

## **Green Friday<sup>®</sup>, the anti-Black Friday activist collective is back for its 5th edition**

While many people still perceive Black Friday as an opportunity, the Green Friday Collective is back this year – more motivated than ever – with the firm intention of debunking the myth: **NO, Black Friday is not a good deal.**

Black Friday is the commercial tradition imported from the United States, which encourages retailers to offer low prices during the last Friday of November. Black Friday deals are often offered by entities selling poor quality products within very questionable social and environmental conditions, to the detriment of citizens. This day is now the most ‘popular’ shopping days in the world, acting as a symbol of (over)consumerism.

To denounce and react to this global trend, the [Green Friday](#) movement was launched by the ENVIE network in 2017, then joined by Altermundi, Dream Act and REFER in 2018, now acting as the Collective.

Acting as a social and sustainable alternative to Black Friday and its misleading incentive promotions, the Collective prepared a campaign providing citizens with local, ethical and eco-friendly solutions, hoping to induce a positive change in mentalities and behaviours.

Determined, the Collective also intends to raise awareness on abusive practices put forth by brands operating online, helping citizens distinguish between truly virtuous initiatives and greenwashing.

**Kelly Piron, Communication and Advocacy Officer at RREUSE** insisted, “We are proud to join the Green Friday Collective, alongside our members [ENVIE](#) and [RESSOURCES](#), for the second year in a row. As Europe navigates the green and social transitions, it is essential to raise awareness on the power of local, circular and fair alternatives. Social enterprises provide much more affordable, reliable and long-term solutions all year round than any Black Friday ‘deal’ ever could. Support for social economy actors working in circular activities not only helps the planet and your pocket, it also helps support inclusive and fair employment opportunities for people who have been distanced from the labour market.”

### **What is Green Friday?**

An eco-citizen event, a militant collective, an awareness-raising day, Green Friday is a little bit of everything. Green Friday brings together associations and companies with aligned ambitions: to promote responsible and ethical consumption and to give back the power to citizens to control their purchasing power. In four years, Green Friday has become a large-scale popular event, a symbol of the fight against destructive over-consumption. 500 committed organisations joined the Green movement in 2020.



As Earth Overshoot Day strikes earlier every year, we are reminded of the climate emergency of saving our planet's resources. The Collective, more convinced than ever of the validity of its approach, is stepping up its fight for this new edition.

*"The latest IPCC report published in July warns once again about the urgency of changing our lifestyles, our production methods and our consumption patterns if we hope to limit climate change and slow the depletion of our Earth's resources. Over-consumption has devastating social and environmental consequences, but in order to fight against them, it is sometimes difficult for consumers to know where to start if they want to act at their own level. This is why, for this year's edition, the Green Friday Collective wishes to emphasise the solutions at hand for each and every one of us to consume less - consume better - consume at the just and fair price".* **Jean-Paul Raillard, President of the Green Friday and the ENVIE Federation.**

### **What's planned for this year's edition?**

On the 26 November 2021, the Collective intends to demonstrate that expecting to make good deals on Black Friday is an illusion. How? With clear, hard-hitting content, deconstructing false beliefs, providing alternative solutions.

Through a large communication campaign articulated around 2 axes, the main challenge of the Collective is to propose to EVERYONE - committed or not - simple, concrete, easy actions to implement in everyday life.

The Collective will take advantage of this event to provide key elements helping citizens find their way through the "green" messages of brands. "It has become popular to be sustainable, and green messages are multiplying, but among these, some only see it as an opportunity to ride the wave. We want to help citizens see the difference between truly virtuous initiatives and greenwashing", explains Diane Scemama, co-founder of the Collective.

Any social enterprise, entity and association wishing to join the Green Friday movement can do so through the [Green Friday Website](#).



## Founding entities



**Press contact EU:** Kelly Piron – 0477 69 88 21 – [kelly.piron@rreuse.org](mailto:kelly.piron@rreuse.org)

**Press contact France:** Céline Euzen – 06 08 83 75 28 – [celine.euzen@gmail.com](mailto:celine.euzen@gmail.com)

**Press contact Belgium:** Franck Kerckhof – 0475 29 85 36 – [f.kerckhof@res-sources.be](mailto:f.kerckhof@res-sources.be)