



BRAND

Boosting youth towards Responsible and sustainAble
choices in fashioN industry
2021-2-AT01-KA220-YOU-000050104

BRAND: Project for Sustainable Fashion and Conscious Consumerism

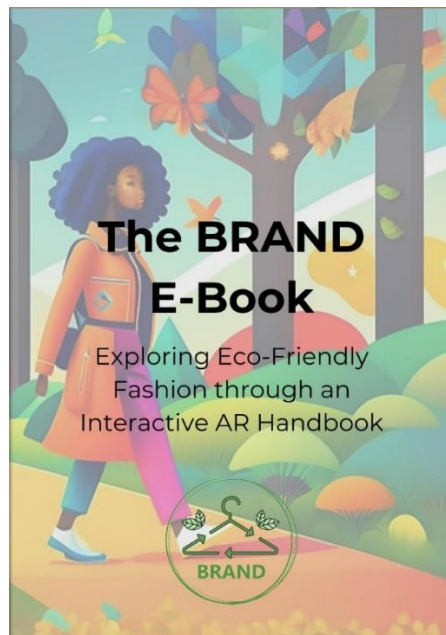
The BRAND project, whose full name is '**Boosting youth towards Responsible and sustainAble choices in fashioN inDustry**', is an initiative to raise awareness of fast fashion and its detrimental environmental impact. With the growing ecological crisis, the need to promote more sustainable and responsible practices in the fashion industry is becoming more pressing.



BRAND aims not only to educate young people but also to equip youth workers with the necessary tools and materials to effectively influence young people, inspiring them to make informed, environmentally-friendly purchasing decisions. The project responds to the growing demand for knowledge and skills that can help shape more sustainable consumer habits among young people, helping to build a better and more responsible fashion future.

One of the key elements of the project is the ECO-FASHION Toolkit, an interactive toolkit that will soon be made available. The toolkit aims to deepen the understanding of the eco-fashion concept and promote ethical, ecological and sustainable attitudes in the fashion industry. The Toolkit consists of two sections: "Be Aware" and "Be Prepared". The 'Be Aware' section covers a variety of topics related to building eco-consciousness, while 'Be Prepared' provides practical tools to implement the knowledge gained in everyday life, thus transforming irresponsible fashion habits into more sustainable practices.

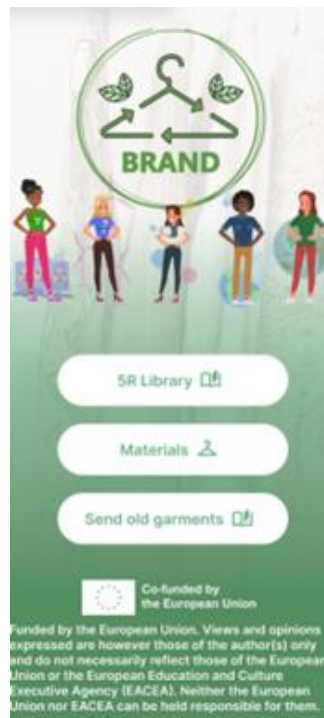
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The project not only focuses on education but also inspiration. As part of the initiative, an E-Book has been created that contains inspiring stories of sustainable fashion, presenting real-life examples of the positive impact that responsible practices can have on the planet. This E-Book is available on the project website.

Another important element of the project is the development of digital tools, such as the fashionABLE mobile app, which aims to educate about the environmental impact of fashion accessories. The app will also allow users to access information on collection sites for used clothing and textiles, supporting the idea of recycling and reusing materials.

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The BRAND project has also created digital e-NFLUENCERS to inspire young people to adopt sustainable and responsible behaviour. These digital characters are not only role models but also a source of motivation to work towards a better, greener fashion industry.

BRAND is a project that shows that fashion can not only be stylish, but also responsible and sustainable. By educating, inspiring and providing practical tools, this project contributes to building a more conscious fashion future that will have a positive impact on the planet and society.

You will find more information on the project website: <https://brand.erasmus.site/pl/>

or FB: <https://www.facebook.com/BRANDboost4sustainablefashion/>



Centrum Wspierania
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