



For a more sustainable fashion future with the youth.



OUR PROJECT INCLUDES

- creative and artistic approach
- learning by doing, feeling
- action based learning
- raising the awarness of the youth
- national and international competitions

PROJECT OBJECTIVES

Fast Art - Slow Fashion project aims at cultivating awareness of young people about the contribution of fashion to climate change and social justice. Fast fashion is currently one of the social challenges that we face - it affects the environment, society (e.g. child labor) and economy (the role of multinational companies). The project partnership approaches this topic with using creativity and art to reach more young people. The creativity and artistic tasks of the online competition that we plan to implement in the framework of the project contribute to improve the creativity of the youth. Besides, with creativity and art we ensure learning by doing, learning by feeling and action-based learning that are more effective than learning by text. With Fast Art - Slow Fashion project, we raise the attention to a challenge that affects the environment. Fast Art - Slow Fashion project contributes to the changes in the consumption behavior of the youth concerning fast fashion products: they are going to be more conscious, thus the project may contribute to buy more sustainable fashion products.

About Fast Fashion

Making a cotton T-shirt consumes 3000 litres of water (UN) equal to 2.5 years water consumption of a person. According to the WEF, annually 85% of textiles go to the dump. A 2018 U.S. Department of Labor report found evidence of forced and child labor in the fashion industry in Argentina, Bangladesh, Brazil, China, India, Indonesia, Philippines, Turkey, Vietnam.

According to an EP Briefing (2019), around $\frac{1}{3}$ of clothes in Europe were used for less than a year. New styles appear very soon: Zara offers 24 collections in a year, while H&M between 12 and 16, resulting in more unnecessary clothes going to the dump without wearing them for a longer period.



"My grandmother has only one shirt in her wardrobe. My mother has three. My daughter's generation, 50. And 48% of them, she never wears." - Jack Ma, Alibaba founder



Only few persons among adolescents and young adults are aware of the production process of their clothes: of the poor working and living conditions of the sewers, of the negative environmental impacts due to the extensive application of chemicals or the use of synthetic materials. Typically, they are not aware of the true (social, economic and environmental) costs of their fashion and continue with buying habitually new clothes.

Fast fashion

The term of fast fashion as such goes back to the fast food phrase. It means that the products are made quickly, from cheap ingredients, under bad circumstances. Usually in Asian countries, where the employees are poorly paid and overworked. This was made possible by global trade and multinational retail chains, shifting production to countries with cheap(er) labour and less controls of environmental and social standards. Fast fashion "relies on mass production, low prices and large volumes of sales, as European Parliament Briefing states".

How are we going to raise awarness?

Creating Creative Digital Guide

- contain information on slow and fast fashion
- prepared in a creative way
- applied to the needs of the youth
- animated videos
- short and funny videos with young artists
- podcasts
- examples of how to upcycle the clothes



Organizing Online Competitions

- each project partner implements national online competitions
- the partnership organizes an international online final
- the tasks will be designed in a creative way
- the youth need to provide creative solutions





INTERESTED IN MORE?

If you are interested in the Fast Art Slow Fashion project, join us, do not hesitate to visit our website, where you can find more information:

<https://kreativoktato.hu/projects/fASF.html>

**CONTACT US FOR
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