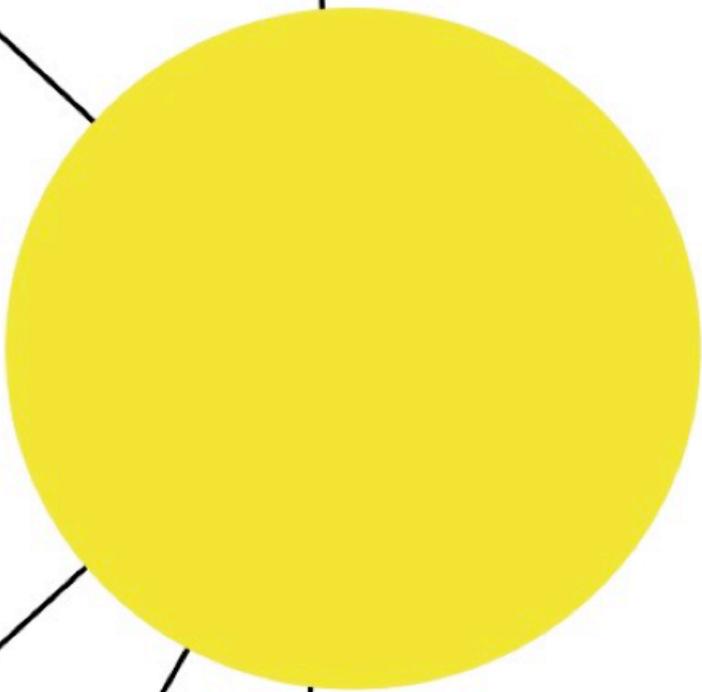
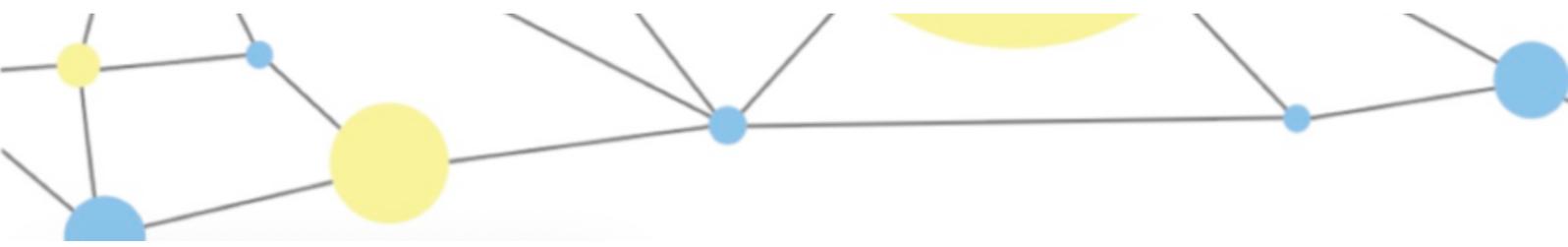


IO3 - ICE CAP  
WebQuests  
Sustainable Fashion



ice-cap

<b>TIME ALLOCATED:</b>	<b>180 Minutes</b>
<b>LEVEL:</b>	Advanced
<b>TITLE OF THE WEBQUEST:</b>	Sustainable Fashion
<p><b>Introduction:</b> (It involves giving background information on the topic and, often introduces key vocabulary and concepts which learners will need to understand in order to complete the tasks involved. It should present a scenario and context for playing out the tasks in the WebQuest and it should be a fun, engaging and creative so as to draw the learners in.)</p> <p>You are spending an evening together with friends. You all have a big party coming up soon and the conversation turns to what you are going to wear.</p> <p>We all wear clothes and most of us enjoy keeping up with fashion to some degree. We can spend a lot of time and energy deciding what to wear for an occasion and sometimes find ourselves shopping for new clothes that we can't afford and may not have a long-term use. There is nothing wrong with enjoying fashion or presenting the best version of ourselves, but sometimes we are drawn into the idea of getting a perfect outfit and as we stand at the till, realise a little too late, that all our ethical ideals have gone out of the window. In making the purchase, we find we are suddenly supporting practices we are not entirely comfortable with, such as who makes our garments, what conditions they live in, and how their production affects the environment.</p> <p>You are not alone in this: there are other ways we can go about finding clothes that are new to us and interesting while sticking with our own ethical ideals and helping to make others aware of the issues that surround the fashion industry.</p> <p>You start to discuss between you, the things you already know about this issue. There are the obvious things such as charity shops where you can donate what you have finished with and find an eclectic collection of clothes to choose from. Part of the enjoyment, the thrill of the chase, is the fact you may not always find something that you like, but when you do it feels really rewarding. As the evening goes on you start to get interested in taking this further. What if you could really make a difference?</p> <p>You decide to get together next weekend to see if your ideas could become a reality.</p>	
<p><b>Tasks:</b> (Explains clearly and precisely what learners have to do, it should be motivating and interesting and where possible, it should include activities that contribute to the development of skills that they will use in their daily lives. Guidance should be given on how to present findings; for example, maps, graphs, essays, wall displays and diagrams.)</p> <p>You had all been doing some thinking and now you want to bring your ideas together. You have been considering how you might have an event one Saturday in town. You don't have your own money to put into this so would need to find someone to give a venue for free. You need to convince someone it is a good idea and maybe support you in other ways. Best get some facts together.</p>	



You discuss;

1. How many clothes are manufactured cheaply at the expense of those who work in bad conditions for very little money.
2. How the environment is affected by the manufacture of synthetic materials, by the dying process that doesn't take the environment into account.
3. What is the lifecycle of each garment likely to be?
4. How are garments recycled, repurposed or disposed of?
5. What kind of event you would like to have?
6. Who can help you?
7. Who will come?

You decide for now to focus on the possibility of asking if you may use the community centre. It may not be the most charming location, but with your collective creativity you could make the event very attractive to a lot of your friends and their friendship circles too. You are just coming up to the school holidays so you decide it is a good time to publicise this as people will have time to go through their wardrobes. You have heard the term 'Circular Economy' used but you are not sure what this means or how it relates to the Fashion Industry. The local council says they are addressing this issue in your town so maybe that is a good place to start. If your event is successful you may want the council to give you some support to make it a more regular event.

In order to form your own ideas, you could follow the steps below to turn your thoughts into reality. To start with, you need to get a better understanding about the Fashion Industry and find out the practicalities of running an event. You need to have a group of friends who are willing to put the effort into making this a really enjoyable and positive experience for everyone. Thus, it is good to be realistic about how much time and effort this takes as you really need to be sure people are not going to be unreliable when you need them the most.

Someone suggests a clothes swap, which is sometimes called a Swish. This has been successfully done many times and there are resources to show you how below. Based on this plan you gather together your ideas.

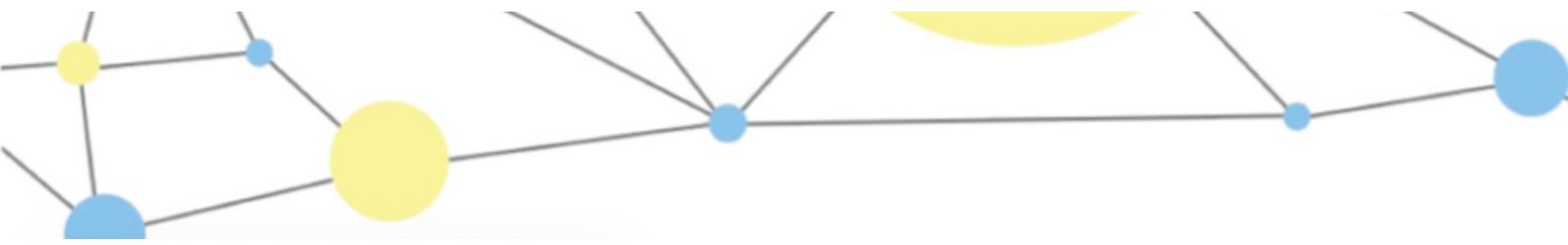
As you progress through the steps you will see that there are resources to help you.

**Process:** (Set of steps and research tasks using predefined sources that are predominantly web-based usually in a clickable form. This stage has usually one or more "products" that learners are expected to present at the end. These products form the basis of the Evaluation stage.)

### **Step 1 – What exactly is the circular economy?**

You will be aware that you buy clothes, wear them and after a while get rid of them. You probably already consider giving clothes to a charity shop and buying something there yourself. This is a simple and effective example of how the Circular Economy can work. There are other ways to get a broader understanding. Can you think of how things can be reused, recycled and repurposed?

What's happening to all the garments we discard? What kind of impact does that have on planet earth and how does this affect the lives of the people directly involved. The last ten years have seen a dramatic rise in the educated consumer, one who thinks not just about the quality and value of the finished product, but how it got on the shelf, where the materials come from, who made it and under which conditions. This desire to understand the backstory of consumer goods has spread to fashion, and young people are forcing brands to take a look at what they do and how they do it. Sustainability and ethical fashion are quickly becoming a part of this generation's values set, as the negative implications of fast fashion come to light.



Take a look at the Resources for Step 1 below. When you feel you have a better understanding progress of the Circular Economy move on to Step 2.

**Step 2 – What impact does fashion have on the environment?**

There is a culture of throw-away fashion, to buy something for an occasion, to wear it once and then to be embarrassed to be seen wearing it again on a Facebook post. Some people get very sensitive to this and are forever trying to gain approval from their peers by wearing the right thing. We need to be aware that this culture is driven by the industry in order to encourage us to spend more and more, just to line their pockets. It also perpetuates the ways that these products are made. If nobody cares and keeps on buying then nothing will change.

Some examples of what we should consider when making a new purchase;

- To make a pair of jeans the same amount of water is used as you would drink in 13 years!
- The textiles industry relies mostly on non-renewable resources (98 million tonnes per year). This includes;
  - Oil to produce synthetic fibres
  - Fertilisers for cotton growth
  - Chemicals to produce, dye and finish fibres and textiles
- If the fashion industry continues on its current path, by 2050 it could use more than 26% of the carbon budget associated with a 2°C global warming limit.
- Textiles using nylon (essentially fine plastics) release micro-plastics into manmade waterways when washed. The problem with these micro-plastics, is that once they're in the ocean, they're almost impossible to remove, and wreak havoc on the oceanic food-chain and ocean health.

Some companies are working in new ways to combat the effects on the environment.

Mud Jeans is a unique company, which focuses on a circular model. Jeans are leased to customers for a monthly fee and then returned when no longer needed. Discarded jeans are shredded and blended with virgin cotton to make new denim fabric. Returned jeans may also be up cycled and sold as a unique vintage pair with the name of the former owner printed inside, giving a more personal meaning to the purchase.

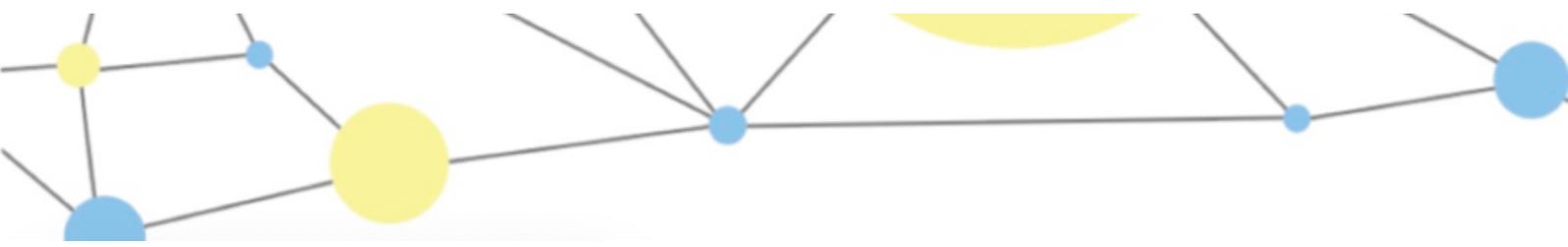
In May 2016 Levi Strauss and Evrnu designed the first pair of jeans made using post-consumer cotton waste. The process converts consumer waste into renewable fibres and uses 98% less water than virgin cotton products.

Many young designers are asking.... What will fashion look like in a decade? Maybe we will have reinvented our approach to mass produced fashion and we would value clothes for what they are, how well they are made and perhaps how unusual they are and from what materials and not by a designer name and the desire for us all to look the same.

Trash Magazine (see resources below) focuses on designers and artists producing ethical work, a milliner growing plant-based biomaterials, and a designer collaging old trainers. They focus on ideas that do not cost the earth.

Take a look at the resources for this topic and discuss them so you can continue to the next step.

**Step 3 - How have the public become more aware of the term 'Sustainable Fashion' and how have the public influenced this? What is Fast Fashion?**



The growth of awareness has been driven by consumer demand for fairly produced and sustainable goods. This is being met by the growth of fashion-led independents and some high street majors are producing lines to meet this market. This has a direct effect on the economy as it is further stimulating sales and attracting new buyers.

For the higher-end fashion world, Vivienne Westwood has had a great deal to say on the subject. She has a high profile in the media and endorses the idea that a garment (well chosen, well made and produced sustainably) can last 10-20 years.

Current adverse economic conditions have had only a muted effect on the market for ethical fashion, and in fact has improved a greater awareness. The recession has placed unsustainable patterns of consumption firmly on the agenda and in the press.

Media investigations have uncovered evidence of children as young as 11 labouring in Indian refugee camps to produce some of Primark's cheapest garments. Awareness of the issues and how to address them remains low amongst both consumers and industry. Leading designers and celebrities have yet to align themselves formally with the ethical fashion movement. The enormous potential of the fashion industry to change lives (and as a route out of poverty) is not being tapped into, with less than 1% of the market dedicated to ethical fashion products. However there are people who are successfully driving change.

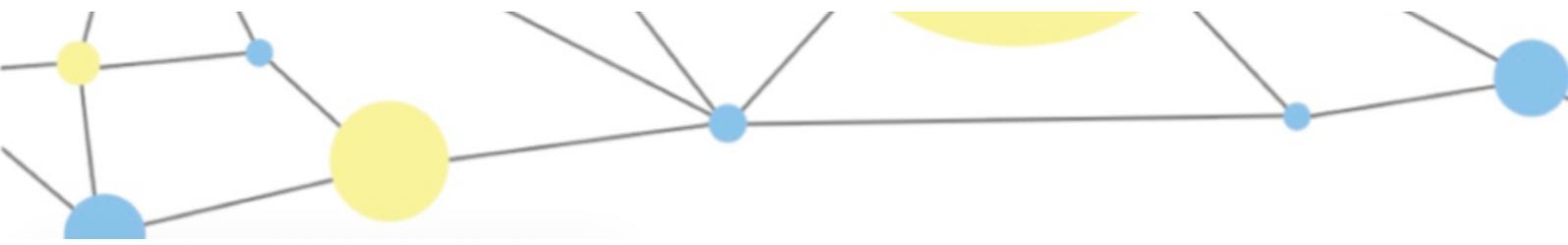
The Ethical Fashion Forum addressed these issues in the following ways;

- Launched monthly sustainable sourcing seminar, masterclass and networking
- Events bringing together designers, entrepreneurs, big business, suppliers and manufacturers – more than 1000 fashion industry representatives have attended
- Launched the Ethical Fashion Network, an online resource for the industry, which grew to over 1000 industry members in 68 countries in less than 6 months
- Launched the New Entrepreneurs project, supporting new sustainable young people led fashion businesses.

Fast fashion is a modern-day phenomenon. It follows a “take-make-dispose” pattern, and enables companies to mass-market, manufacturers to mass-produce, and consumers to purchase the latest trends too cheaply. Sounds like a win-win until we consider true cost. Textile production has become one of the most polluting industries, producing 1.2 billion tons of CO2 per year. To keep up with this level of consumerism, natural resources are put on substantial pressure, causing high levels of pollution; including the use of toxic chemicals, dangerous dyes, and synthetics fibres seeping into water supplies and in our ocean. Over 60% of textiles used in the clothing industry are made in China and India, where coal-fuelled power plants increase the carbon footprint of each garment.

The Ethical Fashion Forum have worked for the last decade to;

- Launched the RE: Fashion Awards, rewarding best practice in the fashion industry
- Helped to secure the increased commitment of several major high street players to an ethical agenda through the RE: Fashion awards and launched the Fashion Industry Manifesto project, supported by DEFRA and some of the UK's biggest players
- Expanded the INNOVATION project to encompass an international competition to inspire new designers by sustainability, engaging with more than 27 fashion colleges across the UK as well as leading press, high profile designers, buyers and celebrities
- Secured the involvement of 38 of the UK's leading fashion businesses with the Africa Inspires project, focused on sourcing materials from Africa to change lives.



This is a big subject, but if you feel you understand a bit more than you did, move on to the next step and see how you can make a difference.

#### ***Step 4 – What is happening already in your area about this issue ? Who might help you ?***

Now you have some clearer ideas after doing the online research. It would be a good idea to see if anyone else in the area is doing something similar. Maybe you have something like a Repair Cafe in the town. There may be a clothes shop which stocks sustainable fashion lines. Speaking to someone who has already set up a similar event would be really helpful.

Take a look at any community websites and see what the council has to say about what you need to do to run an event. Maybe there are people who could attract others;

- Provide a workshop on altering clothes
- A fashion expert to give a talk or demonstration
- Have a catwalk show of a few examples of recycled fashion to give people inspiration.

Find out about a venue and the costs and think of ways you could meet any expenses you may have. Take a look at the resources and make some notes of the things that you need to do next. Then you are ready for the next step.

#### ***Step 5 – Getting your ideas together***

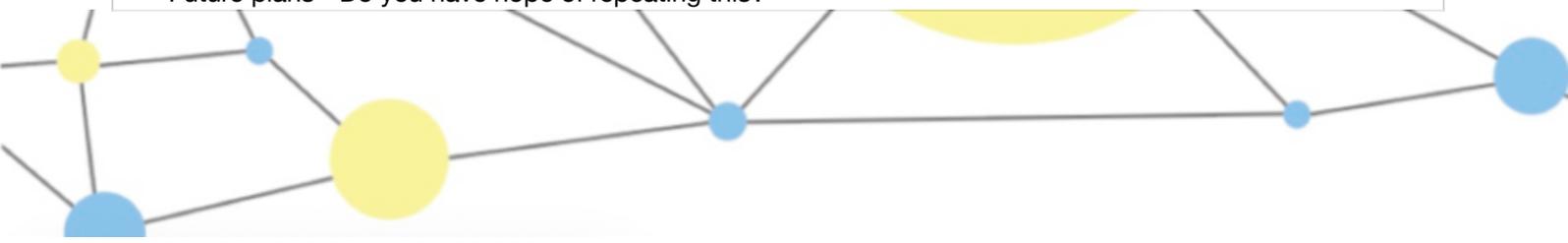
You may be needing people to help you and those people will need to understand what it is they are being asked to do. Has the event been well thought through, well organised and will it be attractive to the town's residents?

Put your ideas down on paper. This should only be 2 or 3 pages at the most. For instance, you may ask;

- To be given a venue for free.
- For a local fashion expert to give a talk, or give stylist advice.
- To put on a catwalk show.
- Someone who's competent with a needle and thread to give a demonstration of how to alter and mend garments.

When we are enthusiastic about an idea it is easy to believe that others will be too. You need to make sure that your information is clear and this is an event that will be both enjoyable and beneficial to people who attend. They get a new set of clothes for maybe the price of a small entrance fee. You don't need to have a formal plan Just to answer the basic questions;

- Who are you?
- What is it?
- Why are you doing it ?
- When is it?
- Where is it?
- Who is it for?
- How will you attract people?
- Who will benefit?
- Who is going to make sure this works?
- Who would you like to be involved?
- Is there any specific help you need?
- Future plans - Do you have hope of repeating this?



When you have a draft of this together, try explaining it to someone who does not know anything about it and see if they have any questions. This is a good test.

Take a look at the resources. There are examples of the kind of things you might include. You would be best to do your own search locally. You may also find it useful to look at the resources for Step 6 before you do this.

### **Step 6 – Plan your launch**

By now you will know quite a lot about your subject and you will have discussed the idea with friends or family. Next you need to let the wider public know and invite them to your event. Consider how you will best do this.

After all the hard work of putting on a one-day event you may wish to do this once a season. Perhaps you could get a grant from your local council once you have run the pilot. So make the most of everything you have and get ready to present it.

Perhaps you will have some leaflets printed to give out in the High Street. Perhaps you could ask the local paper to publicise it and attend on the day. What other ideas do you have? Create a Facebook page adding some of the information you have gathered and publicise the event. How will you do that? Collect all the research and make a 'to-do list'. Who does what and when? Be as precise as you can.

**Resources:** (For each step in the process, there should also be a series of links included (3-4 per step). These links should be for videos, articles, blogs, webpages, etc. that the learners can visit to help them to complete the task. Links should be embedded in the WebQuest to sites, pages, databases, search engines and so on.)

#### **Resources for Step 1:**

- [Fashion And The Circular Economy](#)
- [Environmental impact of textile and clothes industry](#)
- [Who Made My Clothes: 360° Factory Tour](#)
- [Sustainable Design: Circular Economy in Fashion and Textiles](#)
- [5 different ways to recycle clothing without killing the environment](#)

#### **Resources for Step 2: What is the impact of Fashion on the environment**

- [Love Not Landfill | a campaign which aims to change the behaviour of 16-24 year old Londoners in the way they buy, care for and dispose of clothes.](#)
- [Trusted Clothes](#)
- [The Problem with 'Sustainable' High Street Fashion | Primark, H&M, Zara](#)

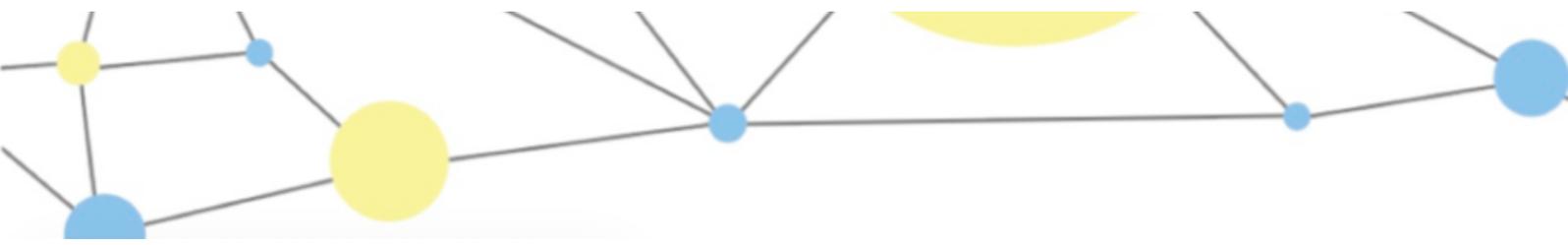
#### **Resources for Step 3: Sustainable Fashion and Fast Fashion**

- [Style that's sustainable: A new fast-fashion formula](#)
- [What is fast fashion and why is it a problem?](#)
- [What Is Fast Fashion, Anyway?](#)

#### **Resources for Step 4: Getting help**

- [Clothing Swap Party Exchange](#)

You need to do your own research in your area . Look on your local community websites and social media feeds.



**Resources for Step 5: Gathering your ideas into a plan**

- [How to set up a pop-up shop in four simple steps...](#)
- [4 Easy Ways To Mend Your Clothes By Hand](#)
- [https://www.youtube.com/watch?v=kH2aXhvDc\\_I](https://www.youtube.com/watch?v=kH2aXhvDc_I)
- <https://robertastylelee.co.uk/>

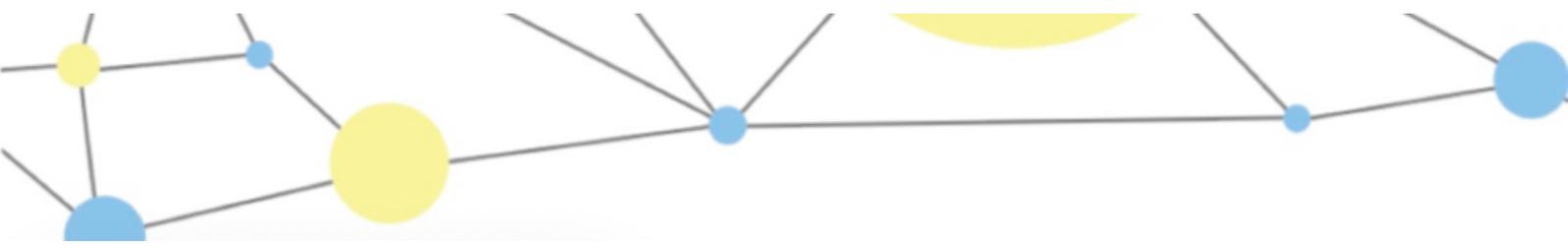
**Resources for Step 6: Your launch**

- [Get Swishing](#)
- [How To Organise A Fashion Show](#)
- <http://www.canva.com/learn/50-brilliant-flyer-desig>
- <https://www.youtube.com/watch?v=6GJbHbtDcCU>

**Evaluation:** (Self-evaluation, comparing and contrasting of what the learners have learned, giving feedback to the trainer on how they feel, what they have learned.)

On completion of this WebQuest, young adults will have achieved the following learning outcomes:

Knowledge	Skills	Attitude
<ul style="list-style-type: none"> <li>• Theoretical knowledge about the Circular Economy in the context of the Fashion Industry.</li> <li>• Theoretical knowledge about what drives the sustainable fashion industry.</li> <li>• Factual knowledge about reusing and recycling.</li> <li>• Factual knowledge of how to make creative and attractive content for a simple plan following guidance.</li> <li>• Factual knowledge of how to create promotional material using online tools.</li> </ul>	<ul style="list-style-type: none"> <li>• Able to explain the importance of having a more sustainable fashion industry.</li> <li>• Recognise the problems we would face if we don't reevaluate the way we shop for clothes.</li> <li>• Evaluate the worth of recycling clothing.</li> <li>• Synthesise ideas to create a simple document to express ideas.</li> <li>• Understand team management and working to a time-bound plan.</li> <li>• Research online materials to create engaging content for an event.</li> <li>• Combine different methods to raise awareness about sustainable fashion.</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of how the fashion industry is driven by demand.</li> <li>• Understanding of how the manufacturer of garments deals with working conditions and human rights issues.</li> <li>• Willingness to change personal habits in order to minimise waste resources that affect the environment.</li> <li>• Increased understanding of why it is important to consider wider issues when making a purchase.</li> </ul>



This WebQuest is created with the goal of helping young adults to think for themselves in becoming more aware of the fashion industry and how the economy and environment are directly connected with the purchases we make. This WebQuest will help put them in control of their actions by engaging in a creative community activity that benefits themselves and others, open their eyes and makes them appreciate that their actions can and will contribute to influencing the fashion industry.

They will learn how to take more care about our planet by implementing zero-waste strategies. This WebQuest will also help them learn how to use online tools to create interesting content and to make an follow a time-bound plan.

They will be asked to reflect on the following questions:

1. Did I enjoy this activity?
2. Did I become aware of the negative impact we make our planet by using purchasing clothes without considering the wider implications?
3. What did I learn about practical skills I could use or acquire?
4. Did I learn how to create interesting content by using online tools?
5. Can I inspire my friends and family to buy fewer new clothes?
6. Would I be able to share this activity with someone else in the future?

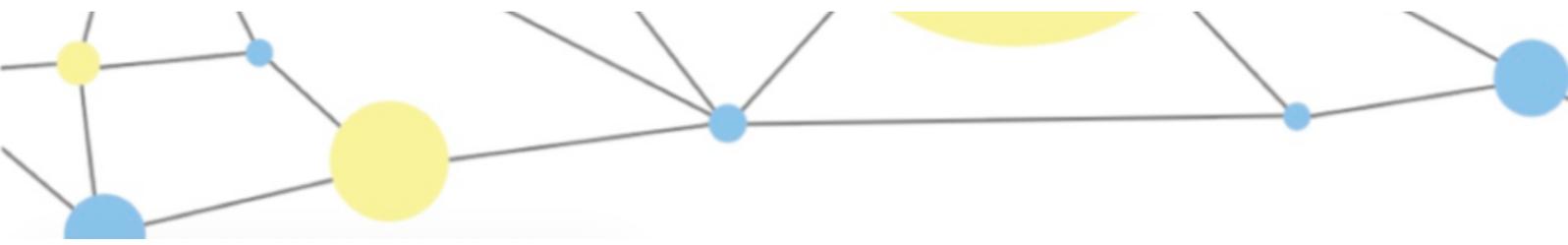
Questions that friends or parents may ask:

1. Do you think this activity can help you have a greater understanding of how your actions affect others?
2. Will you help family or friends in any practical ways, such as helping them dispose of unwanted clothes?
3. Can you use the skills of organising an event to create future projects?
4. Did you enjoy learning about this topic?
5. Are there other topics you would like to address in this way?

**Conclusion:** (Provides an opportunity to summarise the experience, to encourage reflection about the process, to extend and generalise what was learned, or some combination of these. Suggest questions that a trainer might use in a whole class discussion to debrief a WebQuest.)

As the fashion industry encourages us to buy more cheaply produced clothing and the media feed consumers with ideas about status and 'fitting in' by wearing the latest trends, it is easy to be carried along without thought of how this affects the environment and workers. As waste products from the industry amount and are sent away to developing countries so they can dispose of it, we need to be mindful that we are contributing to this problem ourselves.

Very poor working conditions of many women and young children are overlooked in the pursuit of profit. Unless we consider our actions we are all directly involved with perpetrating these activities. The environment can be adversely affected by the way fibres are produced, woven and dyed and manufactured into garment. But there are alternatives and we can all make a difference. We can seek out sustainably produced clothing and support the idea that new is not necessarily good, that second hand can be more interesting, innovative and stylish. We can take action, such as organising an event as in this WebQuest or in a more low-key way; swapping clothes with friends, learning to repair or make alterations and helping others recycle. This can become a creative, enjoyable and satisfying lifestyle choice, and your actions can and will make a difference.

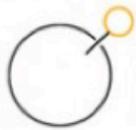




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