

SLOWING DOWN...FAST FASHION

ETWINNING

MAY 2022



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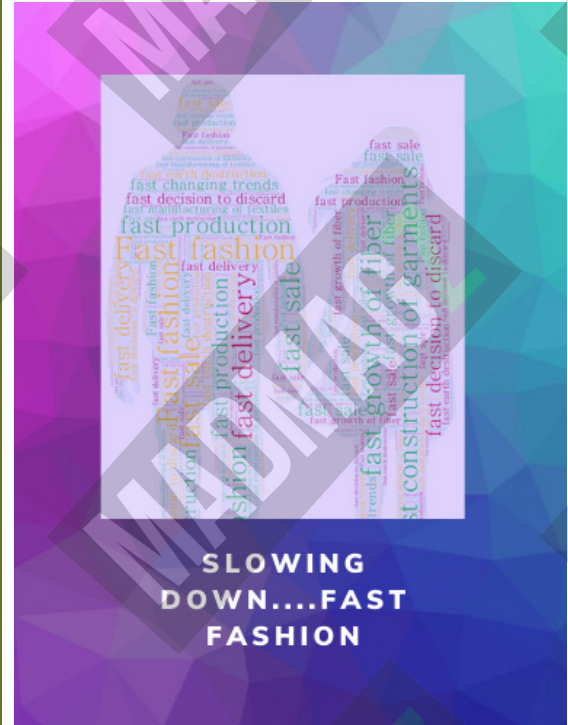
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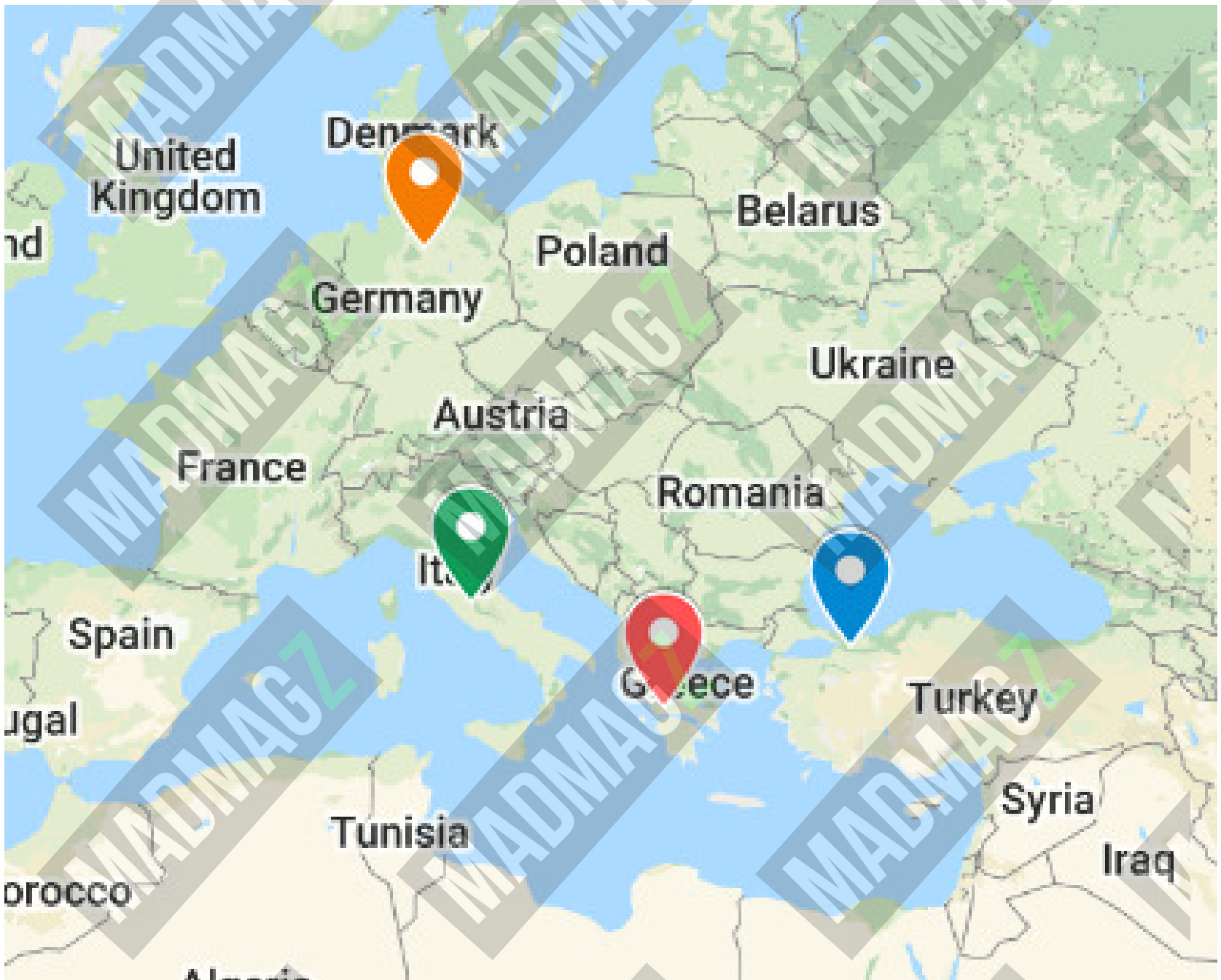
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This is our common European map! You can click the link to see where our schools are located.

https://www.google.com/maps/d/u/0/edit?mid=1Ppy7YUGfKjHsT4OxcgxRd2i_CauYs1hz&ll=32.698259163715164%2C10.428387447497574&z=4

OUR PROJECT

Fast fashion, a highly profitable and exploitative business model, has a huge human and environmental impact.

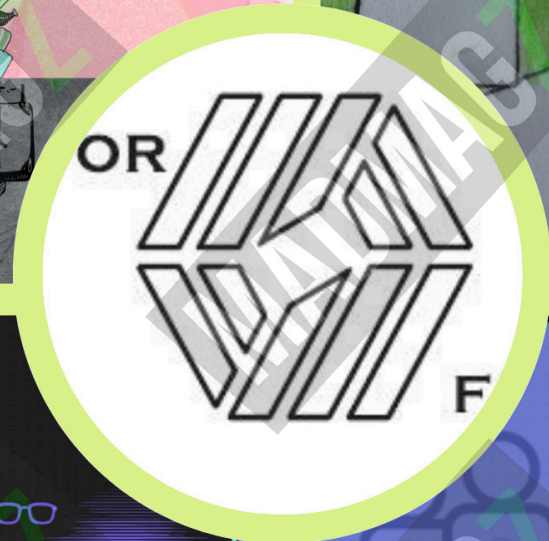
- Garment workers and consumers are in danger.
- Harmful chemicals found in apparel, heavy metals, toxicants put humans and ecosystems in jeopardy.
- Workers' rights are non-existent.

How can we reduce our Fashion Environmental Impact?

Buy Less! Don't buy something unless you truly need it.
Buy Sustainable.
Donate!
Make new and mend.



Our objectives include expanding students' knowledge on environmental issues such as alternative raw materials, ways of processing and manufacturing environmentally friendly products, etc and identifying products made with specifications that do not burden the environment.



LOGO CONTEST

Our students used their imagination to create unique logos that better represent the ideas of our project. The members of twinspace voted for the best logo and our winner was the Italian entry!



POP-ART



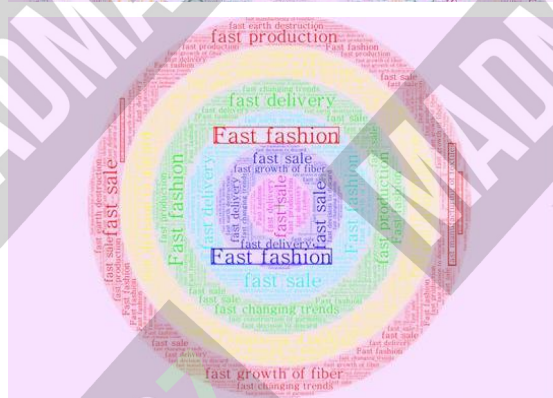
Our students were inspired by the pop art movement and used their pencils and some online tools to create their favorite piece of clothing.

Just as their original sketch was edited or transformed to convey new meanings, their favourite piece of clothing will be altered to change its visual impact and reduce its environmental footprint.

Word Art



Our students used online word art creation tools to express their views and attitudes about fast fashion.





Silvia

Hello, I am Silvia, I am 18 years, I live in Poggio Mirteto. I study Fashion & Design.

My hobbies are reading and walking.

I like also sport.



like to meet you



Robert

Hello everyone, my name is Robert, I'm 20, I'm a student at Fashion School, Gregorio Da Catino, in Poggio Mirteto. I played piano in orchestra, I won 7 competitions, I did 4 years of athletics, I'm happy to participate at this project and I hope to meet you.



this project , I wasn't really amazed by the idea of joining in it. However, watching some videos regarding this topic , made me realize the significance of this issue and how interesting it truly is. I hope I can contribute to this project , gain knowledge as well as experience and mostly get to know you guys!



Elif

Hi, my name is Elif Eylül but I prefer Eylül. I'm a 9th grade student at Şehit Özcan Kan High School. I like reading books and watching movies like everybody. I also like painting and playing table tennis. I like spending time with my family but especially with my friends. Spending time with them is

Christina



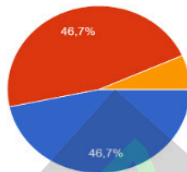
Öykü

Hello, my name is Öykü. I'm 15 years old. I study in Şehit Özcan Kan Science

Twinspace members created posts on a padlet wall to introduce themselves and get to know each other better.

1. Which one below best describes your shopping style?

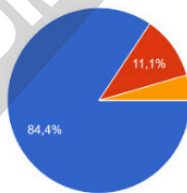
45 απαντήσεις



- I shop only when I need to - once a month or less
- I shop whenever I felt like it-more than once a month
- I shop all the time-a few times a month
- I never shop

2. Do you enjoy shopping?

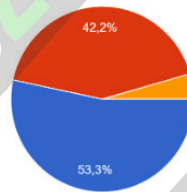
45 απαντήσεις



- Yes, I love it
- Not very much
- No, I hate it

3. Do you like shopping online?

45 απαντήσεις



- Yes, I love it
- Not very much
- No, I hate it



Shopping Habits

Students from Greece have set up this questionnaire which is intended to find out about your shopping habits and ecological or social criteria. It should only take a few minutes, open to all twinspace members and participation is voluntary. There is no right or wrong answer, but sincere answers will surely help us. Thank you for taking your time in participating.



* Ανατέλειτα

1. Which one below best describes your shopping style? *

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- I shop all the time-a few times a month
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Students from Greece have set up a questionnaire which was intended to find out about our shopping habits and ecological or social criteria.

Click on the images to see the questionnaire and the survey results

Upcycling

Upcycling, also known as creative reuse, is the process of transforming by-products, waste materials, useless, or unwanted products into new materials or products perceived to be of greater quality, such as artistic value or environmental value. Wikipedia

Upcycling clothes is to take old, worn out or damaged clothing and transform it into something new. It should be noted that upcycling is different from recycling. Upcycling is reusing the same fabric and turning it into something else. Recycling entails breaking down materials before they are reconstituted into something else.



The **Italian** team took sustainability very seriously here.

Best Upcycle Clothing Ideas!

BRAVO !!!

Style for future

The German team started a **padlet** on the negative impact of fast fashion. Our contributions were used for the **Guerilla** marketing campaign for the student company **Style for future** which upcycles clothing. **Style for future** was presented as a **sustainable** solution, started an **Instagram** account and had a fashion show on the 17th of May.

What is a guerilla marketing approach?
Guerrilla marketing is the use of unconventional methods in order to attract interest in a brand or business. These methods are often low- or no-cost and involve the widespread use of more personal interactions or through viral social media messaging.

Working conditions in the fast fashion industry

child labour in at least one part of their garment or jewellery supply chains and half a million children work producing cotton seeds?

<https://www.commonobjective.co.uk/article/child-labour-in-the-fashion-industry>

4 Add comment

Unacceptable wages

MINIMUM WAGE VS LIVING WAGE



Negative impact on the climate, e.g. Carbon emissions, etc.



Did you know that 35 kg textile waste is generated per person per year in the US in average?

9 Add comment

Cotton consumption

WHAT IS

Water (use of water and water pollution)



Did you know that in China, over 70% of the rivers are polluted (River Blue Documentary), meaning many of their 1.4 billion population cannot access uncontaminated water?

<https://www.fashionrevolution.org/the-true-cost-of-colour-the-impact-of-textile-dyes-on-water-systems/>

4 Add comment

Chemical use

Did you know that the production

Instagram Account
styleforfuture_ @
Instagram I



"Style for future" What is that actually?

Style for future is a student cooperative consisting of three teachers with his headquarters at BBS 1 Uelzen. It stands for sustainability since the company sells the projects we have recycled up. Our products are closed but we also get stuffed animals. Examples of our products are t-shirts, sweaters, trousers, dresses, jackets and hats. There is a warehouse team and a marketing team.

WATCH:

<https://vimeo.com/712817890>

" We as a student company upcycle clothes and sell them within our school. We are planning on selling our clothes outside the school or maybe even internationally in the future. Our goal is to stop fast fashion through creating awareness and offering stylish but sustainable clothes at competitive prices. If you have any further questions, feel free to contact either one of us."

What is new?

Open this link to find out what is new:

https://www.canva.com/design/DAE_pB_rcaY/oWVgyEyM71-pdWzvPzRbMw/view?utm_content=DAE_pB_rcaY&utm_campaign=designshare&utm_medium=link2&utm_source=twitter

What can we do?

Present, represent, remake, reuse, repair, recreate, recycle, realize, reconsider, reflect, respect, refuse to compromise... and reduce your own impact.



fast fashion

fast production

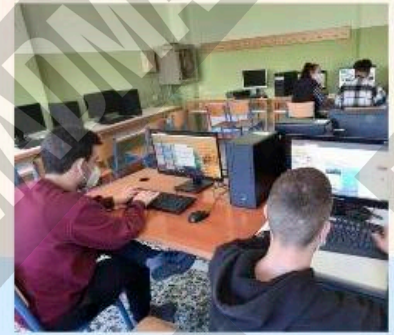
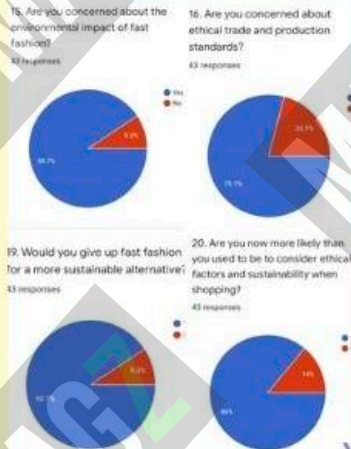


We are eagerly awaiting the results for our application for Erasmus+ KA2 funds for our project "slowing down... fast fashion". At the end of July 2022 we will finally know so keep your fingers crossed !



Shopping habits Survey results

45 people participated in the survey and answered the questionnaire that the students had set up. Beyond the main findings, the survey results dug deeper into shoppers preferences concerning sustainability. Their responses reveal that 91.1% are planning to reduce their impact, maybe upcycle, or reuse their clothes and bid farewell to fast fashion, giving it up for a more sustainable alternative. 86.7% of the respondents are now more likely than they used to be to consider ethical factors and sustainability when shopping.



Reminder

Dear friends,
You can check out the Padlet wall to see the wonderful contributions that have already been made there. Please share it with your peers, in your classroom, families and community. Don't hesitate to give us feedback too.
<https://padlet.com/moldenhauerrebecaaaa/v37m8oi31qried4r>



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Negative impact on the climate, e.g. Carbon emissions, etc.
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Unacceptable wages
MINIMUM WAGE VS LIVING WAGE

Cotton consumption
WHAT IS ETHICAL & SUSTAINABLE FASHION?
Did you know that the cotton produced to make a t-shirt...

Chemical use
Did you know that the production of fast fashion clothing employs the use of 8,000 synthetic chemicals?
<https://studentlaw.law.gsu.edu/lcb/2021/09/28/fast-fashion-patterns-fashion-is-not-as-it-seems/>



Please check the Instagram Account and follow us. [Styleforfuture_@](#) Instagram

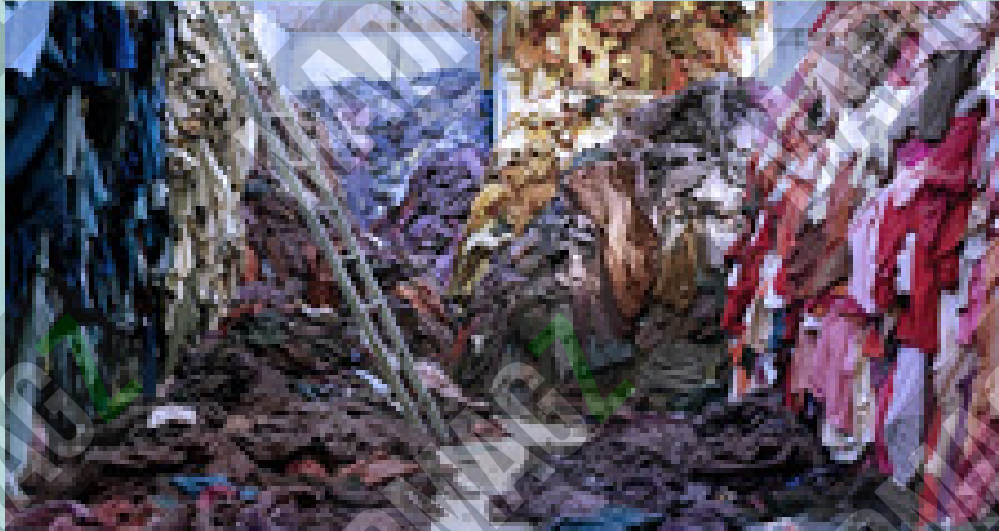
Events this Month



Education for Climate Bulletin May 2022
Have a look now and act:
<https://education-for-climate.ec.europa.eu/community/updates/t>



STYLEFORFUTURE.



FAST FASHION: A KILLER

Fast fashion grew during the late 20th century as manufacturing of clothing became less expensive — the result of more efficient supply chains and new quick response manufacturing methods, and greater reliance on low-cost labour from the apparel manufacturing industries of South, Southeast, and East Asia.

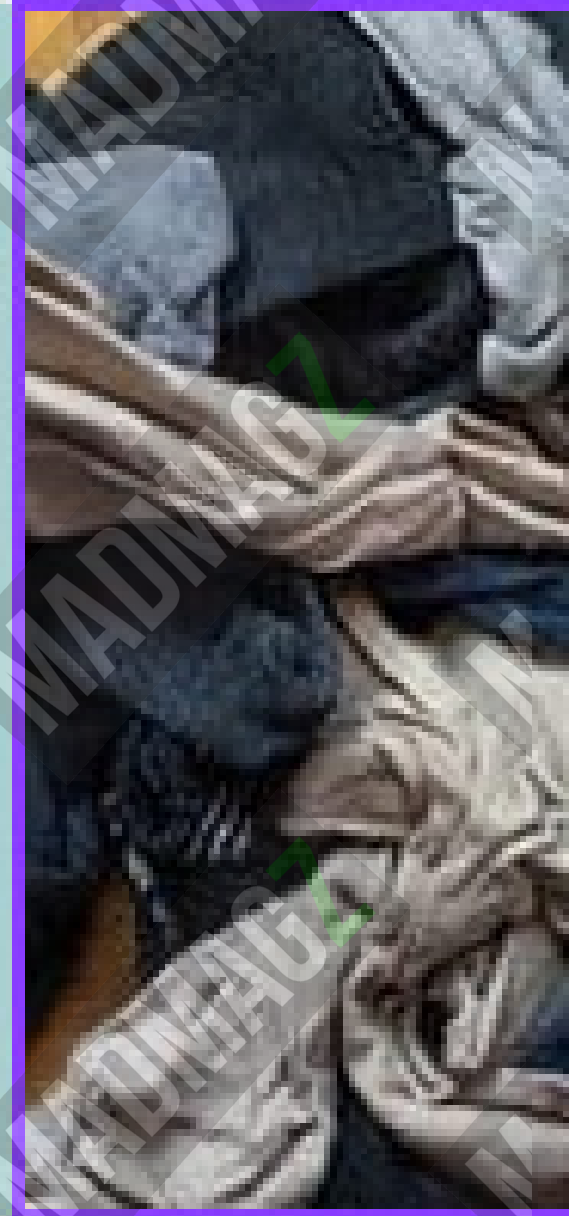
A collaborative poster, using non-winning logos to illustrate and highlight the main idea of our project

<https://www.canva.com/design/DAE9Z1wOOJY/JgLzIi9co3XC6FW8lu5sKw/edit?category=tACFat6uXco>

CLICK TO VIEW



Around 170 million children are in employment around the world, according to the International Labour Organisation within the fashion supply chain, making the textiles and garments.





Impactful Ways To Recycle Used Clothing

Directly support those in need

Donate

DIY it into something new

Clothing swap with friends & family

Fix, upcycle, sell, share or give away



Erasmus+



March- May 2022

“Slowing down” ... fast fashion

11o Geniko Lykeio Agrinio IIS Gregorio da Catino Şehit Özcan Kan Fen Lisesi Berufsbildende Schulen

<http://11yk-agrin.ait.sch.gr/>

<http://www.iisgregoriodacatino.edu.it/>



Environmental price

Environmental damage resulting from the industry's massive growth.



Upcycling

Reduce your clothes shopping
Keep your clothes longer
Shop consciously

Human Cost
Garment workers are among the lowest paid in the world, some earning only few dollars a day. They are subject to hazardous working conditions that resulted in such tragedies

A presentation :

https://prezi.com/p/edit/_olsngvzt8av/c



WORK PROGRESS

Working on the same project ... in many different ways

Fashion's Environmental Impacts

The fashion industry is the second largest polluter in the world just after the oil industry. And the environmental damage is increasing as the industry grows.

WATER POLLUTION OF THE FASHION INDUSTRY

In most of the countries in which garments are produced, untreated toxic wastewaters from textiles factories are dumped directly into the rivers.



"How to reduce our impact".
What can we do about it?

- Choose clothes made in countries with stricter environmental regulations for factories (EU, Canada, US...)
- Choose organic fibers and natural fibers that do not require chemicals to be produced.



WATER CONSUMPTION OF THE FASHION INDUSTRY

The fashion industry is a major water consumer. Huge quantity of freshwater is used for the dyeing and finishing process for all of our clothes. It can take up to 200 tons of freshwater per ton of dyed fabric. Also, cotton needs A LOT of water to grow (and heat), but is usually cultivated in warm and dry areas. Up to 20,000 liters of water are needed to produce just 1kg of cotton. This generates tremendous pressure on this precious resource, already scarce, and has dramatic ecological consequences such as the desertification of the Aral Sea, where cotton production has entirely drained the water (see picture below)

85 % of the daily needs in water of the entire population of India would be covered by the water used to grow cotton in the country.

"100 million people in India do not have access to drinking water." says Stephen Leahy from The Guardian.



What can we do about it?

- Choose fibers with low water consumption such as linen, recycled fibers, etc

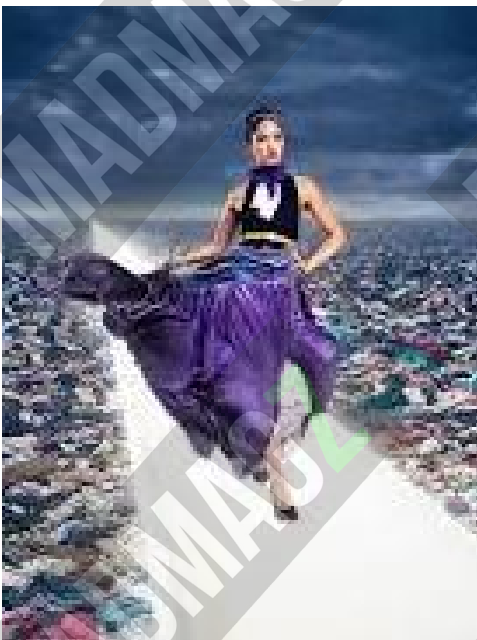


MICROFIBERS POLLUTION OF THE FASHION INDUSTRY

Every time we wash a synthetic garment (polyester, nylon, etc), about 700.000 individual microfibers are released into the water, making their way into our oceans. Scientists have discovered that small aquatic organisms ingest those microfibers. These are then eaten by small fish which are later eaten by bigger fish, introducing plastic in our food chain. A recent study is also showing that wearing synthetic fibers is releasing plastic microfibers into the air. According to the study one person “could release almost 300 million polyester microfibres per year to the environment by washing their clothes, and more than 900 million to the air by simply wearing the garments”.

What can we do about it?

- Choose natural or semi-synthetic fibers
- Wash clothes only when you need to
- Wash clothes at a lower temperature (30°C)



WASTE PROBLEM OF THE FASHION INDUSTRY

Clothing has clearly become disposable. As a result, we generate more and more textile waste. A family in the western world throws away an average of 30 kg of clothing each year. Only 15% is recycled or donated, and the rest goes directly to the landfill or is incinerated. Synthetic fibers, such as polyester, are plastic fibers, therefore non-biodegradable and can take up to 200 years to decompose. Synthetic fibers are used in 72% of our clothing.

What can we do about it?

- Choose natural or semi-synthetic fibers
- Buy less, buy better quality and recycle



TOXIC CLOTHING

What can we do about it?

- Choose organic fibers
- Choose sustainable brands
- Always wash new clothes before using them for the first time

CHEMICALS IN THE FASHION INDUSTRY

Chemicals are one of the main components in our clothes. They are used during fiber production, dyeing, bleaching, and wet processing of each of our garments. The heavy use of chemicals in cotton farming is causing diseases and premature death among cotton farmers, along with massive freshwater and ocean water pollution and soil degradation. Some of these substances are also harmful to the consumer



eTwinning

