can cover a broad range of classes that include both goods and services. Therefore, the European Union doesn't use the term "service mark" as a distinct category; instead, the broader term "trademark" is used to cover both goods and services. This reflects a harmonized approach to intellectual property protection across the member states of the EU.

### **The form(s) of intellectual-property protection**

Utilizing forms of intellectual property is imperative to shield EcoStallments from commercial exploitation, granting exclusive rights to the property owner. Trademark protection is necessary for the logo 'EcoStallments'. In this context, a trademark is necessary to individualize and distinguish the kind of service provided by EcoStallments. The term 'EcoStallments' has been identified as a suggestive mark, implying a quality associated with the provided service. Indeed, the combination of "Eco" and "Stallments" aims to appeal to environmentally conscious consumers. The term signifies the convergence of three key

domains - education, finance, and sustainability - intending to attract businesses and consumers seeking a financial solution that integrates these aspects. Trademark protection stands as a crucial measure in the intellectual property framework of EcoStallments, empowering the owner to thwart any attempts by others to exploit the distinctive sign associated with the business and its accompanying functionalities. Registering the sign across all possible jurisdictions is essential to mitigate potential risks. Specifically, within the EU, utilizing the Community Trademark system is pertinent, while at the global level, the Madrid System proves instrumental in facilitating comprehensive protection.

Patent protection for EcoStallments serves the purpose of safeguarding its underlying technology, specifically targeting the rating system functionalities and the virtual try-on technology within the context of the platform. The patentable elements include claims associated with the business model, encompassing the formulation of business rules, methods, and technical features intricately linked to the scoring rate system and virtual try-on technology. There are three requirements that shall be met, when looking for patent protection within the meaning of Article 52 of the EPC, namely novelty, inventive step and industrial applicability. EcoStallments' technology is new in the sense that, by considering the existing prior art, there was no existing platform providing the technologies EcoStallments combines and presents. Inventiveness shall be assessed by considering whether a step forward with respect to the previous art has been conducted and whether the invention's features are not obvious to a person considered skilled in the art. EcoStallments' innovative features not only combine technology, sustainability, and the 'Buy Now Pay Later' model but also introduce a unique rating system that enhances consumer awareness and decision-making, further distinguishing it as an innovative solution in the fintech landscape.

The concept of 'industrial application' necessitates a technology that holds utility across various industries. While EcoStallments is initially tailored for the fashion industry, the underlying technology is versatile and can be applied to diverse sectors, ranging from electronics to household products and food. This adaptability aims to enhance sustainability practices across different industries by integrating the 'Buy Now Pay Later' system with more sustainable approaches. Another essential prerequisite for securing patent protection is the requirement of sufficient disclosure. This disclosure entails making the functions and rules of the technology accessible to the public while maintaining an appropriate level of confidentiality. Striking this balance ensures transparency and fosters an environment conducive to continuous technological advancement. Patent protection is highly valuable for a fintech company such as EcoStallments, nevertheless, acquiring it can be a complex process. Yet, given the innovative nature of EcoStallments' technology, obtaining patent protection is not only advantageous but also feasible.

The EcoStallments platform's foundational code is eligible for copyright protection, including elements such as the app's user interface, design components, and any original content produced by the company. Moreover, the underlying payment processing system relies heavily on software code. This includes encryption algorithms for secure transactions, integration with different payment gateways, and handling various payment methods. Within the EcoStallments framework, software code serves the purpose of constructing and sustaining the functionality of both the web page and the application. In this context, copyright law provides for a set of rights, including both moral and economic rights, granted to the author of an original work. In this case the platform's foundational code is considered original, because pertaining to the author's intellectual creation. Economic rights include the right of reproduction, communication to the public, and distribution. These rights empower the owner to prevent literal code replication and prohibit third-party broadcasting and online sharing.

These rights are conferred for a specific duration, commencing from the expression of the work and extending until 70 years after the author's death, aiming to prevent unauthorized use and ensure that creators are not exploited through free riding. While, among all the forms of IP protection, copyright is not difficult to obtain, it is not the most valuable one. This is primarily because copyright is closely associated with safeguarding consumer interfaces, and competitors typically exhibit less interest in duplicating such elements.

### **The intellectual-property strategy**

In order to provide our business with a well-rounded intellectual property strategy, we accounted both for offensive and defensive elements to maximize the value of intellectual assets and protect the organization's competitive position. Furthermore, we did so to align with the overall business goals, help manage risks, and foster innovation and growth.

#### *Defensive intellectual property strategy*

First of all, in order to provide the business trademark protection, the name "EcoStallments" has to be registered as a trademark to prevent others from using a similar name in the financial or sustainability sector and to secure the business against potential infringements. Furthermore, data privacy measures are crucial to establish and enforce robust data privacy and security measures to protect user information, ensuring compliance with relevant data protection regulations. This helps defend against potential legal challenges related to data breaches. Lastly, the enforcement of sustainability claims has to be considered: it is indispensable to monitor and be prepared to defend the accuracy, legitimacy and credibility of the sustainability metrics used by EcoStallments against any legal challenge.

#### *Offensive intellectual property strategy*



Firstly, we should consider filing patents for any proprietary innovative technologies or processes that EcoStallments develops for its payment platform. This offensive strategy can provide a competitive edge and potentially generate licensing opportunities. Secondly, in order to distinguish EcoStallments from competitors and enhance business recognition, the trademarks for any visual representations or logos associated have to be registered. Thirdly, we need to explore the licensing agreements with sustainability organizations or data providers to enhance the accuracy and depth of sustainability scoring. This offensive strategy is beneficial both because it can strengthen partnerships and improve the overall service offering.

Fourthly, it has to be considered as an offensive strategy to invest in ongoing research and development to continuously improve the EcoStallments platform, sustainability measurement methodologies, and stay ahead of industry trends. This ensures the company remains innovative and competitive. Lastly, to enhance EcoStallments' credibility and market position through the collaboration with certified brands, the latter must hold specific environmental certifications. We also have to consider how to leverage and protect associated branding and certifications.

To summarize, defensive measures protect existing assets, while offensive measures promote innovation, differentiation, and growth. Having acknowledged that both defensive and offensive strategies are essential components of a comprehensive intellectual property strategy, it is significant to underline that such a business as EcoStallments has to regularly reassess and adapt its strategy to address evolving market conditions and legal considerations.

## References

- Banca d'Italia, (2022), "Gli effetti del cambiamento climatico sull'economia italiana. Un progetto di ricerca della Banca d'Italia", Quaderni di Economia e Finanza N. 728.
- Boyes, E., & Stanisstreet, M. (2012). Environmental education for behaviour change: Which actions should be targeted?. *International Journal of Science Education*, 34(10), 1591-1614.

- Brooks, A. (2019). *Clothing poverty: The hidden world of fast fashion and second-hand clothes*. Bloomsbury Publishing.
- Cipollone, P., (2022), *Transizione Energetica, Finanza e Clima: Sfide e Opportunità*, Roma
- D'Anolfo, M., Amatulli, C., De Angelis, M., & Pino, G. (2017). Luxury, sustainability, and corporate social responsibility: Insights from fashion luxury case studies and consumers' perceptions. *Sustainable management of luxury*, 427-448.
- Hur, E., & Cassidy, T. (2019). Perceptions and attitudes towards sustainable fashion design: challenges and opportunities for implementing sustainability in fashion. *International Journal of Fashion Design, Technology and Education*, 12(2), 208-217.
- Tso, S., Müller-Wiesner, D. (2019), *Developing an IP strategy*, Spruson & Ferguson
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189-200.
- Paulsen, M. (2019). Understanding the Anthropocene world – contemporary difficulties. *Proceedings of Pragmatic Constructivism*, 9(2), 16–21.
- Pendergrass, K. L., Sampson, W., Walsh, T., & Alagna, L. (2019). Toward environmentally sustainable digital preservation. *The American Archivist*, 82(1), 165-206.
- Szabo, S., & Webster, J. (2021). Perceived greenwashing: the effects of green marketing on environmental and product perceptions. *Journal of business ethics*, 171, 719-739.

## Websites

Official website of the Council of the European Union and the European

Council, *European Green Deal*

<https://www.consilium.europa.eu/en/policies/green-deal/>

Official website of the European Commission, *The European Green Deal*

[https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en)

Official website of the European Union Intellectual Property Office, *Trademark and*

*design guidelines* <https://guidelines.euipo.europa.eu/2058843/2199801/trademark-guidelines/1-introduction>

Website of the Centre for the Promotion of Imports from developing countries

(CBI), *The European apparel market and sustainable fashion*  
<https://www.cbi.eu/market-information/apparel/sustainable-materials/market-entry#circularity-and-the-eu-green-deal>