



WEAR(E)ABLE

BEST DRESSED SUSTAINABLY

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Final Report Project Output 1 in English



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OVERVIEW OF IO1

Output number 1 focused on the analysis of knowledge, requirements analysis, and best practice collection about sustainable fashion worldwide. Youth organisations and youth workers must know the young people's problem awareness, understand their points of view, and understand their motivation on the topic to be able to work adequately and purposefully with young people on the problem of plastic in clothing.

First of all, an interview guide for focus group interviews in English and partner languages was created.

In the second task, the focus groups were conducted in every partner country, gathering knowledge about sustainable fashion from young people. For conducting the interviews, the interview guides were used.

In the third task, every partner country conducted research on best practices about sustainable fashion in their country. They found sustainable brands, conducted interviews with them, learnt more about their practices and what makes them sustainable. After that, a summary of research results from each project country was prepared.

For task four, a board game with 8-12 set cards with best sustainable fashion practice illustrations and descriptions in English were created. Both print and online versions of the game are available.

SUMMARY OF THE INTERVIEW RESULTS FROM EACH PROJECT COUNTRY

Every project country conducted a focus group about sustainable fashion for 15 – 19-year-old people.

The focus group study was aimed at finding out young people's opinions about the concept of environmentally-sustainable fashion, their state of awareness about it, as well as general preferences related to fashion, getting dressed, and the conscious choice of clothing products.

Focus groups consisted of these sections:

Preparatory section:

The young people were asked about their favourite clothing brand and what they think are the best things about fashion.

Main section:

The young people were asked about their clothes and the material if they heard about sustainable fashion. Also if, in their opinion, young people should know in order to be more aware during the process of choosing and buying clothes. They were also asked to identify the best ways to deal with sustainable fashion in their country or abroad.

Closing section:

The young people were asked about social media, influencers, or bloggers in the field of fashion. Also, what do they think of second-hand clothing stores, clothes exchanges/ "flea market"/swap meets?

Summary of interview results from Poland

This is a summary of a focus group about sustainable fashion conducted in Poland.

The focus group consisted of 9 people. They were aged 16 to 18 (year of birth from 2000 to 2004). The group consisted of 5 girls and 4 boys. The vast majority (8 people) live in rural areas, with only one participant in the city.

Results

Preparatory section:

Most often, young people name chain stores as their favourite clothing brands. Both girls and boys chose sportswear brands, most people indicated **Adidas (4) and companies such as Nike, 4F, Hummel, H&M, or Pull&Bear** also appeared.

The main reasons for choosing these brands were indicated by the participants: **Comfort (all), High quality (4 people), Compatible with their own style (3 people)**.

The vast majority of young people believe that nobody had any influence on their inclinations for choosing a particular brand, and they made their own opinion on the basis of their own experience and testing of clothes of various brands.

Main section:

As it resulted from the preparatory part of the discussion for young people, it matters what material their clothes are made of. However, they pay attention to it almost exclusively for practical (comfort) or aesthetic reasons, not ecological. The most frequently mentioned materials were: **Cotton - 7 answers; Viscose - 2 answers; Polyester - 2 answers; Elastan - 1 answer; Linen - 1 answer; Wool - 1 answer.**

The participants are unfamiliar with the concept of sustainable fashion. The vast majority (8 people) admitted that they had never heard of such a thing. One of the participants knows this concept of fashion, she uses it herself. She understands it as "recycling clothes, giving new life".

The four respondents admitted that they gave up buying things of a certain brand after the media revealed scandals related to the exploitation of children during its production.

The vast majority of people in the focus group were unable to give any examples of practices related to ecological or sustainable fashion. Only three (girls) out of nine people were able to respond to the question asked.

Closing section:

The most popular social media among the focus group are **Instagram - 6 answers; Facebook - 5 answers; YouTube - 5 answers**. Most of the respondents said that they are not following any influencers or bloggers in the field of fashion.

The vast majority of respondents positively referred to second-hand stores. They considered the main advantages as **a) Low prices; b) Originality; c) Good quality, d) the uniqueness of the item found.**

The vast majority (8 people, including 7 girls) admitted that they regularly use second-hand stores, moreover, they have their favourite points where clothes are of high quality and undamaged.

Summary of interview results from Lithuania

This is a summary of a focus group about sustainable fashion conducted in Lithuania.

The focus group consisted of 6 people who expressed their willingness to participate in it. Age of participants 14 to 23. The group consisted of 5 girls and 1 boy. Most of the participants are coming from the big cities of Lithuania.

Results

Preparatory section:

Most of the participants answered that they don't have a favourite brand. However, they identified/named places where they are buying their clothes. It was second-hand stores/markets /vinted. The main reason why young people decide to choose those places it's because of the low price. Also, most young people believe that influence comes from somewhere: friends, family, school, social media & somehow it helps to inform their style, taste or where and what they buy.

Main section:

Unfortunately, young people didn't have that much knowledge of what kind of fabrics their clothes are made of but they could indicate a lot of fibres (names of them). As it resulted from the preparatory part of the discussion for young people, it matters. The most frequently mentioned materials were: **cotton, polyester, linen and wool.**

All of the participants were familiar with the concept of sustainable fashion, however, just two participants were actually trying to implement it. As a sustainable brand, they mentioned **Vinted** (a

start-up in Lithuania). As ways for dealing with not sustainable fashion, they mentioned changing it into **"Vinted", flea markets and second-hand stores.**

Closing section:

The most popular social media among the focus group are **Instagram, Facebook, YouTube, TikTok.** Half of the respondents say that they are following many fashion bloggers (10 or more) on Instagram. They also admitted that this affects their choices or they are trying to copy their pictures however they identified that as an inspiration source. Also, girls have mentioned Lithuanian Youtuber: Chanelette that they admire her and watch her makeup, hair, lifestyle Youtube videos.

All of the respondents were positive about second-hand stores. Some even identified that this is becoming "cool" in Lithuania due to one of the biggest second-hand chains Instagram account: @humanalithuania (they are giving advice on how to style second-hand clothes or sharing some educational content on their social media accounts).

Summary of interview results from Austria

This is a summary of a focus group about sustainable fashion conducted in Austria.

Three female and two male adolescents between the age of 15 and 19, who did not know each other, took part in the focus group. All participants live in Graz. Two live in their own apartment, three still live with their parents.

Results

Preparatory section:

Most of the young people buy their clothes mainly from **Adidas, Nike and the big clothing companies like H&M, Bershka, New Yorker, etc.**

The main reasons to buy these brands were: **The notion of fashion or mainstream (3 participants); The sense of belonging to other adolescents (1 participant); Quality (all participants); Functionality (2 participants); Sport compatibility and sustainable production (1 participant).**

The participants mainly stated that it is very important for them to make a statement, to emphasize their style, and to stand out. The best thing regarding fashion for them is that clothing is a good way to do this.

All participants answered Yes to the question if they think that there are bad sides regarding fashion too. Three specified that they see mass production as questionable. Two believe that cheap prices are only possible due to the exploitation of workers, who produce clothes.

Main section:

Three participants said they know what material their clothes are made of. Two did not know what the clothes they were currently wearing were made of. The most frequently named materials that they use were: **cotton, polyester, hemp, linen, viscose.**

Three participants have heard about sustainable fashion, two did not or only had a slight idea of what it is.

One participant could name some brands which produce sustainable clothing items. He named the following: **Waldviertler Schuhe, Zerum, Patagonia, Black Diamond, Armedangels.**

Closing section:

Used social media channels: **Instagram (all participants), Facebook (2 participants), Tik Tok (all participants), Snapchat (3 participants).**

No participant follows an influencer or blogger.

One participant stated that he regularly attends flea markets and clothing swap meets. Two participants occasionally buy second hand.

Summary of interview results from Italy

This is a summary of a focus group about sustainable fashion conducted in Italy.

The focus group included 5 15-year-old Italian teenagers. It was held in a non-threatening and receptive environment that allowed all participants to express their thoughts and ideas.

Results

Preparatory section:

4 teenagers out of 5 said they were interested in brands that are sold both in the shopping centres and in the biggest cities, such as **Bershka, Zara, and Pull&Bear**. 2 said they were interested in sports brands like **Nike and Adidas**. Finally, 2 participants out of 5 also followed *luxury brands*, but just one of them admitted to buying from them because of their high prices. Friends are the main influencers for everybody, while parents seem to be the last people they would ask for advice on clothing, disregarding some exceptions.

3 out of 5 said the negative side of fashion -intended like a trend- doesn't allow the single buyer to have their own style nor to feel free to buy whatever they like because of the fear of criticism.

Main section:

4 participants out of 5 said they don't pay attention to clothing labels. Only one usually reads it but if she/he likes the item, she/he would buy it anyway even if the fabric is not good. For 3 out of 5, it is important how you feel touching or wearing the fabric, and one of these claims to ask her/his parents information about the fabric. Some of them listed some fabric types such as **cotton, linen, wool**, but when they mentioned viscose they didn't know exactly what kind of fabric it is.

All participants had a vague idea of what 'sustainable fashion' is, and they related it mainly to the clothing industry's environmental impact. They all claimed they didn't hear much about the subject.

Almost all of the participants said they swap clothes with other members of the family because it is worth it to wear them if you like them, they are for free, and they feel safer because they belong to some relatives, compared to the ones you buy in the second-hand shops. 4 out of 5 claimed that their favourite brands have sustainable and eco-friendly collections but they cannot give specific references. They mentioned 'Join Life' as a sustainable clothing brand.

Closing section:

4 out of 5 said they follow **Instagram and YouTube**, and **3 mentioned a specific YouTuber** they follow to get advice on outfits, while 2 out of 5 use Pinterest too.

All participants claimed to know second-hand shops, flea markets, and clothing swap alternatives, however, they don't shop at the second-hand stores to avoid a negative social status, and because the clothes are poor and old style.

Overview of focus group interviews and country specific analysis

Analyzing the focus group results of all the countries, it is visible that young people still need more information on what is sustainable fashion. Even though most of them agree that plastic in clothing causes harm to the environment, people, and the industry, most of them also express the want to learn more about the exact reasons, facts, and statistics of why sustainable fashion is so important. This was prevalent amongst all the countries and almost all the youngsters.

Furthermore, young people still talk more about popular, not so eco-friendly brands. In **Italy, Austria** and **Poland**, the youngsters named specific, mainstream, popular brands, whereas in **Lithuania**, they could not name any specific brands they like, and they immediately named second-hand shops and an online second-hand clothing exchange app.

Continuing the topic, some of the participants still think that second-hand shops are not popular and they do not use them. A big difference is seen on this topic in different countries. All participants knew about second-hand shops yet in **Lithuania** and **Poland**, the youngsters shop at these places a lot and even name them as "cool" and "on brand" at the moment, whereas the young people in **Italy** and **Austria** said that they rarely shop in second-hand shops or flea markets. They mentioned they would swap clothing with family members but not use second-hand shops, also youngsters in Italy said that they do not use these shops to avoid negative social status.

Furthermore, it is interesting to notice that in **Austria and Italy**, the youngsters admitted that it is very important for them to stand out with their fashion choices and be different from the others (though in both these countries second-hand shops are not popular among the participants) and that is why fast fashion is bad, because everyone starts looking the same. Whereas in **Lithuania**, the young people said that it is important to them to choose cheaper clothing, and in **Poland** practical (comfort) clothing. Discussing the topic of materials, mostly none of the young people look up the specific materials of clothing and some of them cannot name any particular materials of clothing.

Also, the opinions varied when it came to the influence to use certain brands and the influencers that young people follow on their social media. Most of them mentioned that they are using the same social media - Instagram, Facebook, Youtube. Also, most of them named that the influence of their daily fashion choices is coming from social media, family and friends. Though in **Poland**, the youngsters strongly agreed that there is no influence for them to choose a specific brand and they also could not identify any influencers that talk about sustainable fashion whom they follow. The same situation was in **Austria**, where the participants could not name any sustainable brands (except one person) and said that they do not follow any brands or influencers. In **Italy**, the young people proposed that friends are the biggest influence. Whereas in **Lithuania**, the young people said they are highly influenced to choose specific brands because of people around them, social media, school, etc. Half of the respondents are following many fashion bloggers (10 or more) on Instagram, and the girls mentioned a Lithuanian Youtuber that they admire, also a start-up in Lithuania about sustainable fashion. It can be seen that the more influence the young people have through social media about sustainability, the more they are interested in this topic and more prone to shop in second-hand markets.

Summarising, it is clear that young people do want to learn more about sustainable fashion and they are very interested in the topic when it is presented to them. Even though in some countries (**Austria, Italy**) the young people are less interested in the topic of sustainable fashion, follow less influencers who talk about this topic, do not shop in second-hand markets and in others (**Lithuania, Poland**) the young people are more likely to choose sustainable choices, all the young people agree on how important it is important to spread awareness about the issue of fast fashion and keep educating each other.

SUMMARY OF RESEARCH RESULTS FROM EACH PROJECT COUNTRY

Research on sustainable fashion brands was conducted in every partner country.

The research could have been collected in different ways – interviews, corporate websites, interest groups, NGOs, and many more. Here are listed the sustainable brands with best practices on counterattacking fast fashion.

Summary of research results from Poland

WEARSO.ORGANIC

- WEB: <http://wearso.com/>
- FB: <https://www.facebook.com/wearso>
- IG: wearso.organic



An interview with one of the founders of Wearso.Organic – Aleksandra was conducted. In the interview, she shared more about the brand and its sustainable choices.

PAT GUZIK

- WEB: <http://www.pat-guzik.com/>
- FB: <https://www.facebook.com/patguzikpat/>
- IG: pat_guzik



Guzik combines streetwear with high fashion, sometimes even quite literally – in the form of patchwork. Some clothes are made of scraps of fabric or textiles from second-hand shops.

ORSKA

- WEB: www.orska.pl
- FB: <https://www.facebook.com/ORSKA.bizuteria/>
- IG: orska_official



Anna Orska, the founder, creates rough and coarse experimental jewellery, combining it with creating a sustainable brand.

Summary of research results from Lithuania



YOURS AGAIN

- WEB: www.yours-again.com
- FB: <https://www.facebook.com/yoursagain/>
- IG: yoursagaindk

The main mission of the company: to turn old jeans into functional and chic fashion pieces with new styles joining our collection seasonally.

RUPKI

- WEB: <https://rupki.com/>
- FB: <https://www.facebook.com/rupkishop>
- IG: rupkifashion



RUPKI creates new fashion looks using overproduced men's t-shirts. In other words, RUPKI produces clothing out of unrealized t-shirts in the market.

UPCYCLED

- FB: <https://www.facebook.com/upcycledbylt>
- IG: Upcycledbylt



An interview with one of the founders Vida Strasevičiūtė was conducted.

‘By running UPCYCLED BY LT we are willing to convince fashion consumers, that upcycled fur should be evaluated as the best alternative to the currently popular and prevailing tops or coats made from synthetics/artificial fur. Clothing produced using fur leftovers and scraps used materials is eco-friendly and durable.’

Summary of research results from Austria

ZERUM



- WEB: <https://www.zerum.at/>
- FB: <https://www.facebook.com/zerumlifestyle/>
- IG: zerumlifestyle

Zerum distances itself from inhumane and environmentally harmful mass production. Instead, it chooses a way that orients itself on other values, namely, solidarity, fairness, sustainability.

APFLBUTZN

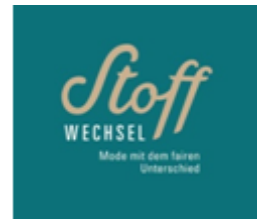


- WEB: daham@apflbutzn.at
- FB: <https://www.facebook.com/apflbutzn>
- IG: apflbutzn

Apfelputzen „Fair wear“ shirts are made out of certified organic cotton and are produced under fair conditions. For prints, the company only uses water-based paint (water-based paints contain microscopic plastic particles of binder, filler and pigment, dissolved in water).

STOFFWECHSEL

- WEB: <https://www.stoffwechsel.at/>
- FB: <https://www.facebook.com/stoffwechselmode/>
- IG: [stoffwechsel_fair_fashion/](https://www.instagram.com/stoffwechsel_fair_fashion/)



An interview with one of the founders of this company was conducted.

‘The fashion industry is one of our most central parts of our daily life. Simultaneously there is almost no other industry that causes so much harm to humans and nature. Before we founded our company there were no other fashion shops in, and around Graz which paid attention to social and ecological standards.’

Summary of research results from Italy

ACBC

- WEB: <https://acbc.com/>
- FB: <https://www.facebook.com/acbconcept/>



ACBC is an innovative company with a mission to find the best solution to improve the condition of the planet and the people through a green point of view and technological innovation in the fashion and sportswear industry.

RIFO

- WEB: <https://rifo-lab.com/>
- FB: <https://www.facebook.com/rifolab/>



- IG: rifolab

Rifò has an initiative where people can bring their old jeans or old cashmere clothes to the collecting points, and insert them in the recycling process and receive, as a counterpart, a discount coupon for Rifo products.

VERY IMPORTANT CHOICE

- WEB: <https://veryimportantchoice.com/>
- FB: <https://www.facebook.com/veryimportantchoice/>
- IG: veryimportantchoiceit



An interview with VIC was conducted.

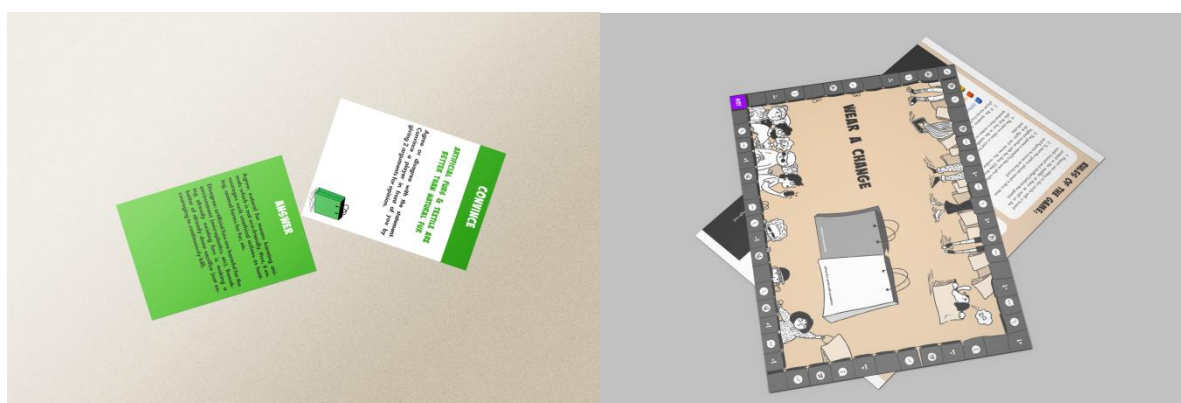
‘The idea of sharing 100% sustainable clothes was born in 2017, and from 2019 VIC offers a rental service of sustainable clothing and accessories through its homonymous site VeryImportantChoice.com. As sustainable fashion is more expensive than fast fashion, in order to get more people to approach this new concept of clothing, VIC decided to eliminate the idea of private ownership to the advantage of a new idea of circularity.

BOARD GAME

During the implementation of the IO1, a compilation of best practice examples in setcard format was created. Each project partner presented 2-3 best practice examples that were included in the report earlier, and they were transformed into setcard form in English. Thus the initiatives are illustrated concretely on one side and described verbally on the back.

Furthermore, using the setcards, a game was designed, called "Wear A Change". The board game goal is to educate youngsters about the concept of sustainable fashion, fast fashion impact on the world and human rights. Simultaneously, the game is designed to help the players develop their other skills, namely, giving constructive arguments, critical thinking, or reflecting on oneself actions and decisions.

The game, setcards and the board are available digitally and also are printable. Overall, the board game is a fun, engaging and exciting way to learn more about the importance of sustainability in fashion.



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Active Youth Projects



active.youth

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