

## Web Quest

### SDG 12: Responsible consumption and production

Title: Sustainable Fashion

#### Target:

14- 17 years old

#### Introduction:

Sustainability is a big issue these days and applies it to every aspect of life, including fashion. It can mean a lot of things, using sustainable materials, using sustainable construction methods, recycling old clothes, etc. Sustainability also raises some question about the industry of fashion, as fashion changes constantly by it's very nature, which in non-circular economies, means throwing out the old and bringing in the new. It was in the early nineties, that the seeds of sustainable fashion, were sown and the concepts of recycling and environmentally friendly fabrics began to grow.

Sustainable fashion is part of SDG 12, Responsible consumption and production, of the **2030 agenda** (<https://sdgs.un.org/goals> -<https://sdgs.un.org/goals/goal13> ):

In these Goals and targets, we are setting out a supremely ambitious and transformational vision.

[https://www.youtube.com/watch?v=g5z1PYFPdM0&feature=emb\\_logo](https://www.youtube.com/watch?v=g5z1PYFPdM0&feature=emb_logo)



Design and technology in the fashion industry addresses social, ethic and environmental sustainability factors. Sustainable practices in the fashion industry aims to increase the awareness of sustainable fashion from a consumer perspective to send a strong message to designers and retailers.

Sustainable fashion is about being friendly to our environment, responsible with our resources and creative.

What is 'ethical fashion'?

Eco-fashion involves producing clothes in a socially conscious way. It uses for example, organic cotton, which is softer. Supporters want clothing manufacturers and suppliers to provide safe working conditions as well as fair wages for their employees.

### Objectives of the WebQuest:

- For students to understand the meaning of ethical fashion, sustainable industry, fast fashion.
- Students have a chance to learn a lot of words and phrases connected with fashion as well as the environment.
- Understand the meaning of fast fashion, recognize it, study the production and the consequences of fast fashion related to it.
- For student to learn to make responsible fashion choices that reflect sustainable, ethical and fair consumption.

### Vocabulary:

How many of the following concepts are you familiar with?

- Sustainable Fashion: in 1987, the UN defined sustainability as: "meeting the needs of the present without compromising the ability of future generations to meet their own needs".  
In light of this definition, sustainable fashion refers to a more environmentally-friendly approach to designing, manufacturing and consuming clothes, making sure we cause little to no harm to our planet and don't use up all its natural resources. Sustainable fashion also focuses on extending the life of clothes, using recycled materials and recycling in general.
- Ethical Fashion: is a tiny bit different from sustainable fashion, in the sense that it focuses more on the social impact of the fashion industry: ethical literally means "morally right". We started talking about "ethical fashion" a lot after the collapse of the Rana Plaza in 2013, as we started realising the extreme conditions in which clothes are manufactured. Ethical fashion covers a wide range of issues such as living wages, working conditions, health and safety, forced labour, child labour. It means going beyond simply following local labour laws. Ethical fashion can also include the fair treatment of animals, vegan and cruelty-free fashion.
- Fast Fashion: That's another word we've been hearing a lot since 2013. Fast Fashion, is

derived from “Fast Food” and is used to describe clothes that are produced quickly and inexpensively to fit the latest trends, usually copied directly from the runway. Fast Fashion brands are incredibly cheap and have been associated with overproduction, waste, deplorable working conditions and terrible environmental impact. In short, they’re not exactly ethical and sustainable.

- Slow Fashion: is the opposite of Fast Fashion. It refers to buying less, to reducing our consumption of clothes and focusing on things that will last longer. Slow Fashion also focuses on “style” rather than “fashion”; this means developing a personal sense of taste instead of frantically following trends.
- Circular Fashion: refers to clothes that are designed, produced and sold to avoid waste and pollution, keep the product and the materials that constitute it in use (while maintaining the quality), and to dispose of it in a way that regenerates the natural systems. Circular fashion moves away from the traditional take-make-dispose business model.
- Recycling: is the action of converting waste into something reusable. For example, some brands have turned plastic bottles into yarn to make fleece sweaters or coats.
- Transparency: is the practice of openly sharing information about how, where and by whom a product was made. Being transparent means publishing all information about every activity involved in the production process, from start to finish, from the fields to the store shelves.
- Second-hand: refers to clothes that have been pre-loved, that have had a previous owner and that were donated or resold. Second-hand is one of the most sustainable fashion options out there, as you’re reducing your impact by not buying “new”. Plus it keeps clothes out of landfills.
- Fair Trade/Fairtrade: is also a term we see quite a lot in our supermarkets. Fair trade refers to a general movement that seeks greater equity in international trade and promotes sustainable development. When an organisation is ‘Fairtrade’, it means that Fairtrade International has specifically certified it.
- Fashion Revolution: is a global movement that believes in a fashion industry that values people, the environment, creativity and profit in equal measure. It was born on 24th April 2013, when the Rana Plaza factory collapsed, killing 1138 people and injuring many more. Fashion Revolution launched its Fashion Revolution Week, which happens every April and promotes their #whomademyclothes campaign. During this week, consumers ask brands #whomademyclothes, to promote transparency in the fashion supply chain.

### Task 1:

[https://www.huffpost.com/entry/problem-fast-fashion\\_n\\_57ebfeafe4b0c2407cdb22c0?guccounter=1](https://www.huffpost.com/entry/problem-fast-fashion_n_57ebfeafe4b0c2407cdb22c0?guccounter=1)

- Watch the video and list 3 consequences of fast fashion.
- Answer and discuss it:
  - How often do you think about social, human and environmental cost of fast fashion?
  - Are you concerned about the figures presented in the video?
  - How can we change people's mindset so that they stop buying so many clothes?  
Write down a list of proposal.

### Task 2:

Discuss:

- What do you think about second-hand clothes? Do you wear them? Would you?
- Do you have any hand-me-downs – pieces that you've received from family or relatives?
- Are you fashion conscious and do you know what is in vogue at the moment?
- What is more important to you in terms of clothing: quality or quantity?
- Do you ever donate clothes to any institutions? Why/why not?

### Task 3:

Discover the price our planet is paying for fast fashion by learning that out of 100 billion garments produced every year worldwide, under 1% are recycled. The game provides tips on renting clothes for a special occasion, rather than forking out on something you might only wear once. Google says, "Fast fashion has given us 'disposable fashion,' clothes so cheap that people can afford to buy new ones constantly. In the process, our society has developed a sense of shame regarding repeated fashion appearances, which has devastating environmental consequences."

<https://yourplanyourplanet.sustainability.google/>

Now take your phone and access this site. With The game "Your Plan, You're planet" you can Discover how to reduce food, water, and energy waste, and learn about the Circular Economy to extend the life of your stuff.

Click on "stuff" and start the game!

#### Task 4:

After completing the tasks above, discuss and compare with your school mates about how many of these actions regarding sustainable fashion you already do in your days, and how many do you want start, why not, from tomorrow! Use the findings of your discussion to organize an awareness raising campaign for your school-mates.

#### Process:

At the beginning and end of the tasks the students should fill the evaluation table in order to monitor any changes in their perspectives/beliefs and to raise self-consciousness of the learning process.

#### Conclusion:

The request for a greater transparency in the supply chain, the desire to have total awareness of who and how produces the clothes we wear every day, the knowledge of global impact of fashion are the basis for ethical fashion.

What you have to do is get informed, well. Only in this conscious consumers and not yet another cog in a toxic system, both from a human and ecological point of view.

"Remember: sustainable fashion is about being friendly to our environment, responsible with our resources, and creative".

#### Resources:

##### Websites:

- <https://sdgs.un.org/goals> - <https://sdgs.un.org/goals/goal13>

### Games:

- <https://yourplanyourplanet.sustainability.google/>

### VIDEO:

- [https://www.huffpost.com/entry/problem-fast-fashion\\_n\\_57ebfeafe4b0c2407cdb22c0?guccounter=1](https://www.huffpost.com/entry/problem-fast-fashion_n_57ebfeafe4b0c2407cdb22c0?guccounter=1)
- [https://www.youtube.com/watch?v=g5z1PYFPdM0&feature=emb\\_logo](https://www.youtube.com/watch?v=g5z1PYFPdM0&feature=emb_logo)

### Learning outcomes:

- ✓ Become aware of what we wear, where it comes from and how it is produced.
- ✓ Learn and deepen the meaning of sustainable fashion and the vocabulary related to it.
- ✓ Know the right alternatives to Fast fashion awareness to be able to make more ecological and ethical choices.

## Evaluation:

- Acquired competences :  
Carrying out an investigation.  
Researching the internet.  
Applying knowledge and skills to real life scenarios.  
Being aware and overcoming personal biases.
- Social Skills :  
Collaborative and cooperative learning skills.  
Engaging in discussions.