



Learning Opportunities to Optimize Skills in Recycled Fashion Applications Towards a Waste Conscious Industry

2024-2-RO01-KA220-YOU-000286513

Curriculum



PRAMMER



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FOREWORD,

As WiseFashion Project Consortium, we aim to adress following three topics:

- Green skills,
- Environment and climate change,
- Entrepreneurial learning- entrepreneurship education.

In an era where the dire consequences of global warming have escalated to the alarming era of global boiling, urgent action is imperative. Our current trajectory points to an impending catastrophe: by 2050, demand for resources will be tripled. if we continue to exploit our planet recklessly. This reality, coupled with the pressing climate crisis, underscores the necessity to shift from our wasteful 'take-make-dispose' mentality to a sustainable, circular economy by 2050. Enter a transformative initiative, "WISE FASHION." This visionary project, fueled by the European Green Deal and the EU's circular economy objectives for 2050, addresses the critical environmental toll of the fashion industry. Positioned as the third-largest contributor to water degradation and land use, this industry stands as a prime target for reform. The fashion sector's excessive water consumption, raw material utilization, and carbon emissions demand intervention. WISE FASHION, driven by a burning commitment to a sustainable future, emerges as the answer. By nurturing a recycled fashion business and cultivating a culture of reusing fashion goods, WISE FASHION directly tackles this environmental menace.



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Project Consortium

Applicant organisation

Oid	Legal name	Country	Region	City	Website
E10140182	MUNICIPALITY OF ALBA IULIA	Romania	Centru	Alba Iulia	www.apulum.ro

Partner organisations

Oid	Legal name	Country	Region	City	Website
E10041442	Srbija u pokretu	Serbia	Serbia	Belgrade	www.srbijaupokretu.org
E10305416	SÜRDÜRÜLEBİLİR DİJİTAL DÖNÜŞÜM DERNEĞİ	Türkiye		İstanbul	thedigitalfuture.eu
E10333596	"PRAMMER" Wissens Stadt Institut zur Sozialforschung Verein zur Förderung der Partizipativen, Mediativen und sozialen Entwicklung und die Vermittlung von Künstlerischen, Sportlichen, Gesundheitlichen, kulturellen, wirtschaftlichen, wissenschaftlichen	Austria	Wien	Vienna	http://www.prammerinstitute.eu
E10152991	Fundacja Inkubator Innowacji	Poland	Mazowiec	Warszawa	http://inkubatorinnowacji.org

The learning objectives, outcomes of the above defined modules will be further elaborated in the following sections. Overview of the programme is presented in the table below.

Table 1. Overview of the programme

No.	Teaching Units	Workload		Total
		T	P	
1	Inovative Mindset with the power of Recycled Fashion			
2	Basics of Design for Recycled Fashion			
3	Production Techniques, Upcycling, Sourcing and Procurement of Recycled Materials Learning Objectives and Module Structure			
4	Marketing & Branding, Business Planning & Financial Management for Recycled Fashion			
5	Ethics of recycled fashion			
TOTAL				

TOPICS		CONTENT	LEARNING OUTCOMES	WORKLOAD
	Introduction to Recycled Fashion and Entrepreneurial Mindset and Innovation	- What is recycled fashion? - What is the history behind? - What aspects are innovative? - Some Best Practices from the field.	- Increased level of knowledge in recycled fashion field. - Increased motivation level and awareness of the youth in recycling.	60 minutes
	Basics of Design for Recycled Fashion	- Why Recycled Fashion? - Material Sourcing & Evaluation - Deconstruction & Simple Upcycling - Durable Design & Creative Vision	- Basic understanding of design concepts in recycled fashion. - Ability to identify and pre-evaluate simple recycled materials. - Familiarity with basic deconstruction and upcycling techniques. - Development of a creative perspective on existing materials.	60 minutes

TOPICS		CONTENT	LEARNING OUTCOMES	WORKLOAD
	Production Techniques, Upcycling, Sourcing and Procurement of Recycled Materials Learning Objectives and Module Structure	• Introduction • Sustainable Production Techniques • Upcycling in Fashion • Sourcing Recycled and Sustainable Materials • Procurement Strategies for Sustainable Fashion • Integrating Circularity in Fashion Systems • Challenges and Opportunities • Conclusion	1. Understand principles of sustainable and resource-efficient fashion production 2. Apply upcycling techniques to create higher-value products from textile waste 3. Identify and evaluate recycled, renewable, and ethically sourced materials 4. Develop procurement strategies that prioritize transparency and local engagement 5. Integrate circular thinking into design and business practices 6. Navigate common challenges in implementing sustainable systems 7. Access key tools, certifications, and professional communities	60 minutes
	Marketing & Branding, Business Planning & Financial Management for Recycled Fashion	• Introduction: Why branding matters in recycled fashion? • What is a brand? • Telling your story: The heart of a purpose-driven brand • Targeting your audience: Who are you designing for? • Brand identity in action: Name, logo, colors, and slogan • Choosing the right media for promotion: • Where and how to promote your brand • Efficient low-budget marketing strategies • Key takeaways & next steps	1. design a basic brand identity 2. draft a business plan 3. implement knowledge of financial planning	
	Ethics of recycled fashion	• Ethics of recycled fashion • 50 shades of greenwashing • Fashion transparency and EU textile strategies • Cultural reshaping of fashion consumption • patterns Textile reinvention: dream up a recycled fashion project	1. Basic understanding of socio-ethical considerations in recycled fashion 2. Improved awareness of the social, environmental, and political impact of the fashion industry 3. An ability to identify greenwashing and design fair recycled fashion practices	60 minutes

CONCLUSION

In conclusion, via this curriculum and relevant modules, our project management team has a strong belief in providing our target audience the following competences:

- Basic knowledge on the topic of Recycled Fashion
- Fundamentals of Design and Upcycling Techniques
- Circular Design and Business Practices
- Practical Applications and Branding
- Ethics, Sustainability, and Impact

Thanks to this compact structure, readers will be able to acquire above-mentioned information together with interactive practices only within around 5 hours. Moreover, local face-to-face staff trainings will be organized. Thus, knowledge and skills in recycled fashion entrepreneurship field of the partners' staff will be enhanced.