



102 - Climate Change Challenge WebQuests

Ethical Fashion Shopping



**Building Problem-solving Skills of Youth to Address
Environmental and Climate Change Issues**

IO2 – Climate Change Challenge WebQuests

WebQuest Theme: Ethical Fashion Shopping

TIME ALLOCATED:	12-15 hours (varies)
TITLE OF THE WEBQUEST:	Developing a “Why second-hand is best?” Promotional Film
INTRODUCTION	
<p>This WebQuest will look at consumers’ shopping habits and encourage young people to identify the environmental and ethical issues related to online and offline shopping, encouraging young people to buy second-hand clothes.</p> <p>Have you ever heard the famous quote “I don’t design clothes - I design dreams”? Well, it belongs to the American fashion designer, Ralph Lauren. The truth is that the dream has become already a nightmare as the clothing and textile industry is the second largest polluter in the world, just after the oil industry!</p> <p>Did you know that the fashion industry contributes to 10% of global greenhouse gas emissions, whilst 57% of all discarded clothing ends up in landfill, and only 8% is re-used? So called, “fast fashion” has been linked to child labour and exploitative working conditions, and unprecedented workplace accidents. So, what can we as consumers do to change our habits? What is actually ethical and environmentally friendly fashion? And what about the ethical part of it? Is second-hand a solution?</p> <p>In this WebQuest, you are going to experience a thrilling journey on how to produce a promotional short film which highlights that second-hand clothing is an ethically and environmentally conscious shopping decision.</p>	
TASK	
<p>Germany might be proud of its textile recycling and upcycling traditions, but, piled up clothing items have been increasing for years which generate plausible questions and concerns. In other words, waste is at the heart of fashion and as the annual “Used Textile</p>	



Day” is coming up soon, and the Federation for Secondary Resources and Waste Management wants to celebrate it in a unique way!

They ask your company to develop a tailor-made short film entitled “Why second-hand is best?” in order to positively influence young consumers’ habits. You consider it as an amazing opportunity for your team to show full creativity in a very exemplary way, especially for a good cause!

You will work in a group of four and by the end of this WebQuest you will present your stunning short film to the Federation to help them achieve their goal and reach out to the youngsters!

Ready? Let’s go!

PROCESS

Step 1: What has your t-shirt to do with the colour of river in Asia?

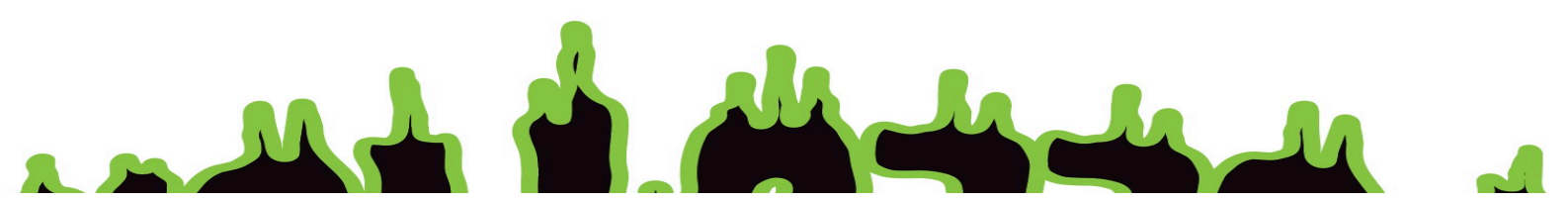
To start dealing with your task, first you have to do some research and gather information on the topic of fashion and how it affects the environment.

As we all know, the fashion industry is heavily reliant on water resources. Without it, the majority of manufacturing processes would not be possible. To put it into perspective, one cotton T-shirt needs almost 2,700 litres of water so that it can be produced, which is enough drinking water to sustain one human for three years. Chemicals are also used in most of the steps during fibre production, dyeing, bleaching, and the wet manufacturing process.

Did you know that according to the World Bank, dyeing treatment of garments make up roughly 17-20% of all industrial water pollution having a huge environmental impact?

Watch the following video and read the article below which examines the destruction of rivers in Asia caused by the largely unregulated textile industry:

- Textiles: Environmental Impacts (Preview):
<https://www.youtube.com/watch?v=NXTIfczSnE>
- Bangladesh Pollution, Told in Colors and Smells:
<https://www.nytimes.com/2013/07/15/world/asia/bangladesh-pollution-told-in-colors-and-smells.html>



Talking about the fashion industry and its impact on the environment, we come across the term 'fast fashion'. Let's explore what this term means! "Fast fashion" has become more prominent in conversations surrounding fashion, sustainability, and environmental consciousness. It refers to cheaply produced and priced garments that copy the latest catwalk styles and get pumped quickly through stores in order to maximise on current trends.

Learn more on the "fast fashion" issue and how it affects the environment by visiting the following websites:

- Fast Fashion: the second biggest polluter on Earth: <https://envirotecmagazine.com/2019/12/12/fast-fashion-the-second-biggest-polluter-on-earth/>
- Ethical Clothing: Fast Fashion & Sustainability on Social Media <https://www.linkfluence.com/blog/ethical-clothing-fast-fashion-sustainability-on-social-media>
- The fashion industry emits more carbon than international flights and maritime shipping combined. Here are the biggest ways it impacts the planet.: <https://www.businessinsider.de/international/fast-fashion-environmental-impact-pollution-emissions-waste-water-2019-10/?r=US&IR=T>
- Fast fashion speeding toward environmental disaster, report warns: <https://www.theguardian.com/fashion/2020/apr/07/fast-fashion-speeding-toward-environmental-disaster-report-warns>

Look also at some sustainable trends in Germany's fashion industry by clicking here:

- Fashionable step forward: <https://www.deutschland.de/en/topic/life/fashion-in-germany-sustainability-instead-of-fast-fashion>

Discuss with your team, how you can reduce negative environmental footprint by making conscious clothing choices. Think about your own shopping habits and your wardrobe. Try to trace out where and how they produced the garments, and what kind of impact they have on the environment? What are the most important problems existing in the fashion industry and in consumer habits that have a detrimental effect to the earth's ecosystems?

Write down your answers and continue with the second step!



Step 2: The Ethical Cost of Fast Fashion and Fair Alternatives

Fashion trends are short-lived and often change more quickly than the weather. Every German buys an average of twelve kilos of clothes a year. 90 % of them come from non-European countries. The clothing sector is one of the most important consumer goods industries. However, textile manufacturing causes not only ecological damage, toxic sewage, microplastics in the oceans and high levels of energy and water consumption. Nonetheless, the ethical issues of apparel production are just as equal and need to be looked at sufficiently.

After you have explored in detail the environmental footprint of the fashion industry, it is time to dig deeper into the ethical side of the clothes production.

Day by day the textile consumer is becoming increasingly aware of the importance of supporting and buying ethically branded clothing. But what is fair and what is ethical? Here are some interesting blogposts and articles covering important aspects of this issue:

- The Factory Floor: What is Fair and What is Ethical?: <https://www.tbd.community/en/a/fair-vs-ethical-fashion>
- The hidden human cost of fast fashion: <https://www.dw.com/en/the-hidden-human-cost-of-fast-fashion/a-46577624>

Now it's time to reflect on what you have learned by answering the following questions:

1. How many fashion brands do you know, which are "notoriously famous" for their inhuman working conditions?
2. How many fashion brands do you know that are ethical and fair?
3. Do you have any examples of any fashion brand(s) in Germany that act(s) towards the protection of the environment and the society?
4. In 2012, one of the German garment industry's KiK factories caught fire, leading to the deaths of 258 people. Do you believe buyers like KiK should be held responsible for the working conditions in their subsidiaries or supplier companies abroad? How might it change the industry if they were?

Get some answers to the above-mentioned questions by reading these articles:

- The hidden human cost of fast fashion: <https://www.dw.com/en/the-hidden-human-cost-of-fast-fashion/a-46577624>



- What You Want to Know About the Sustainable Fashion Market in Germany:
<https://expansion.eco/the-sustainable-fashion-market-in-germany/>
- 3 Ways to Make Ethical Fashion Products Less Expensive (And More Attractive to Consumers)
<https://ecowarriorprincess.net/2018/08/ways-to-make-ethical-fashion-products-less-expensive/>

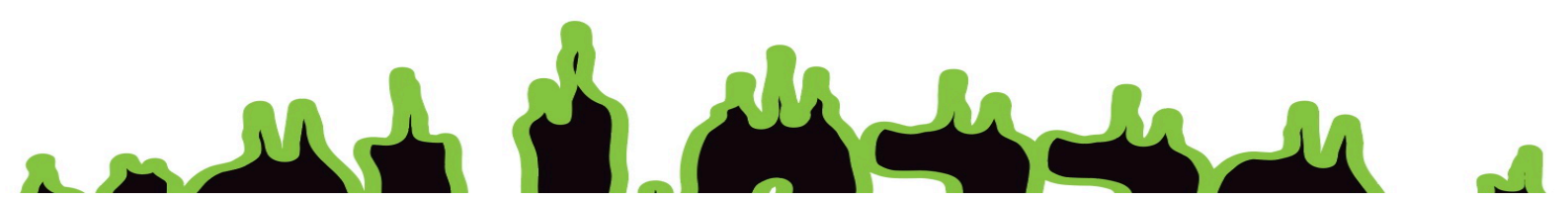
Step 3: Give your clothing a second chance!

New sustainable fashion brands are popping up every day. But what about second-hand shopping? Why buy something new if you could use platforms to share, re-use, re-sell your clothing items?

Reflect on the second-hand shopping experience with your team. Do you have any experience with second-hand clothes? Would you rather buy 'old but fashionable' or something trendy and new?

Research some online platforms to find out more on the "Second-hand Clothing" trend and why is so important in tackling climate change and other ethical challenges:

- Second-hand clothing sales are booming – and may help solve the sustainability crisis in the fashion industry: <https://theconversation.com/secondhand-clothing-sales-are-booming-and-may-help-solve-the-sustainability-crisis-in-the-fashion-industry-148403>
- Second-hand fashion is a growing trend: <https://blog.hslu.ch/majorobm/2020/04/04/second-hand-fashion-growing-trend/>
- Used Clothing Resale Is A Rising Opportunity For Retailers Large And Small: <https://www.forbes.com/sites/marciaturner/2020/03/30/used-clothing-resale-a-rising-opportunity-for-retailers-large-and-small/?sh=2d4d45eb5c72>
- Is buying used clothing the next retail trend?: <https://www.imrg.org/blog/is-buying-used-clothing-the-next-retail-trend/>
- How Berlin converted me from a fast fashion fanatic to a conscious consumer: <https://www.thelocal.de/20200205/how-berlin-converted-me-from-a-fast-fashion-fanatic-to-a-conscious-consumer>
- Second-hand clothes are good for the environment and economy: <https://www.smartgreenpost.com/2019/10/19/second-hand-clothes-are-good-for-the-environment-and-economy/>



Another way to be sustainable in shopping is to rent clothes. This movement is gaining favour through peer-to-peer rental start-ups. Second-hand shopping can unearth unique one-off pieces or sold-out items that fit perfectly into the rental model too, making it not only a smart sustainable choice, but a revenue stream for savvy shoppers. Take a look at this website that provides affordable sustainable fashion solutions and get inspired in order to come up with more innovative ideas on how consumers and fashion industry could contribute to building a more sustainable and ethical fashion market.

- Affordable Sustainable Fashion: <https://mygreencloset.com/affordable-sustainable-fashion/>

Continue your work by researching more on the advantages and disadvantages of the second-hand clothing. Write down some notes in the form of bullet points for all the topics you want to cover and inform your audience through your short video entitled “Why second-hand is best?”

Step 4: Develop your short film named “Why Second-hand is Best?”

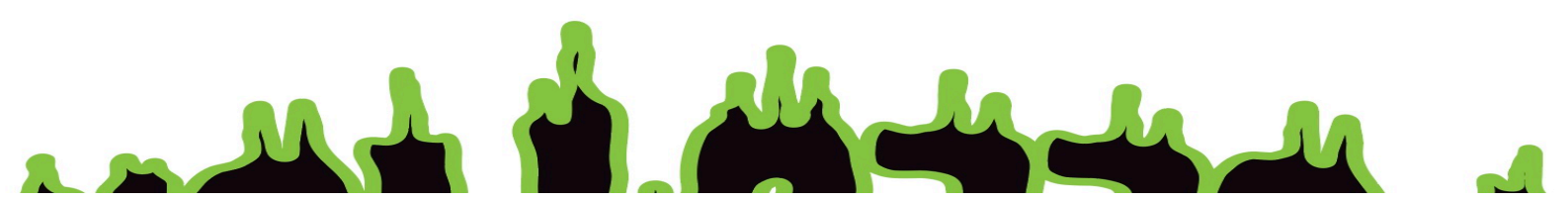
In order to create an engaging short film to inform young people about the “Fast Fashion” issue and motivate them to rethink and change their fashion shopping habits, you have to plan and design first!

The more precise and more creative you are, the better!

Learn the basics regarding short video production by following the links:

- How to Make a Video: a Step-by-Step Guide: <https://blog.hubspot.com/marketing/make-a-marketing-video>
- Simple and Quick Ways to Create Short Videos: <https://www.dumblittleman.com/creating-short-videos/>
- Create attention-grabbing short videos in no time with Biteable: <https://biteable.com/short-videos/>
- How to create a video in under 3 minutes: <https://www.youtube.com/watch?v=Dak0bMKEbYw>

Sit down with your team-mates, look at all of your notes and create your catchy story! Learn how to develop a storyboard that rocks through the following step-by-step guide:



- How to Make a Storyboard for Video: <https://photography.tutsplus.com/tutorials/how-to-make-a-storyboard-for-video-cms-26374>

Decide about the video production tools you are going to use, based on the information given in the links provided earlier and by reading the following article:

- 10 Top Tools for Creating Short Videos That ROCK: <https://kimgarst.com/10-top-tools-for-creating-short-videos-that-rock/>

Roll up your sleeves and create your short film called “Why Second Hand is the Best?”!

Step 5: Present your Film to the Federation for Secondary Resources!

The big moment has come! You have to present your film named “Why Second Hand is the Best” to the Federation for Secondary Resources as a part of the "Used Textile Day” event.

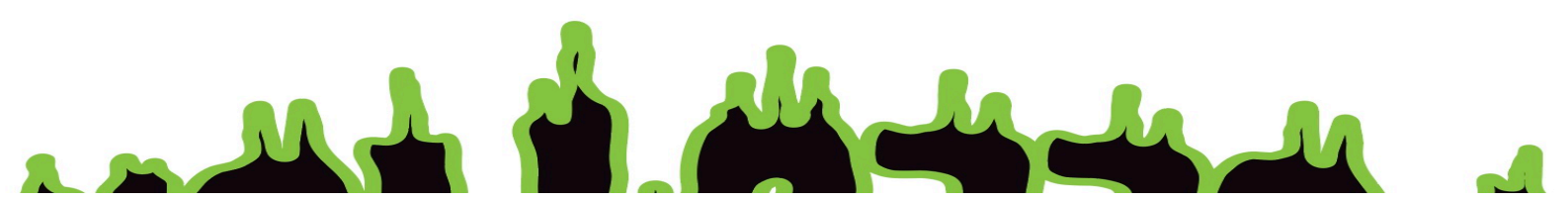
First you have to make it available online so that you can show it to the committee of the Federation.

How it will look? How they will be able to share it with the world? With the young people they want to inspire and motivate?

There used to be a time when sharing a video online was a tough job. These days, the problem has morphed into having too many options. Whether you want to share a video with the world, or only show it to your friends and family or to some professionals that assigned you with the task of developing and sharing a short film regarding ethical fashion shopping, the following websites will help you out:

- How to Share Videos Online: 8 Simple Ways: <https://wave.video/blog/how-to-share-videos-online/>
- The Best Sites for Sharing Videos (Publicly or Privately): <https://www.howtogeek.com/397470/best-sites-for-sharing-videos/>

After deciding on the platform to be used for uploading your video, get prepared for presenting your work to the public:



- Top Tips for Effective Presentations: <https://www.skillsyouneed.com/present/presentation-tips.html>
- How to Give a Killer Presentation: <https://hbr.org/2013/06/how-to-give-a-killer-presentation>
- How to make a successful presentation: 5 easy steps to perfection: <https://www.articulatemarketing.com/blog/how-to-make-a-successful-presentation>

Good luck!

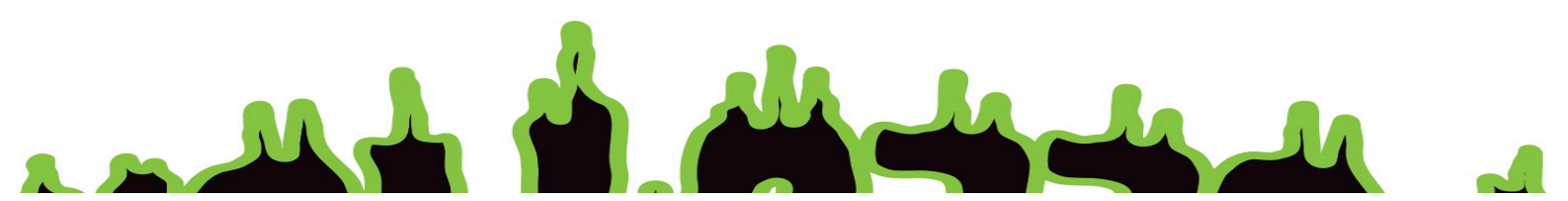
EVALUATION

As a self- assessment exercise for this WebQuest, please answer the following questions and share your thoughts and insights with your teammate:

- What were some of the most interesting discoveries my teammates and I made while working on this project? About the problem? About myself? About others?
- What were some of my most challenging moments and how did I manage to overcome them?
- What were some of my most powerful learning moments and why?
- What skills did I acquire through this activity?
- How well did I and my team communicate overall?
- Were my milestones and goals mostly met, and how much did I deviate from them if any?
- What would I do differently if I were to approach the same problem again?

CONCLUSION

Congratulations! You have successfully accomplished all your tasks and prepared an impressive short film named "Why second-hand is best?" for the "Used Textile Day" with the ultimate goal of positively influencing young consumers' habits!



One of the most practical ways that we can reduce our environmental footprint is by supporting sustainable fashion. By shopping for second-hand clothes, we can deal a blow to the fast-fashion industry so as to reduce its detrimental effect to the planet and the society.

Through this learning journey you have been able to investigate the hidden aspects of sustainability in fashion industry. You have been able to reflect on people's shopping habits. You managed to encourage young people to identify the environmental and ethical issues related to online and offline clothes shopping and to come up with an applicable solution that could support environmental protection.

Now you are ready to support your friends and family in taking the same journey, so as all together to fight climate change through more conscious and informed shopping decisions!

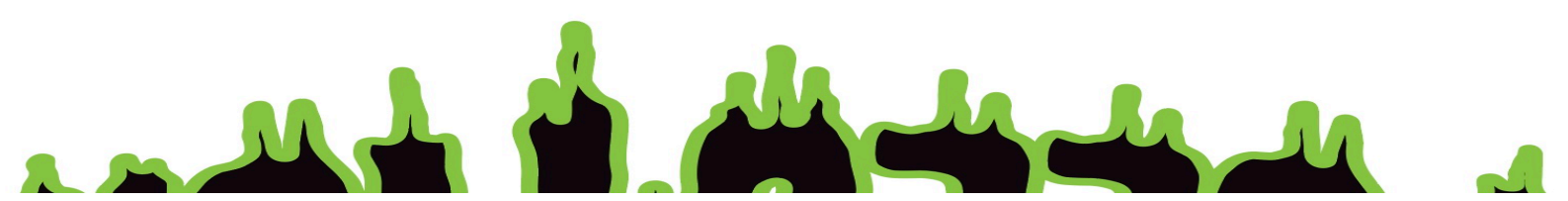
Buy less. Choose well. Make it last"
-Vivienne Westwood



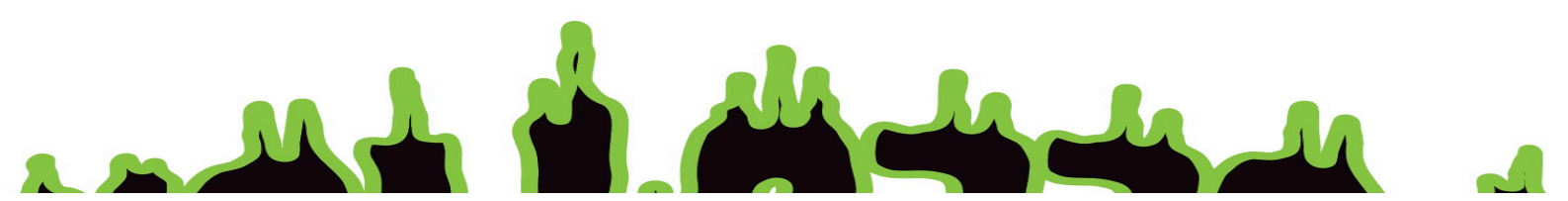
TUTOR SECTION

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

Knowledge	Skills	Attitudes
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<ul style="list-style-type: none"> • Factual knowledge of the environmental cost of fast fashion. • Factual knowledge of what measures individuals can take to limit the impact of fashion on the environment. • Basic knowledge of how to get sustainable fashion opportunities. • Basic knowledge about brands and fashion ideas that combine eco-friendly and ethically conscious production and consumption. • Factual knowledge about impact of fashion industry on labour conditions and climate change. • Factual knowledge about combating global warming and climate change by following a sustainable lifestyle. • Factual knowledge about green sustainable fashion trends, platforms. 	<ul style="list-style-type: none"> • Define the meaning of the term “fast fashion”. • Define the term “sustainable fashion”. • Define the term second-hand shopping. • Discuss the environmental and ethical aspects of keeping up with the fashion trends. • Reflect on shopping habits. • Evaluate and effectively use data related to fashion industry and shopping habits. • Analyse and use data regarding the social and environmental benefits of a sustainable shopping. • Use digital tools for finding out/purchasing second hand and clothing. • Produce a short film . • Apply ideation methods. 	<ul style="list-style-type: none"> • Openness to new trends in sustainable fashion. • Awareness of the environmental and ethical aspects of fashion industry. • Willingness to share and promote sustainable way of life with others, by following aspirations to combat climate change causes. • Openness to combine, mix, and experiment with diverse styles. • Feeling of social responsibility and belonging by contributing to the greater global cause. • Self-empowerment and confidence about social and environmental benefits of sustainable fashion shopping. • Eagerness to be creative and innovative by using digital means/tools to stick to
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<ul style="list-style-type: none">• Factual knowledge on global and local eco – ethical fashion industry.• Basic knowledge about how to develop a short film and share it online.• Basic knowledge of how to present an idea or a product effectively.	<ul style="list-style-type: none">• Apply certain communication techniques.	sustainable way of life.
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Questions that a youth worker or teacher might use in a whole class discussion to debrief this WebQuest:

- What new knowledge and skills did you gain? Name the 3 most important ones.
- Did you enjoy the whole process of dealing with this WebQuest and developing your end product?
- Are you happy with the end product you have developed?
- What would you improve in your work if you had more time?
- Can you imagine using what you have learned in the future?
- Are you proud of your work?



SOLUTION NOT POLLUTION



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