



November 2022

Newsletter

The BRAND Project

BRAND is a 24-month Erasmus+ project, which was created to raise awareness of young people on the themes of fast fashion and its effects on the environment as well as to provide youth workers with all the necessary materials and tools in order to inform, influence, and empower young people towards more eco-friendly fashion choices to create a greener and more sustainable fashion future.



The Project Results

The BRAND project will produce four innovative results that will engage both young people and youth workers to raise their interest in sustainable fashion.

1. ECO - FASHION Toolkit

An interactive Toolkit aims to create important knowledge on the concept of eco-fashion

2. Ebook

A digital catalog containing success stories of ethical and sustainable initiatives from the fashion industry

3. e-NFLUENCERS


Digital role-models as figures of empowerment for young people to develop sustainable and responsible behaviors

4. fashionABLE app

A mobile app with information on the environmental impact of fashion accessories and places for recycling of old garments

The partners

The partnership comprises 6 organisations from 6 different countries.


 **Sudwind** Verein Fur Entwicklungs Politik Und Globale Gerechtigkeit

 **KAINOTOMIA & SIA EE**

 **Crossing Borders**

 **CWEP** - Centrum Wspierania Edukacji i Przedsiębiorczości

 **Danube 1245**

 **MECB** - MACDAC ENGINEERING CONSULTANCY BUREAU LTD



KAINOTOMIA
Κέντρο για βιώσιμη μάθηση



Crossing Borders



Centrum Wspierania Edukacji i Przedsiębiorczości



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

BRAND - Boosting youth towards Responsible and sustainAble choices in fashion iNDustry



The Kick-Off meeting

On the 6th and 7th of **October**, the applicant organisation – Sudwind, hosted the Kick-Off Meeting in **Vienna**. The partners met at Sudwind's facilities to discuss any pending managerial issues and, mainly, the initiation of the first project result, the **ECO - FASHION Toolkit**.

Coming up...

What's next for the BRAND project?

As the project is reaching its first 3-month milestone, the partners are deep in the process of developing the first project result. Soon enough they will launch the first draft and will be looking for young people and youth workers to take the first peep into it.

Be on the lookout for our innovative ECO-Fashion toolkit in the next few months!

Follow us on *social media*



[BRAND - Erasmus + Project](#)



[brand_erasmusproject](#)



[brand.erasmus.site](#)



KAINOTOMIA
Κέντρο για βίαιη μάθηση



B
Crossing Borders



Centrum Wspierania
Edukacji
i Przedsiębiorczości



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.