



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:	5 hours 30 minutes
TITLE OF THE WEBQUEST:	Ethical Fashion Shopping
INTRODUCTION	
<p>According to the Victoria and Albert Museum, “Ethical Fashion is an umbrella term to describe ethical fashion design, production, retail, and purchasing. It covers a range of issues such as working conditions, exploitation, fair trade, sustainable production, the environment, and animal welfare” .</p> <p>Fast-fashion, on the other hand, is characterised by the very rapid renewal of the garments on offer. The clothes are produced in relatively small collections and stocks are very rarely renewed. These clothes are intended to be worn for a short period of time and to be sold at a sufficiently low cost so that the customers are strongly encouraged to renew their wardrobe frequently and not wait for the end-of-season sales to buy them.</p> <p>According to the European Environment Agency (EEA), the amount of clothing purchased in the European Union (EU) increased by 40% between 1996 and 2012. In 2015, Europeans acquired 6.4 million tons of new clothes and shoes, according to a European Parliament study. On a global scale, the trend is the same: 100 billion clothes were consumed worldwide in 2014, according to Greenpeace .</p> <p>According to ECAP, the beginning of the 2000’s was accompanied by an explosion in sales with the multiplication of collections offered in stores and the success of online commerce. It was from this, that the ethical fashion movement was established.</p>	
TASK	
<p>You are chatting with a group of your friends when one of them tells you that he has been invited to a wedding and that all the clothes that he had his eyes on are really expensive.</p>	



He feels mad about having to spend so much money on an outfit that he will probably not wear twice.

This situation made you realise that none of your friends have an “ethical shopping” frame-of-mind and are willing to spend less money on a poor-quality garment than invest in a better piece of clothing.

You want to help them understand the importance of being aware of the harm associated with the fashion industry and the various ways to be a real fashionista without having to constantly buy new outfits.

You are not the only one thinking that it’s now time to change things. A friend of yours who used to work in a shop of a big fashion industry has also discovered the “dark side” of international fashion brands and would like to help you in your mission to promote ethical fashion.

You and your friend decide to create an Instagram account dedicated to the advocacy of ethical fashion that will provide tips and advice to your followers.

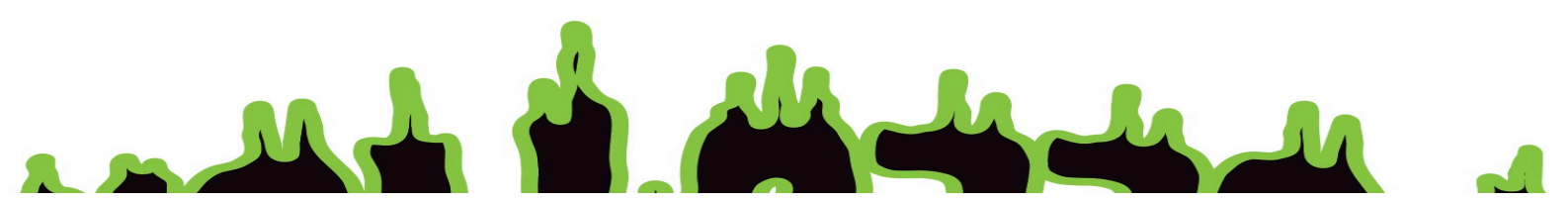
PROCESS

Step 1: Find your Instagram account name

The first thing that you need to do is to find a name for your account. You want it to be easily identifiable and memorable! Have a look at the following websites that display advice on creating a brand that will remain in the minds of your followers! The following links will provide you with insights about Instagram marketing. Feel free to take notes in order to create an account that will have a real impact.

- 200+ Perfect Instagram Names: <https://thoughtcatalog.com/january-nelson/2018/06/instagram-names/>
- Instagram Names: How to Choose the Right One: <https://metricool.com/instagram-names/>

If you really can’t find a name, feel free to use an online generator that will support you in this task:



- Instagram Name Generator: <https://www.spinxo.com/instagram-names>

Step 2: Create your logo, motto and Instagram account.

Before signing up, you should have an image that represents the goal of your account that will be uploaded as a profile picture. As an advocacy account, we suggest that you create a specific logo with the username you have chosen. You can share the workload with your friend - One of you can check out logo templates and the other can create the Canva account.

Let your creativity speak and use Canva website to support you in this task!

- Logos for Beginners: <https://www.canva.com/learn/logos-for-beginners/>

Once you have read the advice provided by the website to achieve a professional result, create an account on it:

- Canva: <https://www.canva.com/>

And look for a logo template that you like and that represents, to your mind, the spirit of your account:

- Canva Logo: <https://www.canva.com/logos/templates/>

Finally, don't forget to download your logo!

Now that you have a username and a profile picture ready for your account, you should brainstorm with your friend in order to define your account motto. A motto is a short sentence that will summarise the essence of your account in a catchy way. It should be understandable and engaging. You can look for tips on how to create a good motto, while your friend can check out how the Slogan Generator works - or the other way around!

- 7 Tips to Creating a Memorable Slogan: <https://www.verticalresponse.com/blog/7-tips-to-creating-a-memorable-slogan/>
- How to Create a Catchy Slogan: <https://www.logaster.com/blog/slogan-generators/>

If you need any help, you can find inspiration thanks to these slogan generators:

- Slogan Generator: <http://www.slogangenerator.org/>



You have everything that you need to get started! Go on Instagram and follow the procedure to set-up your Instagram account:

- Instagram account: <https://www.instagram.com/accounts/emailsignup/?hl=en>

Step 3: Find your network.

As an introduction, watch this video by Samantha Hearne on how to build an online community.

- 10 Ways to Build a Community Online:
https://www.youtube.com/watch?v=HkM8WaT_OrE

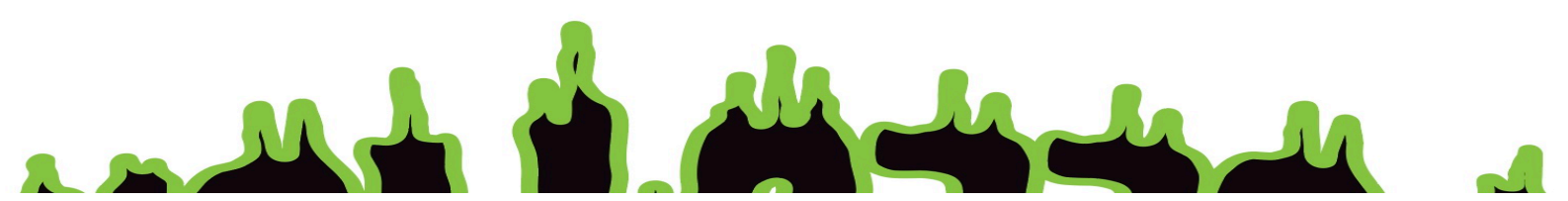
Now that your Instagram account is organised, you need to focus on the people you want to follow. This step is really important because it is how you will build your network and your online community.

- 6 Ways to Find New People to Follow on Instagram:
<https://mollyhostudio.com/blog/6-ways-to-find-new-people-to-follow-on-instagram>
- How to find people I know to follow on Instagram:
https://www.facebook.com/help/instagram/195069860617299?helpref=hc_fnav
- How to Find Great Instagram Accounts to Follow:
<https://www.theverge.com/2020/2/20/21142704/instagram-accounts-follow-facebook-contacts-how-to>

You can also conduct some research on active influencers relative to your account theme, and check if they have Instagram accounts.

Step 4: Identify the relevant hashtags for your advocacy campaign, collect your data and create your post.

Identifying relevant hashtags is a critical step you want to take in order to ensure the success of your account. It will help you in identifying relevant publications as well as defining yours. It will support your online community in the engaging process. You will go through the links here below and search for more on the web, while your friend will list the hashtags that are relevant for your online activity on a dedicated Word document (or on a sheet of paper but be careful not to lose it!).



- How to Identify Relevant Hashtags for Your Business: <https://www.convinceandconvert.com/social-media-marketing/how-to-identify-relevant-hashtags-for-your-business/>
- How to Find Relevant Hashtags on Instagram: <https://www.boostability.com/how-to-find-relevant-hashtags-on-instagram/>

We suggest that you bring your account to life with at least 5 posts. In order to do so, you have to collect data about topics you would like to highlight. Here are 5 themes that deal with ethical fashion and could constitute as a good starting point for your account. Share the research on these 5 themes with your friend: one person can focus on the first 3 and the other on the other 2. During your research, keep in mind that you should extract a fact that can be put on the spotlight to illustrate each theme.

Water consumption in fashion industry;

- Fashion Environmental Impact : <https://www.sustainyourstyle.org/old-environmental-impacts>

Alternatives fabrics;

- Sustainable Fabrics Alternatives: <https://fashionmagazine.com/style/sustainable-fabric-alternatives/>

Recycle your old clothes;

- How to Recycle old clothing: <https://trashisfortossers.com/how-to-recycle-old-clothing>

Decent working conditions for fashion industry workers

- Inhuman Working Conditions: <https://www.sustainyourstyle.org/old-working-conditions>
- The True Cost of Fast Fashion: <https://www.fairtrade.org.uk/media-centre/blog/the-true-cost-of-fast-fashion/>



Your content must be visually engaging and stimulating. This is a critical aspect on Instagram. You may use pictures you have taken yourself or you can create dedicated designs to highlight a fact or statistics. The following websites are listing several tools that you may want to explore in order to create at least 5 posts to launch the activity of your account.

- Instagram Post Creator: https://placeit.net/instagram-post-creator?gclid=Cj0KCQjwv7L6BRDxARIsAGj-34r52K71U1p_cwKdPxGllIJNBs1DBemuT5utz-lcW87tDEVrQ3b1dUAaAt0vEALw_wcB
- 25 Instagram Apps for Creating Must-see contents: <https://sproutsocial.com/insights/instagram-apps/>

Keep in mind to use copyright free pictures using the following sites for your research:

- Flickr: <https://www.flickr.com/>
- Pixabay: <https://pixabay.com/>

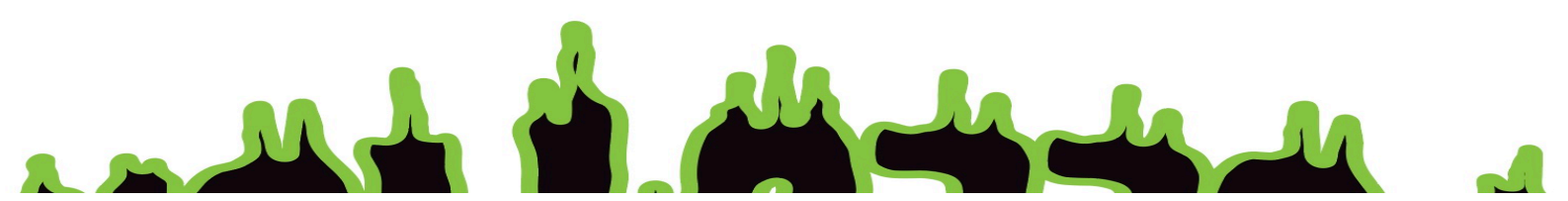
And now create the posts for your Instagram account with your friend. You can create 3 and your friend can write the other 2, or feel free to share the work as you prefer.

Step 5: Post!

Now that you have created at least 5 relevant posts, publish them online using the relevant hashtags you have previously identified and be prepared to go viral!

EVALUATION

Young people who have completed the WebQuest “Ethical Fashion Shopping” had the opportunity to develop several skills that they will be able to reuse in their further online activities and to acquire knowledge. They started with a general overview of online marketing applied to Instagram to create a successful advocacy campaign before learning about the main issues raised by the fashion industry. This research also promoted the ability to synthesise information since they had to collect and highlight short facts illustrating the issue.



Once they have completed the entire WebQuest, a self-assessment exercise will follow the WebQuest. The educator will ask the learners to work in pairs and to answer the following questions one at a time:

- If you had to explain to a friend what you have achieved during this WebQuest what would you tell them?
- What competences did you acquire today that you will practice more?
- What did you enjoy doing during the activity?
- Have you learned more about ethical fashion from this WebQuest?
- Have you learned more about the active use of social media to advocate for a cause?
- What would you do differently next time?

CONCLUSION

You and your friend have successfully completed the “Ethical Fashion Shopping” WebQuest, Congratulations! This WebQuest has helped you to understand that there are alternative ways to our current modes of consumption. We can improve our ways to shop and still be fashionable!

You have created an active Instagram account, targeting people who want to know more about ethical fashion, and you have established your environmentalist online community. Great job!

You can now follow each other and don't forget to add the following hashtags on your posts!

#ChangeNow

#ThinkGlobalActLocal

#SolutionNotPollution

#ErasmusPlus



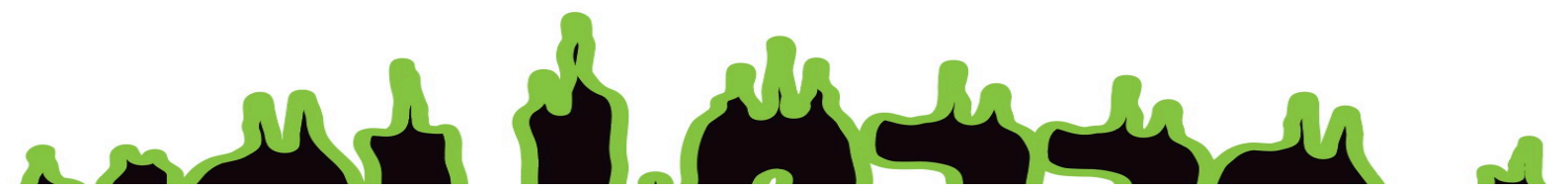


Source: Flickr

TUTOR SECTION

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

Knowledge	Skills	Attitudes
<ul style="list-style-type: none"> • Basic knowledge about vegan fashion. • Basic knowledge of the carbon footprint of a single piece of cloth. • Basic knowledge of the environmental costs behind low-cost fashion 	<ul style="list-style-type: none"> • Discuss sustainable and ethical fashion. • Identify where to buy responsible fashion items. • Apply critical thinking to shop responsibly in second-hand shops or apps. • Apply creative skills to re-use and sew old clothes. 	<ul style="list-style-type: none"> • Open to follow good initiatives (influencers, good practices etc.) • Avoid buying clothes from fast fashion brands. • Carefully choose their clothes instead of going for low-cost, mass-production shopping.





Questions that a youth worker or teacher might use in a whole class discussion to debrief this WebQuest:

- Which part did you enjoy most from this activity?
- What was the more difficult aspect of the activity?
- What new skills and competences have you learned?
- Did you learn initiatives that you will spread among your personal networks?
- Do you have any local tips about ethical fashion you may want to share with the group?
- Will you apply what you have learned at home and in your personal life?
- What practical information will you take home from this activity?



SOLUTION NOT POLLUTION



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