BRAND - Boosting youth towards Responsible and sustainAble choices in fashioN inDustry

July 2024

Newsletter

PROJECT RESULTS

- BRAND ECO-FASHION Toolkit
- BRAND e-NFLUENCERS
- BRAND e-book
- BRAND Mobile FashionAble App

The BRAND project is coming to an end. Over the course of two years, with the joint work and effort of the project partners together with all stakeholders within this project, all the planned project results were produced.

Project result 1: BRAND ECO-FASHION Toolkit – interactive set consisting of two parts "Be Aware" and "Be Prepared" aimed to provide important knowledge on the concept of eco-fashion

Project result 2: BRAND e-book – A digital catalog containing success stories of ethical and sustainable initiatives from the fashion industry

Project result 3: BRAND e-NFLUENCERS – Digital role-models as figures of empowerment for young people to develop sustainable and responsible behaviours

Project result 4:BRAND Mobile FashionAble App – with information on the environmental impact of fashion accessories and places for recycling of old garments.

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PR1: BRAND ECO-FASHION Toolkit

In the "Be Aware" part you could learn more about:
What is sustainable fashion?
What is the problem with the current fashion industry?
What does transparency mean in the fashion industry?
What is supply chain law?
How do I recognize greenwashing?
What does clothing have to do with the climate?
and much more interesting topics.

In the "Be Prepared" part you could learn more about:
How to change the system?
How to inspire your friends?
How to find your own style and integrating sustainability in your own fashion choices ?

You can read everything in detail about these interesting topics, as well as download the brochure on the BRAND project website, within project results 1 at the LINK .

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PR2: BRAND E-BOOK

The BRAND e-book provides readers with real-life stories that showcase sustainable fashion practices and their positive impact.
You can learn a lot of interesting information, and also test your knowledge on certain topics. In addition, the book allows you to view Augmented Reality (AR) content in relation to this case study, using the Zappar App on your mobile device that you can download from the App Store/Google Play Store.

You can read everything in detail about these interesting topics, as well as download the e-book on the BRAND project website, within project result 2 at the LINK.

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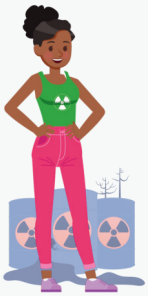
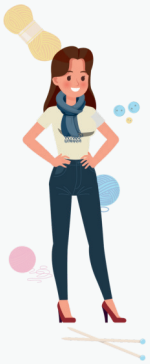
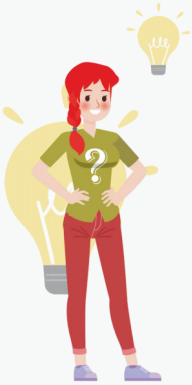
PR3:BRAND e-NFLUENCERS



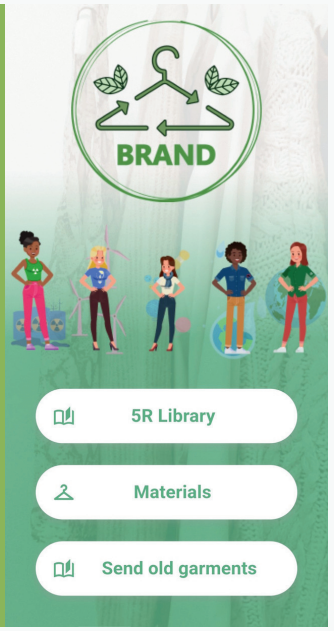



This flipbook designed under project result 3: BRAND e-NFLUENCERS aims to equip youth workers and trainers with the necessary knowledge on boosting the knowledge of young people on the multiple and detrimental effects of fast fashion and fashion in general on the environment and will highlight the benefits of reducing these fast fashion effects by cultivating and adapting a “less is more” mindset and way of life. It will also point out the need for empowerment and provision of motives to young people to be the vanguards of change.

PR4:BRAND Mobile FashionAble App

The BRAND mobile application was designed to include two main tab-sectors. The first sector of the card provides access to the 5R library. (5Rs: reuse, reduce, recycle, repurpose, refuse). The library introduces young people to the 5R hierarchy in an effort to influence them and shape their consumer profile in an environmentally friendly direction. Another tab section gives users the opportunity to learn more about materials and textiles, while the third provides them with addresses of organizations that collect used clothing and textiles.

BRAND Mobile FashionAble App with information on the environmental impact of fashion accessories and places for recycling of old garments can be downloaded from App Store/ Google Play Store



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TPM in Mosta, Malta

On June 6, 2024, one of the BRAND partners, MECB, hosted a meeting in Mosta, Malta. All partners gathered at the MECB facilities to discuss the achieved project results, as well as the necessary steps that need to be implemented in order to bring the project to an end in the most successful way.

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