

WORKING WITH FASHION REVOLUTIONARIES:

Youth activism projects

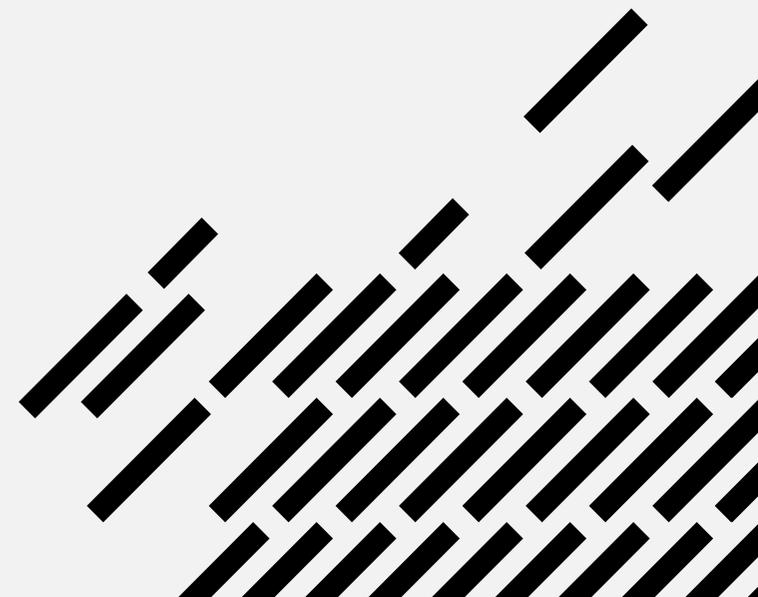
FACILITATED BY

HANNAH ROBINSON

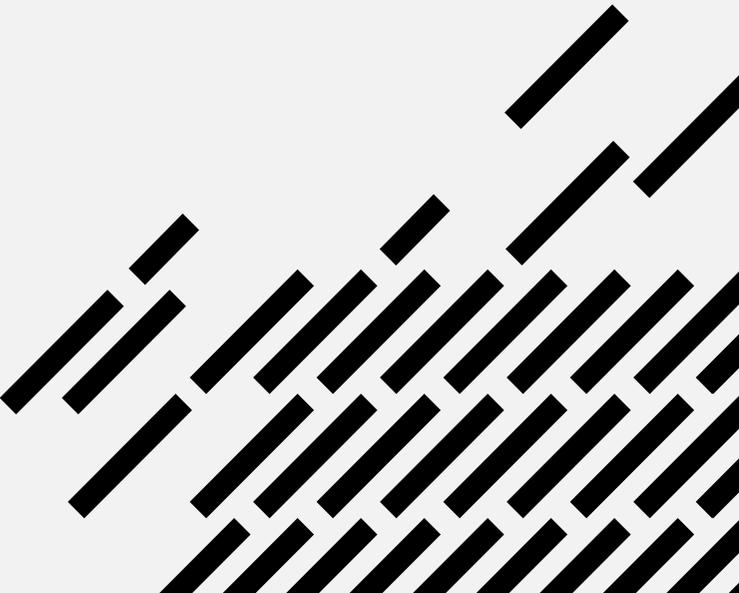
British Council

NIAMH TUFT

Fashion Revolution

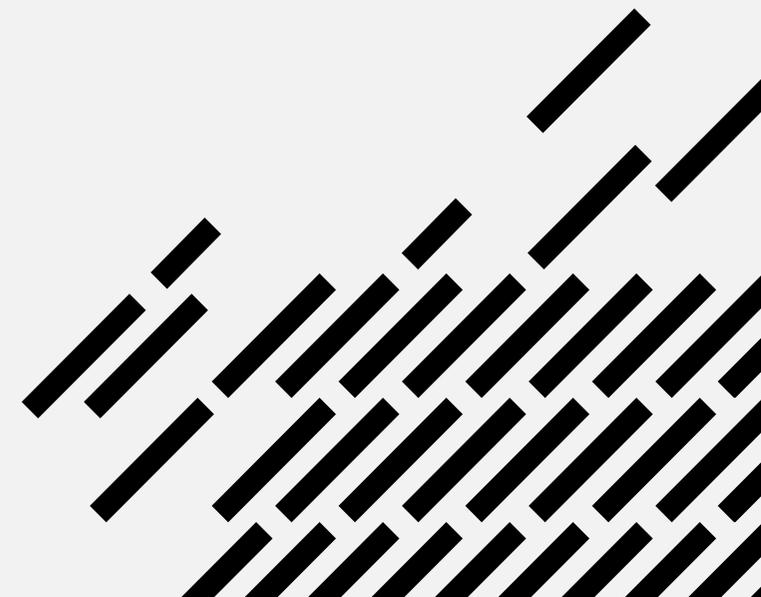


THIS SESSION COVERS:

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- 12.00 – 12.10** Welcome CHRISTINE GENT
- 12.10 – 12.25** Introduction to Fashion Revolutionaries partnership HANNAH ROBINSON
- 12.25 – 12.55** Introductions from all participants and sharing context mapping findings
-
- 12.55 – 13.00** Break
-
- 13.00 – 13.10** Case studies of youth activist projects, events and networks NIAMH TUFT & HANNAH ROBINSON
Set group task on programme ideas for using HTBAFR as a resource for youth activist projects, events and networks NIAMH TUFT & HANNAH ROBINSON
- 13.10 – 13.30** Breakout groups
- 13.30 – 14.00** Each groups shares back and reflects
- 14.00 – 14.15** Participants capture their idea on piece of paper
- 14.15 – 14.30** Ideas shared in a folder for the group to read
Summing up, next steps NIAMH TUFT & HANNAH ROBINSON
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WELCOME

CHRISTINE GENT
Global Community Director
Fashion Revolution

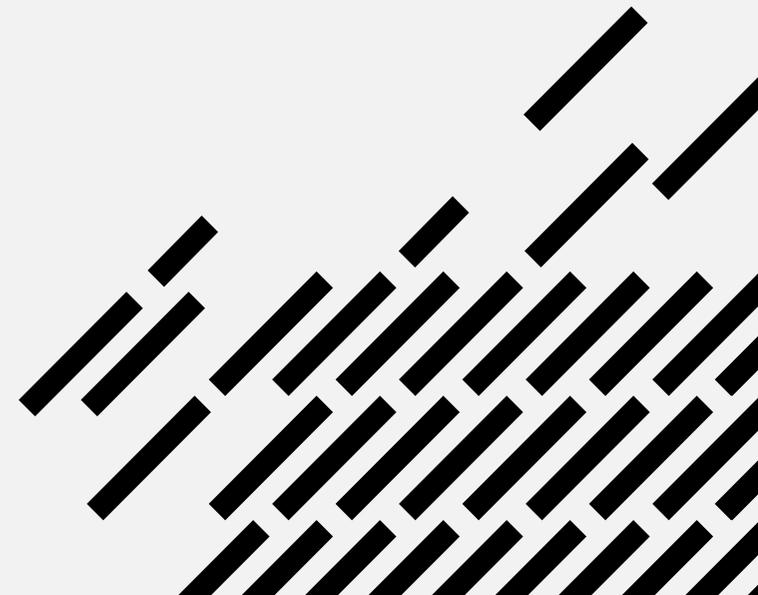


INTRODUCTION TO FASHION REVOLUTIONARIES

HANNAH ROBINSON

Programme Manager, Architecture Design Fashion team

British Council



ABOUT FASHION REVOLUTIONARIES

Fashion Revolutionaries is a partnership between the British Council and Fashion Revolution which aims to create positive change in the global fashion industry. The programme highlights change-makers and activists who are exploring new ways of working which value people, the environment, creativity and profit in equal measure.

It is a 3 year partnership 2018 – 2020 with 3 key objectives:

- Young citizens become advocates for sustainable, ethical and socially-engaged fashion
- Fashion SMEs design and produce fashion in a more sustainable and socially-engaged way
- Fashion plays a role in social change

The partnership aimed to target:

- **Young people**, to become more aware of the impact of their fashion consumption habits and understand alternatives through digital campaigning and cultural programming
- **Designers and industry professionals**, to develop better knowledge, skills and networks to embed sustainable practice in their work
- **Policy and industry leaders**, to facilitate discussion around sustainable fashion

The logo for Fashion Revolutionaries is displayed on a black background. It consists of two stacked, white, slanted rectangular boxes. The top box contains the word "FASHION" in a bold, black, sans-serif font. The bottom box contains the word "REVOLUTIONARIES" in a bold, black, sans-serif font, with a slightly larger font size than "FASHION".

FASHION REVOLUTIONARIES RESOURCES

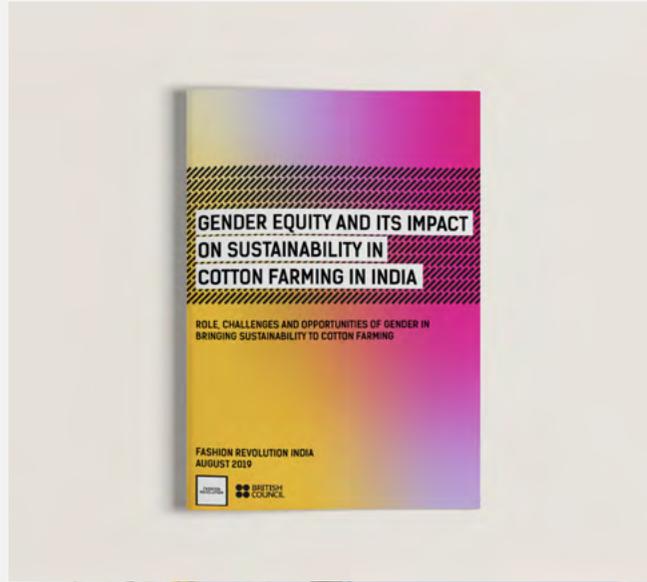
In the last three years we have created and piloted a set of resources, toolkits, methodologies and approaches in partnership with British Council.



This accelerator will workshop project and programme planning around these materials

FASHION REVOLUTIONARIES PILOTS: Policy dialogue toolkits

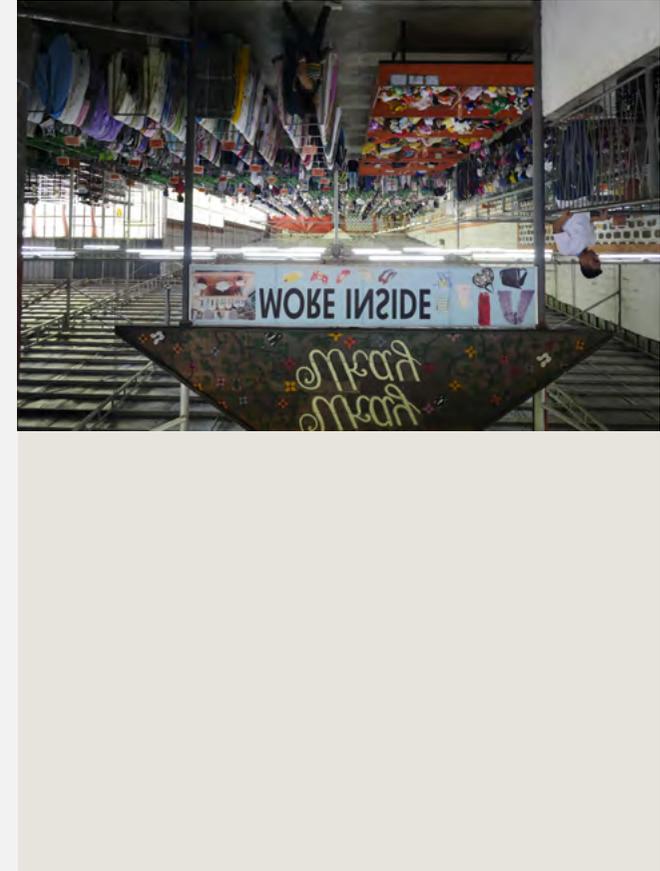
India: gender equity and its impact on sustainability in cotton farming in India



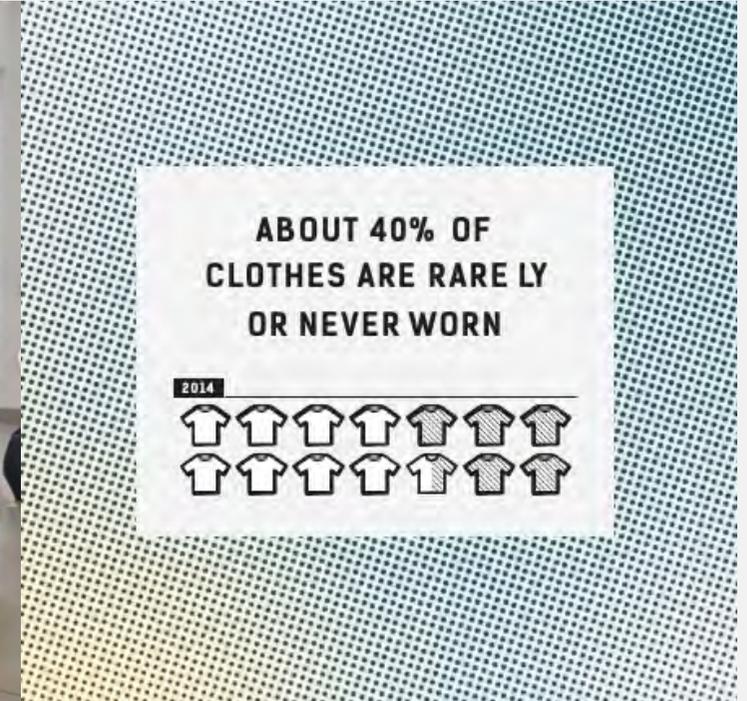
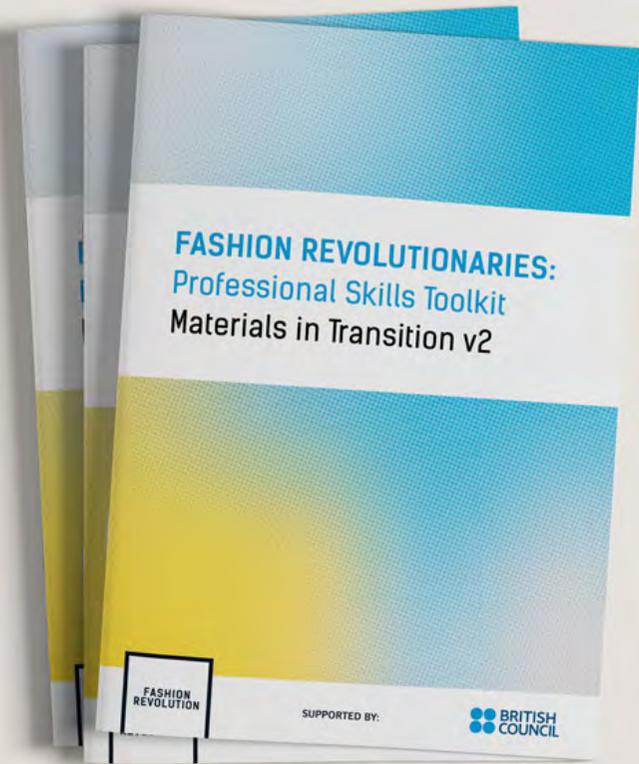
Kenya: Situating alternative textiles in Kenya



Philippines: The impact of second-hand clothing in the Philippines



FASHION REVOLUTIONARIES PILOTS: Professional skills toolkits



FASHION REVOLUTIONARIES PILOTS: Fashion Revolutionaries films, Creative Commissions



FASHION REVOLUTIONARIES PILOTS: Collaborative events



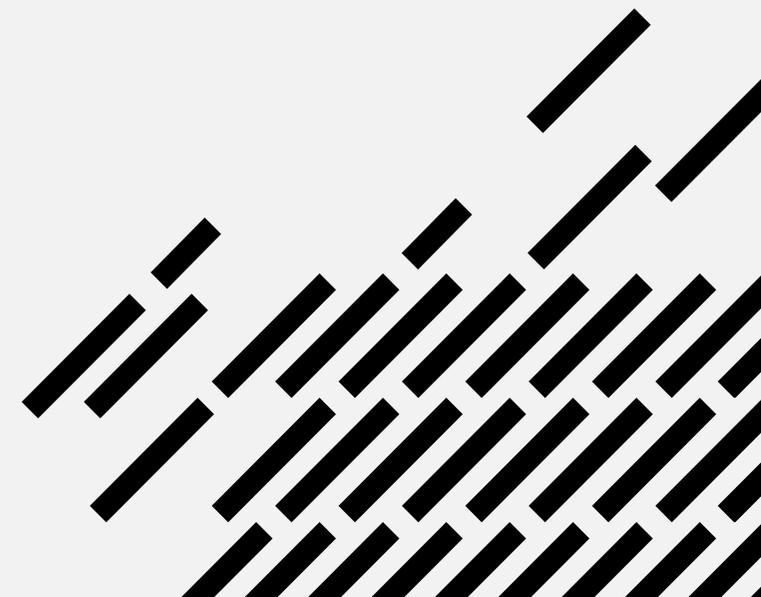
FASHION REVOLUTIONARIES NEXT STEPS

We are now reaching the end of the Fashion Revolutionaries programme pilot and have a set of resources, toolkits, methodologies and formats to create projects and activities around the world. So we want to put these in your hands! This accelerator programme is designed to do that.

Two tangible opportunities to develop and test ideas are:

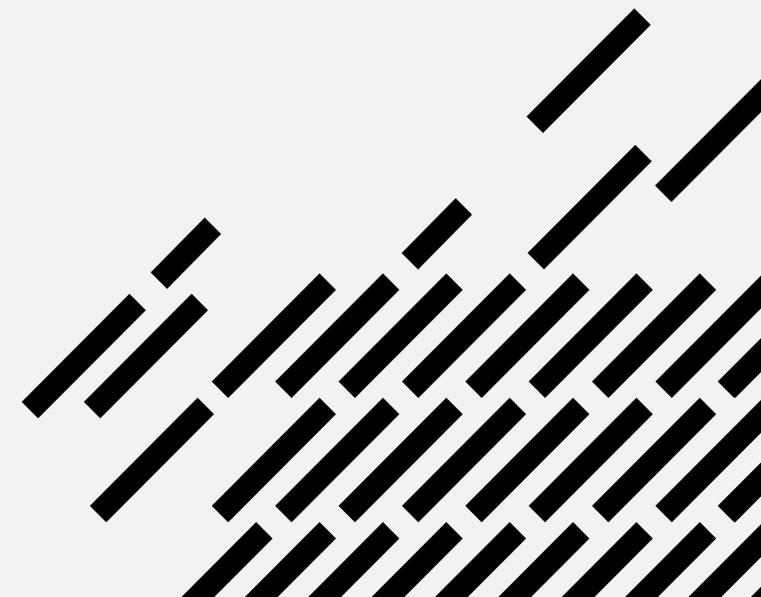
- Fashion Open Studio programme for COP26 in partnership with British Council
- Fashion Revolution Week 2021 fund supported by Laudes Foundation

We'll also be mentoring you through this process to develop ideas for projects and programmes that you can pitch to funders and partners in your country and that might be relevant to future British Council calls for proposals or grant opportunities in your country.



GROUP INTRODUCTIONS

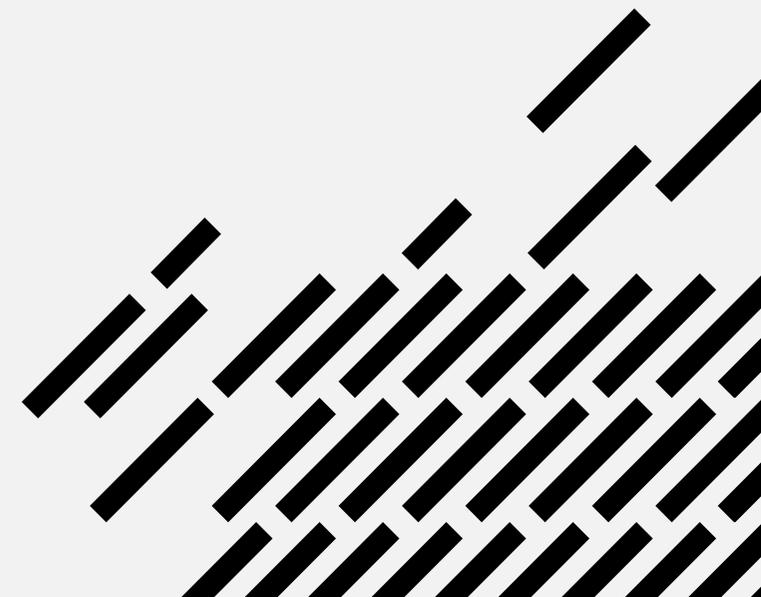
10 teams, 10 countries, 10 challenges, 10 solutions



INTRODUCTIONS: 10 TEAMS, 10 COUNTRIES, 10 CHALLENGES, 10 SOLUTIONS

We invited each of you to do a very quick mapping of the challenges and solutions in the fashion industry in your country and the successes and struggles in your team.

Introductions to this accelerator are through objects and visuals which encapsulate the challenges and solutions.



INTRODUCTIONS: 10 TEAMS, 10 COUNTRIES, 10 CHALLENGES, 10 SOLUTIONS

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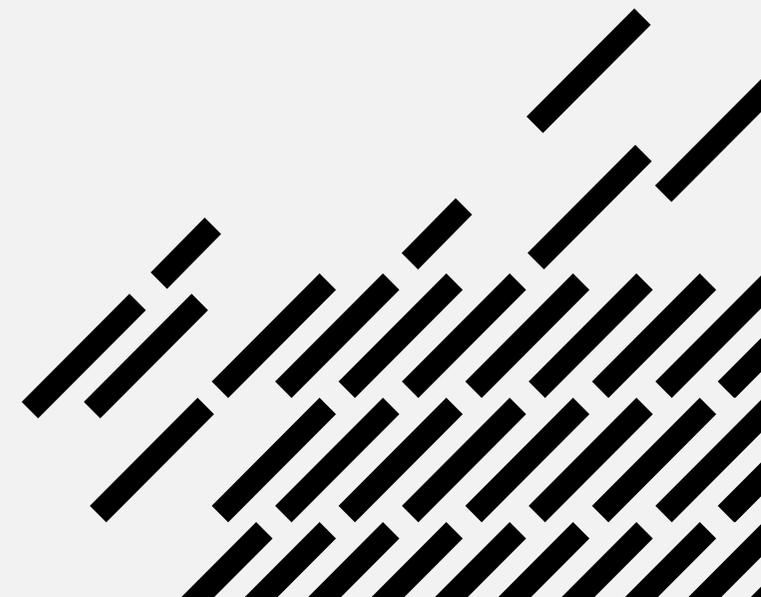
What are the key challenges in the fashion industry in your country?

What have been your Fashion Revolution country team's key successes so far?

What are some solutions being generated by or for the fashion industry in your country?

What have been your Fashion Revolution country team's main struggles so far?

BREAK



USING *HOW TO BE A FASHION REVOLUTIONARY* TO PROGRAMME ACTIVITIES

How to Be a Fashion Revolutionary is full of inspiration and ideas about how you can use your voice and your power to transform the fashion industry as we know it. It was aimed at a students and young people (18 – 30 year old). It is a compendium of information and also contains ideas for young people to create or lead their own activities.

Some activities included in the toolkit are:

- Clothing Detective and researching your clothes
- Lobbying political representatives and local government
- Organising a clothing swap
- Making, mending and fixing
- Creative demonstrations, rallies and protests
- Craftivism
- Haulternative challenge
- Hosting a film screening
- Creating a personal manifesto or statement
- Meet the Maker storytelling and blogging



CASE STUDY 1: WORLD FACTORY

Activity linked to: Clothing Detective

Format: Immersive theatre performance, participative game element

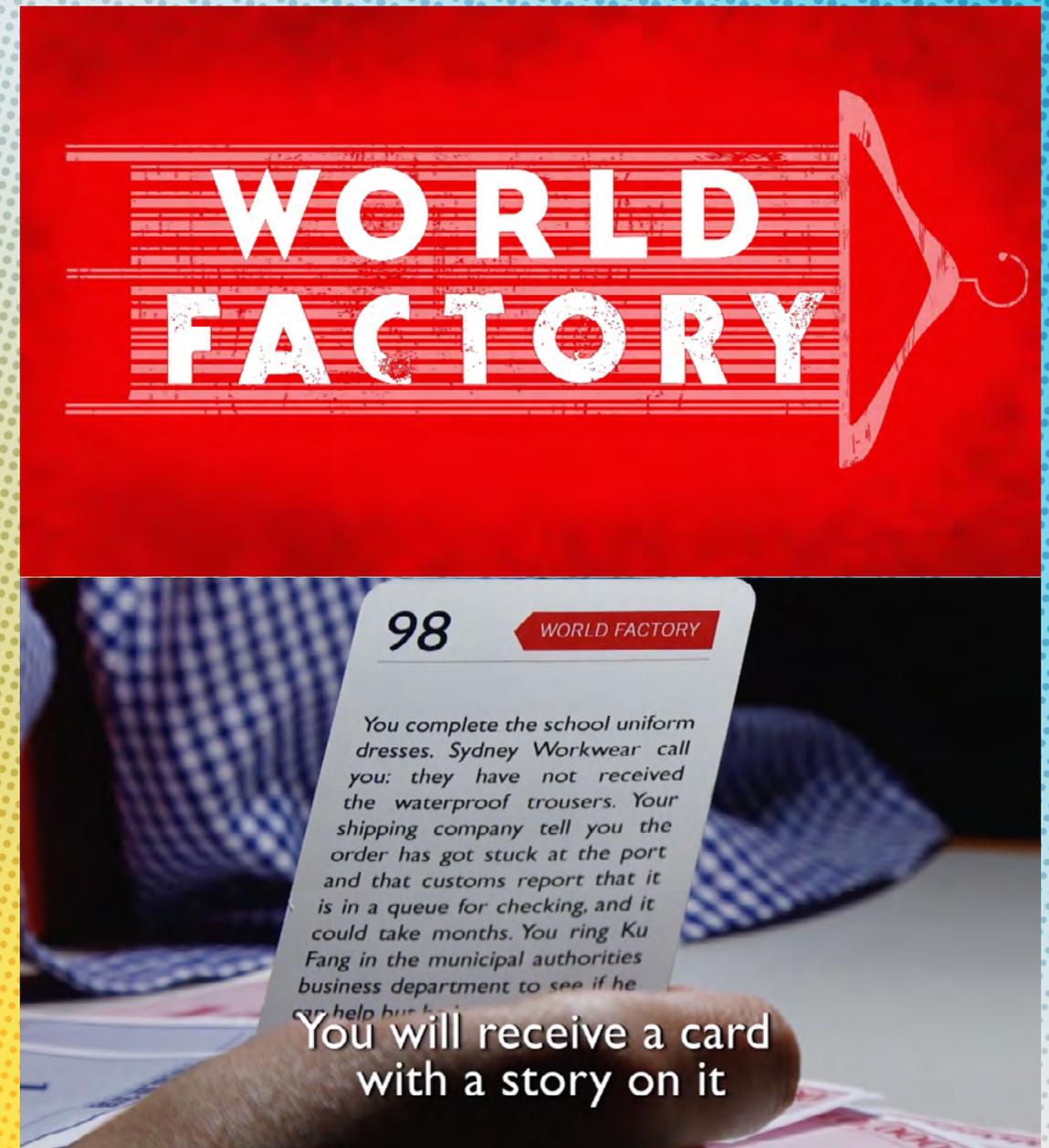
Description: From the factory floor to the catwalk, from Shanghai to London, *World Factory* weaves together stories of people connected by the global textile industry. Featuring stunning video and a powerful score, the show gives audiences a first-hand experience of the sharp end of fast fashion.

Target groups/participants: general public, educational

Created by: Metis Theatre Company, toured theatres across UK

Funders: Arts Council, Artsadmin, National Lottery, AHRC

Link: <https://metisarts.co.uk/projects/world-factory>



CASE STUDY 2: FIXPERTS

Activity linked to: Making and mending

Format: Learning project, open source and teaching formats

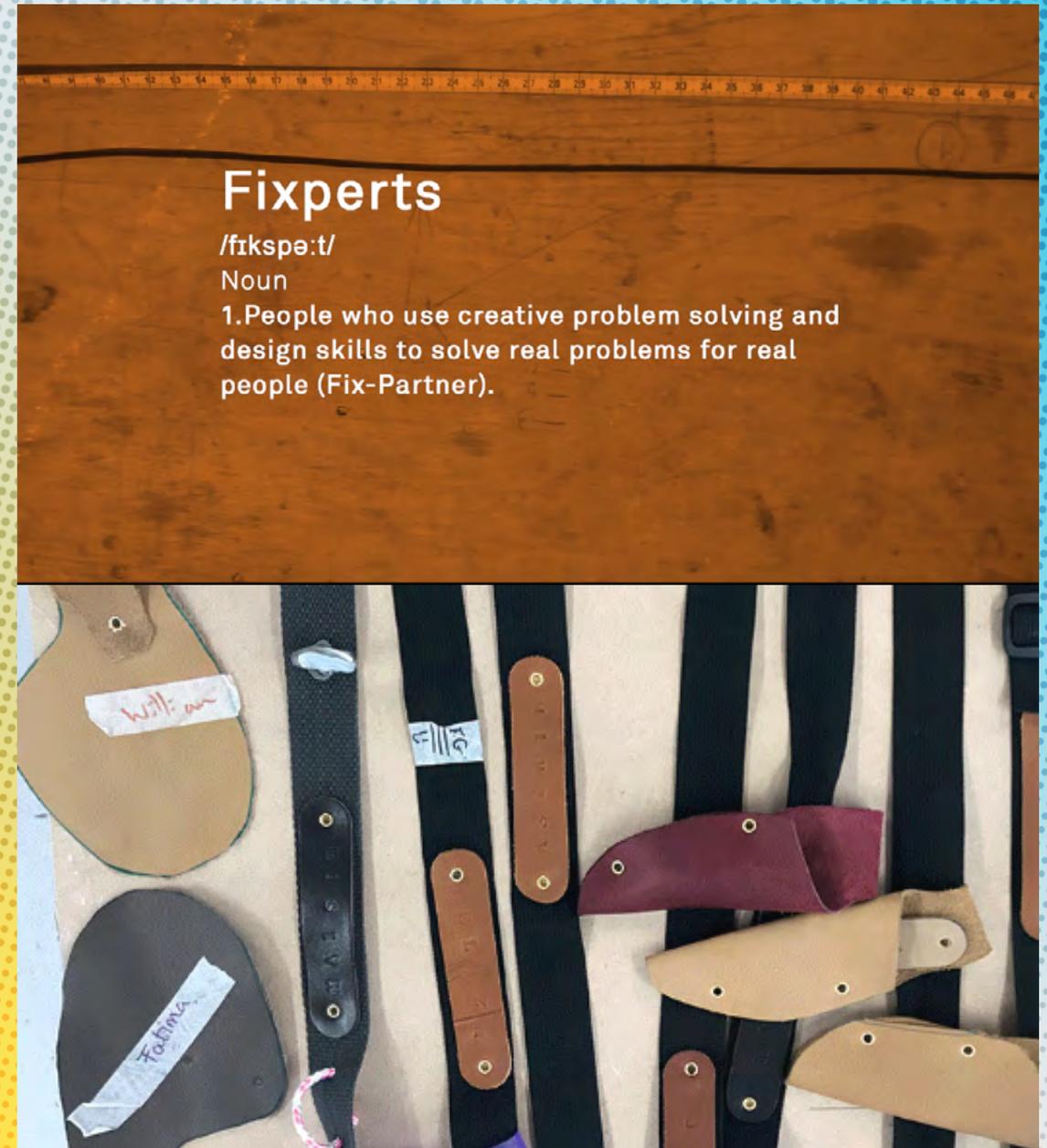
Description: Fixperts is a learning programme that challenges young people to use their imagination and skills to create ingenious solutions to everyday problems for a real person. In the process they develop a host of valuable transferable skills from prototyping to collaboration. Fixperts offers a range of teaching formats to suit schools and universities, from hour-long workshops, to a term-long project, relevant to any creative design, engineering and STEM/STEAM studies.

Target groups/participants: School and University students, teachers

Created by: Daniel Charney, Design Consultant and Educator

Funders: Trusts and Foundations, Universities, paid for model for schools and universities

Link: <https://fixing.education/fixperts>



CASE STUDY 3: LANDFILLS AS MUSEUM

Activity linked to: Materials, waste and recycling research

Format: Immersive design education project

Description: Groups of designers, students and activists are taken to active landfills in the New York City area. Intention is to create methods of waste-centered design rooted in circularity rather than linear production systems.

Target groups/participants: students, designers, activists, educators

Created by: Slow Factory Foundation

Funders: Adidas

Link: <https://slowfactory.foundation/landfills-as-museums>



CASE STUDY 4: SPORTSBANGER COVID LETTERS PROJECT

Activity linked to: Creative protest

Format: Creative Brief

Description: As the UK went into lockdown, Prime Minister, Boris Johnson, wrote a letter intended for every household, urging residents to stay at home, protect the NHS and save lives. In response, Banger invited young people, under the age of 16, to customise the letter, as a way of articulating their feelings – including about the Government's handling of the coronavirus crisis, and the NHS. Entries were received from across the UK using pens, pencils, paint and collage, children took the opportunity to make their voices heard.

Target groups/participants: under 16s

Created by: Johnny Banger, bootleg fashion designer

Funders: self-funded, exhibition funded by Arts Council and Foundling Museum

Link: <https://foundlingmuseum.org.uk/events/the-covid-letters/>



CASE STUDY 5: F/ACT MOVEMENT

Activity linked to: Make a Statement

Format: Activist community, online & offline

Description: F / ACT Movement is a project from the Gothenburg region (GR) and Science Park Borås which is about promoting a more sustainable production and consumption of fashion and textiles. F / ACT Movement inspires consumers to make more sustainable fashion choices and to use what is already in the closet. This is done through local activities that are arranged in collaboration with municipalities, as well as through social media where local ambassadors (so-called f / activists) spread inspiration about how they themselves create a sustainable wardrobe.

Target groups/participants: local communities, activists, local businesses and entrepreneurs

Created by: Science Park Boras, Neue Labs

Funders: Gothenburg Region

Link: <https://www.factmovement.se/>



UTMANING #2

STYLING & SECOND HAND

Ibland tappar vi inspiration och känner att vi inte har någonting att ha på oss. Vi kanske till och med saknar ett visst typ av plagg eller är sugna på att prova något nytt.

STYLING

Fastnar du lätt i samma mönster när du ska sätta ihop en outfit? Ett tips är att välja ut ett plagg från din garderob som du ska använda varje dag i en vecka. Vi lovar - du kommer att bli väldigt trött på plagget och kommer att längta efter resten av din garderob. Kanske vågar du dessutom tänja på gränserna och bära ditt plagg på ett helt nytt sett? Det är sannaktivering av garderoben!

SECOND HAND

Känner du ändå att du behöver något nytt - varför inte leta efter det på second hand? Det finns mer second hand där ute än någonsin och det blir enklare att hitta specifika kvalitetsplagg. Läs vår lista över [Göteborgs bästa second hand](#), eller kolla in våra tips på [second hand-shopping online](#).

Det bästa med second hand är att du sparar på jordens resurser och du har större chans att hitta riktigt unika plagg!



ARRANGERA EVENEMANG

F/ACT Movement arbetar med olika aktiviteter, evenemang och initiativ för att främja en mer hållbar modebransch. Aktiviteterna riktar sig både till dig som har eller jobbar med ett företag i modebranschen och till era kunder.

Ditt evenemang kan vara allt ifrån en hållbar modevisning till att bjuda in branschkollegor till en inspirationsföreläsning. Med hjälp av F/ACT Movements team arrangerar du aktiviteten och får spridning genom F/ACT Movements kanaler.



BIDRA TILL LÅNEGARDEROB

Vi samarbetar med konsumenter, så kallade f/aktivister, och arrangerar månadsträffar för de. Där ska de få ta del av en lånegarderob full med kläder, skor och accessoarer som de får låna till nästkommande träff.

Nu söker vi företag och butiker som vill bidra till denna lånegarderob! Allt ifrån nyproducerat, secondhand och remake är välkommet. Det är ett ypperligt tillfälle för er själva att prova på en spännande cirkulär metod och samtidigt får ni synas genom f/aktivisterna.



GE FÖRSLAG PÅ CIRKULÄRA PRODUKTER OCH TJÄNSTER

Förutom lånegarderoben ska f/aktivisterna ta del av andra produkter och tjänster som bidrar till en hållbar garderob. Det kan vara att de får testa att laga, vårda, göra om sina plagg, eller något annat spännande. Exempelvis tygsaxar, skovårdsnitt, böcker, ångare, strykjärn, noppare, textilt pennor, erbjudanden från cirkulära tjänster osv.

Har ditt företag en sådan produkt eller tjänst som ni skulle vilja rekommendera till oss? Hör av er!



Top

CASE STUDY 6: WAVES OF CHANGE

Activity linked to: Make a Statement

Format: Online discovery tools

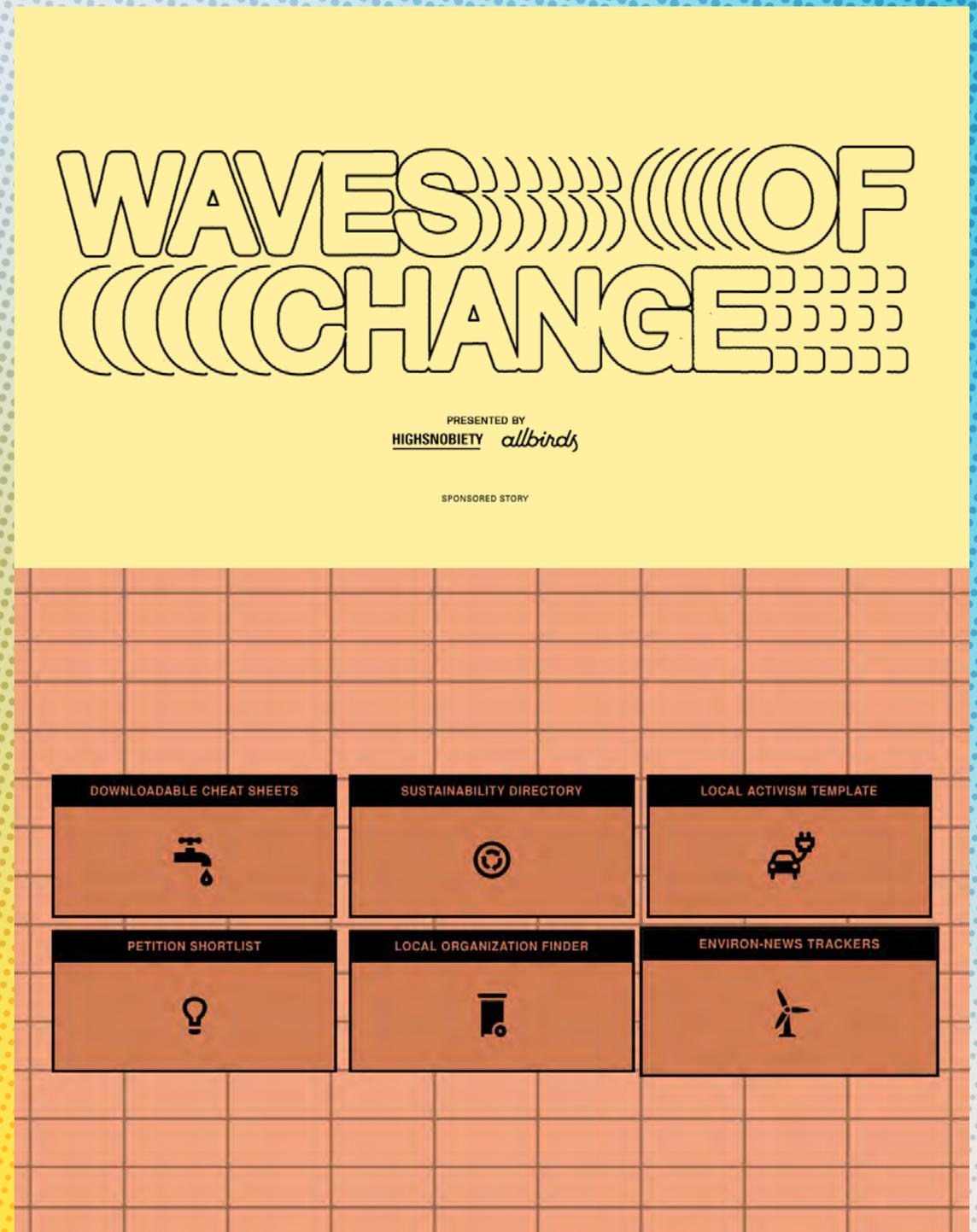
Description: The youth focused online platform has worked with sustainable fashion brand Allbirds to launch the six-part open source toolkit, Waves of Change. The collaborative platform contains resources that readers can share with their wider community, including downloadable cheat sheets, pre-populated email templates to send to businesses and governments, petition shortlists, a local organisation finder and a sustainability directory. A section of the website is also dedicated to telling the stories of smaller, eco-friendly brands. They also have created shareable social content to spread their message.

Target groups/participants: online communities, activists, emerging fashion entrepreneurs

Created by: High Snobiety & All birds

Funders: Allbirds

Link: <https://www.highsnobiety.com/p/waves-of-change/>

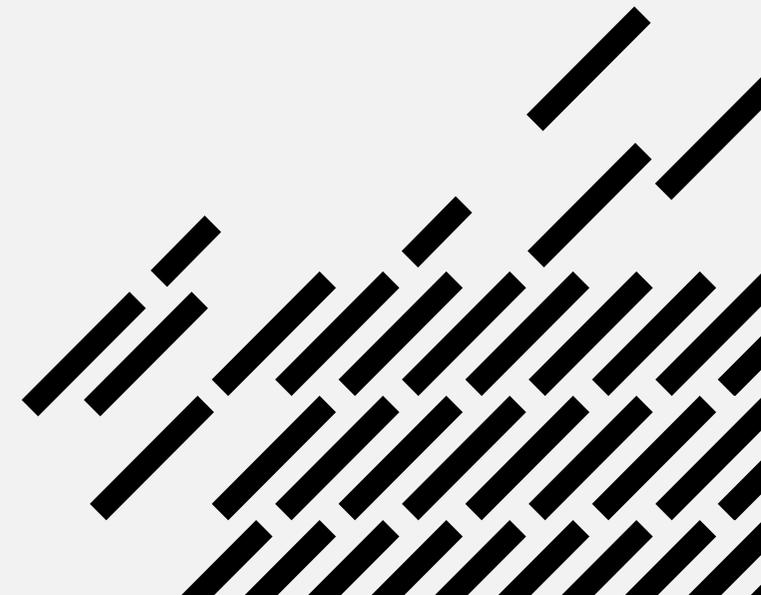


GROUP DISCUSSION

We will now split into 3 breakout groups to discuss ideas to programme a project, event, campaign or initiative using How to be a Fashion Revolutionary as a starting point. As a group be prepared to describe the following to the rest of the group:

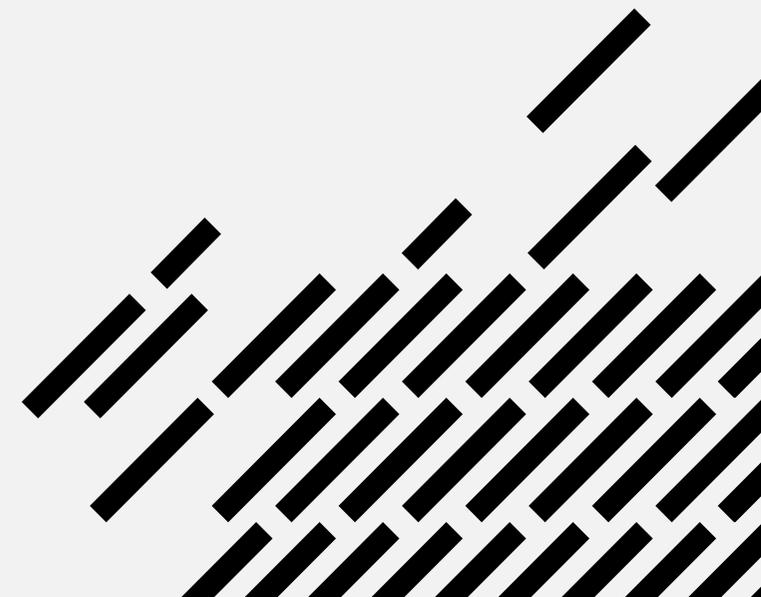
- What the activity, project or event is
- How it will engage young people (aged 18 – 30) and if there is a more specific target group
- The intended impact of the activity
- What you would need to make it happen – funding, volunteers, partners, other resources, support or advice

Write notes from your breakout group session in the note taking section. Circle the three most important points you want to feed back to the group.



PROMPTS TO THINK ABOUT

- Which activities described in How to be a Fashion Revolutionary relate most the challenges and solutions you mapped out in your country? How would they need to be adapted to resonate the most in your country?
- How could you co-create activities with young people and youth activists?
- What would the short term and longer term impacts of this activity, project or event be?
- Which organisations or groups could you partner with to create the most impact out of the activity?



IDEA DEVELOPMENT IN 15 MINUTES

Summarise your idea for a youth activism project, event or initiative in the notes section of your welcome pack. You can use words and drawings/diagrams to explain your idea or concept.



Take a picture and upload it to the shared drive here:

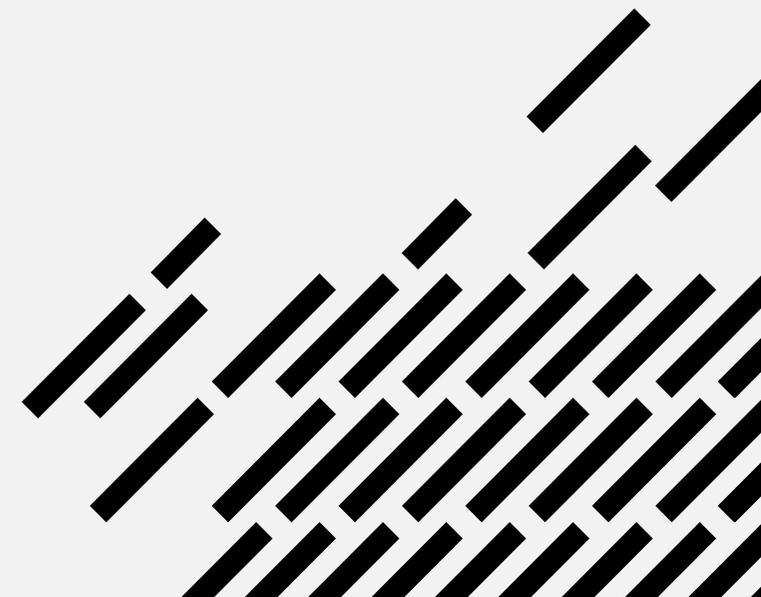
https://drive.google.com/drive/folders/1qfvnj5gF3prFKknekGYeAu5tL_B4UiLD?usp=sharing

(link in chat)

NEXT STEPS

To develop your idea further to include in the Proposal Template we'll be working on after the accelerator think about the following headings/ sections:

- The long term objective of the activity or project. What will change as a result of this activity? How does this objective align to the Fashion Revolutionaries overall aims?
- Who will participate in the project and who do you aim to impact through the project?
- Which individuals and organisations do you need to work with to make the project happen? What do you need from them?
- What will the project activities be? How are they connected together e.g. in phases where the result of one activity can feed into the next?
- What will result from these activities in the short term and how does this relate to the long term objectives? How can you measure these short term results?
- How much will it cost to develop and deliver the activities? How much funding are you looking for?
- How long would it take to develop and deliver the activities?



THANK YOU!