



WEAR(E)ABLE

BEST DRESSED SUSTAINABLY

“WEAR(E)ABLE” BEST DRESSED SUSTAINABLY

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OUTPUT 3

INSTRUCTIONS FOR PEER GUIDES AND MULTIPLIERS



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Table of contents

<i>Foreword.....</i>	<i>3</i>
<i>1. Be an influencer, be a peer guide.....</i>	<i>4</i>
<i>2. How to spread sustainable fashion.....</i>	<i>12</i>
<i>3. Top 10 sustainable actions in fashion.....</i>	<i>16</i>
<i>4. Some alternative actions: young people voices.....</i>	<i>18</i>
<i>Bibliography and websites.....</i>	<i>23</i>

Foreword

This guide has been created in course of the "Wear(e)able -best dressed sustainably" project¹ (co-funded by the Erasmus+ Programme of the European Union). The project's main objective is to increase awareness and concrete actions to tackle the negative effects of fast fashion among young people, and especially the main environmental effect of microplastic pollution²³.

The goals of this material are:

- To make young people aware about their role as local and direct 'influencer' among peers, friends and mates.
- To give young people tips and hints on how to spread sustainable fashion messages, suggestions, tips, etc.
- To provide a synthesis on the top 10 sustainable actions in fashion, ideas for alternative actions and how to develop their knowledge and competences on the topic.

¹ <https://www.weareable-fashion.eu>

² <https://www.greenpeace.org/international/story/6956/what-are-microfibers-and-why-are-our-clothes-polluting-the-oceans/>

³ https://ec.europa.eu/info/research-and-innovation/research-area/environment/circular-economy/plastics-circular-economy_en

This material is available in 5 languages: German, Lithuania, Polish, Italian and English; and it is free to download worldwide. It can be translated into other languages and might be adapted for other educational contexts outside of youth work. Further use of this material is permitted with reference to the source.

1. Be an influencer, be a peer guide



Have you ever asked yourself how much your actions are impacting the planet⁴? And have you ever questioned yourself how much you can impact people and peers' opinions? Have you ever realised the importance that your example can have on other people and your peers?

These may seem silly or utopian questions, but everybody should somehow be aware of the fact that each action we do is expected to create a consequence. We ignore when and in what form the consequence will be visible, but at a certain point it is likely that something will happen.

⁴ Rob H., *'From what is to what if, unleashing the power of imagination to create the future we want'*, Chelsea Green Publishing, London, 2019

If you want to organize a pizza party, the greatest pizza party ever, what would you firstly be thinking of? Your friends, right?! Because without them for sure the results, the impact won't be satisfactory. Your pizza party can be a great event because you can enjoy the presence of your friends, maybe they know other interesting people to invite (join) to make the party even better. And if the party was great, they will for sure tell their friends about it. They are in a way a kind of public but most of all they are the core element to make it successful. So, what for sure is clear is that if you want to leave a mark, if you want to have an impact, if you want to arrange the best pizza party ever, you need people, you need your people, your friends and some of their acquaintances, and contacts of their contacts too. Do you see any similarity with what an influencer is supposed to do? An influencer usually searches for people, they want to leave a distinctive mark and desire to spread their message among people who follow them-

If you want to make a difference, whether it is with a pizza party, in your class, or in your daily life, you need to focus first on what and why you want to make a difference. If among the answers there is

also environmental sustainability^{5 6} related to fashion, this guide is for you!

So, let's start!

If you want to make the difference, you do not need to become an influencer (if you want you can), in any case we suggest you start by being a changemaker^{7 8} among your friends and peers. We invite you to take care of them, motivate them, share your objectives with them and involve them in the process... for a great pizza party, you need people! So, being a peer guide and involving other young people like you is the first step.

Who can be a peer guide and what does a peer guide do? Everybody can be a peer guide, and briefly, a peer guide is a person committed to helping, supporting, and involving other people, more or less of the same age, in some activities. You do not need to be a famous person but all peer guides, as most influencers, are expected to be positive, to be a role model and an ambassador. Finally, to be a reliable peer guide, first you should know the topic and you should

⁵ <https://www.environmentalscience.org/sustainability>

⁶ <https://circularecology.com/sustainability-and-sustainable-development.html>

⁷ <https://eyp.org>

⁸ https://europa.eu/youth/home_en

have some knowledge about what you are promoting and what you are talking about to other people. In other words, to keep a 'pizza party mood'...You cannot organize the greatest pizza party, without knowing what pizza is and where the nearest pizzeria is to buy it.

In order to be a good peer guide, you should:

- Promote positive attitudes to make experience
- Spread your knowledge on the topic,
- Make experience and talk with friends and peers
- Motivate others to be peer guide on their turns

Little by little, you can see results, and feel satisfied with the way people are getting closer to your message/project, you can feel satisfaction and in a way you can 'touch' the impact of your actions.

If you want to organize the world's best pizza party, think of Nelson Mandela's words: 'It is in your hands to make a difference.'

Do you already have what it takes to be a peer guide?

Find it out with our Wear(e)able quiz!



How it works: choose just one answer for each question. At the end of this guide, you will find what you still need (or not) to be a peer guide.

1. If you were elected as a student representative and had to present the headmaster with a plan to renovate the school cafeteria, what would you do?

- A. I would make an action plan independently and present it to the peer group before presenting it to the headmaster.*
- B. I would make my own plan, present it to the peer group, discuss it with them and adjust it according to the suggestions I would receive.*
- C. I would prepare an action plan with the group.*
- D. I would prepare an action plan with the group and with the headmaster and I take all the credit.*

2. If you were an influencer, how would you go about fulfilling your role?

- A. I would take care of the video production to post on my social media such as YouTube, Tik Tok, Instagram and FB.*
- B. I would create an editorial plan to have at least one post per week to share on social media.*
- C. I would try to establish a relationship of trust with my followers, through questions and answers (Q&A) sessions.*
- D. I would try to establish a relationship of trust with my followers by organising live meetings to talk about relevant issues.*

3. You are with your friends and feel the need to share with them an experience that you were involved in and that might be important for your friends to know about, but they do not seem to pay attention to you. How do you behave?

- A. I try to find the optimal moment to take the stage and explain what I want to say.*
- B. I get angry because they don't listen to me, and I raise my voice to be heard.*
- C. I act like a victim and adopt a passive-aggressive attitude that makes me defensive.*

D. Using all my skills and abilities, I try to find a way to catch the attention of my friends.

4. You're at home and you're looking out of the window, and you see a boy throwing his empty packet of crisps on the ground. What do you do?

A. I do nothing because I am convinced that I have no power over this situation.

B. I start shouting from the window, railing against the boy to show that his behaviour is not good.

C. I go out of the house and pick up the empty packet of chips and throw it in the first rubbish can nearby and try to talk to the boy without making my words sound preachy.

D. I go out of the house and pick up the empty packet of chips and throw it in the first rubbish can nearby.

5. You are out for a walk with your dog, and you notice that a piece of steel used to mark the boundary of the flowerbed has lifted up and risks injuring anyone who bumps into it unnoticed.

A. I try to fix the piece of steel so that it does not risk hurting passers-by.

B. I try to fix the piece of steel as best I can, so that it doesn't risk hurting passers-by, and I put up a sign with an inscription that

makes the danger obvious even to those who don't notice it right away.

- C. I continue my walk because it is not my job to keep clean and it was not me who lifted it up.*
- D. I go to the municipality manager to complain about vandalism.*

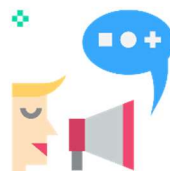
6. Today you feel really happy and cheerful because you did a good deed that made you feel useful to the world. What are you doing?

- A. I tell my friends and family right now, so they can share this moment of joy with me.*
- B. I put the news on my WhatsApp status, but I try to keep it quiet.*
- C. I create a nice, detailed post about what I did and how it made me feel and share it as much as possible on social media (and maybe on my blog).*
- D. I keep it to myself because I have no reason to share what happens to me with others.*

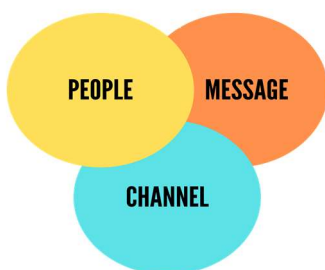
Check the answers at the end of this peer guide and discover the peer guide in you.

2. How to spread sustainable fashion

One of the most difficult steps is to spread your message, so going back to your pizza party: what is the first thing you would do to organize a pizza party? Spread the info to your friends and maybe ask them for help. A



peer guide does the same, he/she talks with friends, peers and family about what he/she is interested in, he/she shares with them information on the topic, and involves them in the discussion, actions and activities. Depending on the person you are and how they are, you can talk or discuss freely, or you may need to introduce the topic step by step, by first giving some information, some sources/resources to catch his/her attention and interest in it.



This is how it should work: you need people, you need a message, and you need a channel.

The channel should be the most suitable for these friends and peers. What do you usually use the most? Social media, chats ... well, they are the perfect channels to start with.

In other words, you can for example create specific messages to approach the topic in an interesting way, using your favourite socials or chat channels. You may think to find and share with them some interesting videos or images, and start a discussion with them, or you can even organize a film evening. Here under some sources related to sustainable fashion:

- The life cycle of a t-shirt - Angel Chang (YouTube)
https://youtu.be/BiSYoeqb_VY
- A toast to the future of fabrics - Gary Cass (YouTube)
<https://youtu.be/ab6RV3E6Xkl>
- The Machinists (YouTube)
<https://youtu.be/AOc9dhmScRY>
- The True Cost (YouTube)
https://youtu.be/OaGp5_Sfbss
- River Blue (trailer - YouTube)
<https://www.youtube.com/watch?v=pfPMeMGbrj4>
- Sweatshops: A Sad Truth that still continues
<https://www.youtube.com/watch?v=u9k3nmcOhZA>
- <https://youtu.be/1ScG9TspWB0>

- <https://www.greenpeace.org/international/story/6956/what-are-microfibers-and-why-are-our-clothes-polluting-the-oceans/>
- <https://ewwr.eu/>
- <https://www.facebook.com/thesustainablefashionforum>
- <https://youtu.be/1ScG9TspWB0>

Another more general way is to share in social media, in your social media feed some positive stories, some interviews, or even some influencer videos on the topic, to draw the attention of your contacts.

Also, it can be useful to spread events related to the topic, invite friends and peers to join it together with you, and to spread it themselves.

Some of the most popular actions and events are organized by:

- Fashion revolution movement⁹
- Youth Fashion Summit¹⁰ - Global Fashion Agenda¹¹

⁹ <https://www.fashionrevolution.org/>

¹⁰ <https://www.globalfashionagenda.com/>

¹¹ <https://www.facebook.com/youthfashionsummit/>

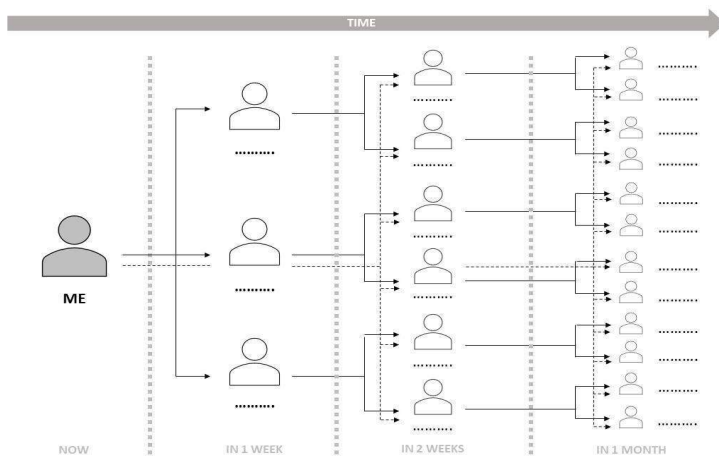
- Sustainable Fashion Forum¹²

At this stage it is also really difficult to make and motivate your friends to be ambassador and role model on their turn, but at the end of this paragraph we would like to propose you the following scheme, took from another project's activity addressed to young people (FAKE OFF - Learning, Training and Teaching event)¹³

Take some minutes for yourself to complete the scheme. You should fill in the names of people that are more or less in your direct environment. This can become a kind of follow-up tool, and reaching people in the 3rd and 4th column, means that the chain is working, people are changing, and your impact is creating a stir. This can be also a collaborative filling up, so you may ask your friends and contacts, who they want to reach. If you think you can directly reach (or you actually reach directly) people in the 3rd and 4th column, you can colour the discontinuous line that connects you with those people.

¹² <https://www.thesustainablefashionforum.com/>

¹³ www.fake-off.eu



3. Top 10 sustainable actions in fashion

What is the message about? Now, the ‘Wear(e)able-best dressed sustainably’ project is about sustainable fashion, how to tackle the negative effects of fast fashion and microplastic pollution caused by synthetic garments¹⁴¹⁵. Anyway, to be a good influencer and to be a good peer guide you should be interested a bit in the topic and/or master the topic to some extent. So, as for the topic of sustainable

¹⁴ <https://www.greenpeace.org/international/story/6956/what-are-microfibers-and-why-are-our-clothes-polluting-the-oceans/>

¹⁵ https://ec.europa.eu/info/research-and-innovation/research-area/environment/circular-economy/plastics-circular-economy_en

fashion within the 'Wear(e)able' project a learning platform¹⁶ has been developed, to deepen the theme of clothes industries, life cycle production, materials and treatment of garments, clothes labels, environmental impact, etc. in a dynamic way.

Remember: links to tools and learning platforms can also be part of your message in social media and chats.

Just as reminder in the following we are briefly highlighting the top 10 actions to act sustainably in the field of fashion and clothes:

- 1- Buy less, choose well and make it last (V. Westwood)
- 2- Follow the Capsule wardrobe movement¹⁷
- 3- Think about what you really need, choose well, quality over quantity
- 4- Preferably buy natural fibres garment to avoid microplastic pollution
- 5- Avoid buying clothes with the following hints on the tag: 'not iron', 'wash before wearing' implies questionable chemicals contamination, avoid buying clothes with these tags' hints

¹⁶ <https://europe-projects.client.miles-learning.com/group/996/?wt=21716fa6-597a-4c5a-8462-219df620b710>

¹⁷ <https://bemorewithless.com/> and <https://www.thegoodtrade.com/features/what-is-a-capsule-wardrobe>

- 6- Wash, when necessary, in full load, inside out, with similar colours, using biodegradable detergent
- 7- Use a Guppy-friend bag to wash your synthetic clothes
- 8- Avoid detergent with chlorine bleach
- 9- Store your clothes properly, learn about basic repairing or upcycle them ... do it by yourself!
- 10- Donate, swap, give to second-hand shops your clothes

4. Some alternative actions: young people voices

Here we propose some alternative ideas for action ideated and developed by the young people coming from Austria, Lithuania, Poland and Italy participating to 'Wear(e)able' project workshops, and aimed at increasing their knowledge on the topic of sustainable fashion, increase their awareness on the negative environmental effect that fashion industry cause and engaging them to be designer of concrete alternative actions to be spread:

- 1)** Create together with friends a platform, page or website through which you can share information about sustainable

clothing, organise events and create a map of sustainable shops.

- 2)** Create QR-coded posters or stickers with your friends outside shops to share information about the fashion industry that everyone should know.
- 3)** Produce buttons, beads, and rhinestones from organic materials like wood scraps, fabric scraps and seeds.
- 4)** Create a social campaign counteracting aggressive marketing of clothing companies.
- 5)** Organise a clothing swap with your friends and acquaintances
- 6)** Set up a stall at the flea market and sell used clothes in good condition together with friends
- 7)** Organize afternoon meetings with friends, with the purpose of using old denim clothes to create recycled bags.
- 8)** Create a workshop to compost old clothes in flowerpots and grow some plants.

To have a look at all the materials created in the course of 'Wear(e)able' project, the full description of these alternative ideas for actions and to deepen the topic of sustainable fashion visit the project website¹⁸ and its toolbox¹⁹.

¹⁸ www.weareable-fashion.eu

¹⁹ <https://www.weareable-fashion.eu/resource-toolbox/>

Do you already have what it takes to be a peer guide?

Results of the Wear(e)able quiz:

1. **The optimal answer is B.** It is always good for a peer guide to be a reference point and role model for peers, but not a lone player. A good peer guide works with peers, tries to understand their needs, involves them in all phases of a project and gives credit not to his/her individual skills but more to the group. They also always try to involve as many people as possible, not just those they already know.
2. **The optimal answer is D.** The figure of the influencer is growing in importance today. Being an influencer means being a reference point for peers and a figure of reference able to spread good practices and innovative ideas. It would be good for the influencer to involve peers not only online, but also face-to-face in order to increase opportunities for exchange between young people.
3. **The optimal answer is D.** A good peer guide must be able to use all his/her speaking skills to make an impact on peers. Also remember that in order to be heard, you need to listen to others first, so make sure you pay attention to what your friends are saying and always encourage the exchange of ideas and experiences.

4. **The optimal answer is C.** A good peer guide always tries to set a good example and talk to his or her peers in a way that does not sound like a preacher or a grandparent. It is good for peers to be able to talk to each other about their behaviour and the peer guide should strive to understand the reasons behind peers' actions and try to stimulate change without imposing themselves.
5. **The optimal answer is B.** A good peer guide not only sets a good example and implements good behaviour, but also tries to facilitate people. Therefore, when intervening, he/she should always try to have the greatest possible impact on people he/she does not know, but who could benefit from his/her action.
6. **The optimal answer is C.** We have said that a good peer guide tries to involve peers in face-to-face activities, but it is also essential that his/her positive actions can reach as many people as possible. Therefore, if you have social media or a blog, make good use of it by posting anything that you did good and you think will benefit people far away from you. Remember that using social media to make a positive impact is not a mistake.

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<https://www.youtube.com/watch?v=pfPMMeMGbrj4>

Sweatshops: A Sad Truth that still continues

<https://www.youtube.com/watch?v=u9k3nmcOhZA>

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