



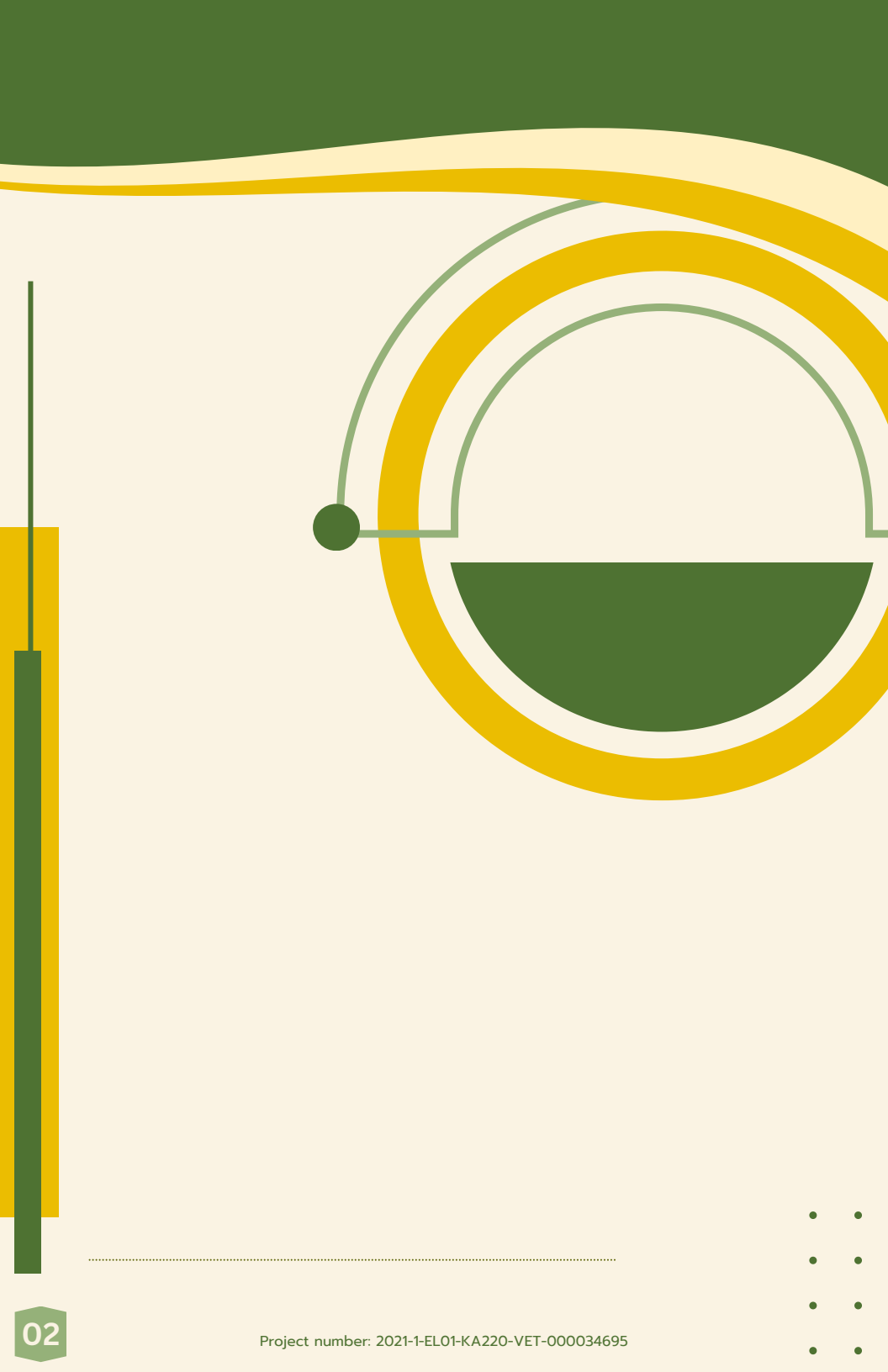
"Threads of change"

EMPOWERING SUSTAINABILITY AND
EQUALITY THROUGH TEXTILE
UPCYCLING



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Introduction



The project consortium consists of seven different partners from countries around Europe: Greece, Romania, Netherlands, Poland, Latvia and Spain.

The partners have come together under a common goal: to raise awareness about the association between environmental sustainability, particularly through textile upcycling, and gender equality.

This booklet is tailored to be used by textile experts and other stakeholders, but not as a standalone material. It comes together with an AR application that promotes dedicated scenarios about various aspects of textile manufacturing and gender equality.

The application can be downloaded through the project website or by scanning the following QR code.



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Welcome, dear friend



This is Laura...and this is my grandson, Joel!
I've spent my whole life raising my voice
towards gender equality...

The 'Threads of Change' is a compelling
journey that intertwines the realms of
environmental sustainability and gender
equality...

Let us show you around...





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The beginning...

First the migrant crisis, then COVID and now the Ukrainian war...

How much more can our planet handle?

While the environment is becoming poorer and poorer of resources, discrepancies among different genders are coming to the frontline...

The two seemingly distinct issues share a profound bond, each impacting and influencing the other in a myriad of ways. Yet, empowering women can be a transformative force in the quest for environmental sustainability.

My forever goal will be to create a resilient world that honors both the preservation of our environment and the promotion of gender equality.





The AR4Reclothing app

Don't worry, grandma!

The future is in our hands!

The **AR4Reclothing** app uses AR technology to spread the word about how textile upcycling and recycling can have a positive impact towards gender equality!

I have prepared twenty five (25) real-life scenarios for you to find out how!...And, who knows? You might be also able to boost your skills!

Be aware! It's not just an app! It's a game! For every image of the scenario you scan with your mobile camera, the more points you earn!

Oh! Not to forget! Make sure you scan all the images to gain the full experience!





Module 1

**The role of gender equality in environmental sustainability
and gender-based training methods**

1

Chemicals hazardous to health and the environment in a textile factory

In a textile factory, it is discovered that polluting chemicals are being used in production, which is negatively affecting the environment and the health of workers.





Module 1

**The role of gender equality in environmental sustainability
and gender-based training methods**

2

Workshops of upcycling

In an urban community, many women are interested in recycling clothes, but they do not have access to the resources and knowledge needed to do so.





Module 1

**The role of gender equality in environmental sustainability
and gender-based training methods**

3

Textile waste

At a clothes factory, it is discovered that a high volume of textile waste is being produced and is not being properly recycled, contributing to environmental pollution.



Module 1

**The role of gender equality in environmental sustainability
and gender-based training methods**

4

Co-education

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Module 1

**The role of gender equality in environmental sustainability
and gender-based training methods**

5

Coastal Plastic Surge: Synthetic Pollution

In one coastal community, it is discovered that there is an increase in the accumulation of plastic waste, including clothing made of synthetic materials, on beaches and in the ocean.





Now, that you went through the scenarios of *Module 1*, how about some **self-reflection**?

How do you plan to integrate gender-sensitive training methods into your future efforts to promote environmental sustainability?



SCAN ME



Module 2

Sustainable practices in clothing manufacturing

Understand the basics of clothing manufacturing

In clothing industry, general flow starts with preparation and continues with the specific activities of the cutting room, the activities of sewing rooms and the finishing, and ends with storage/delivery. In the cutting room, the raw material is first spreaded and then cutted.

1



SCAN ME



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Module 2

Sustainable practices in clothing manufacturing

Analyse the different means towards a more sustainable environment

2

The clothing industry provides beautiful and amazing items, but it also produces various types of waste. In order to reduce the waste, these must be sorted according with different criteria.

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Module 2

Sustainable practices in clothing manufacturing

Identify the most efficient practices in clothing manufacturing that establish sustainability

3

The manufacturing process is a crucial step in the development of clothing products. Fabric contributes to the aesthetics, function and usability of a garment and the sustainability of the product.

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SCAN ME



Module 2

Sustainable practices in clothing manufacturing

Increase own awareness to maximise understanding and motivation



Consumption has a large ecological footprint, as washing, drying and ironing use water, energy and chemicals, and microplastics are released into the environment. Fast fashion is increasing the negative impact over the environment.



SCAN ME



Module 2

Sustainable practices in clothing manufacturing



Implement knowledge and skills within real environments to create impact

Large sportswear companies and major fashion brands are leading the way in investing in new technologies and business practises, but mid-priced companies are also making great strides and even fast fashion is becoming more sustainable.





Module 2 is done and it is **Self-reflection** time!

How do you envision applying this newfound knowledge to contribute towards a more sustainable and ethical fashion industry?



Module 3

Clothing upcycling as a green practice

1

The basics of clothing upcycling

Clothing "upcycling" is a more advanced type of reuse that focuses on value-added recovery. It is a creative method of improving or modifying something that has already been produced. It extends the life of no longer-needed textiles by giving them a fresh appearance.



SCAN ME

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Module 3

Clothing upcycling as a green practice

2

Sources of textiles used in the upcycling practice

All kinds of textile can be used in the upcycling process, both pre- and post-consumer. That includes deadstock fabrics, textile wastes from apparel manufacturing, second-hand clothing, used home textiles, and any other textile that occurs after manufacturing or using products.



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Module 3

Clothing upcycling as a green practice

3

Different groups involved in the upcycling process

Upcycling is a process that involves professionals who create fashionable clothes for sale and amateurs who use do-it-yourself (DIY) techniques to improve or modify their own or used clothing more for fun than money.



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Module 3

Clothing upcycling as a green practice

4

Types of clothing upcycling

Clothing upcycling can be accomplished by recovering, repairing, or mending holes, tears, and stains, as well as refitting or resizing items that do not fit properly. It is also possible to upcycle by redesigning, remanufacturing, or repurposing used textiles into new ones.



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Module 3

Clothing upcycling as a green practice

5

Promotion and scaling-up of upcycling practices

Upcycling is still a niche that needs to be scaled up to have more significant impact on society and the environment. For example, it can be done through community workshops, upcycling competitions, installations, exhibitions, and special learning courses for new designers.



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My dear grandson...
I'm so happy we went together
through *Module 3*. But, if I had to go
through some **self-reflection** too...
I would wonder...

*What personal values have been
challenged through this module?*

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ME! >>



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Module 4

Soft Skills for clothing manufacturers

Hard skills

Leila lives in a rural village with limited access to quality education. So, she could not get any training to develop her skills for the clothing industry. She begins her search by visiting local clothing factories and textile mills. But, most employers ask for technical skills, such as sewing or even machine operation, which Leila lacks...And this is why she has been rejected...

1



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Module 4

Soft Skills for clothing manufacturers

2

Soft skills

Sarah, a 30-year-old woman with a passion for fashion, wants to work in the clothing industry. But, she lacks soft skills like communication, teamwork, and customer service. As she searches for jobs online and visits clothing stores, she discovers that most positions require candidates with strong interpersonal skills, which she lacks.



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Module 4

Soft Skills for clothing manufacturers

3

Developing Skills

Daniel, a young man fresh out of college, comes across a job posting for a marketing coordinator position at a digital marketing agency. The job description highlights various skills such as proficiency in social media management, data analysis, and content creation. Although Daniel has a degree in marketing, he realizes that he lacks hands-on experience in these specific areas.



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ASSESSMENT

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Module 4

Soft Skills for clothing manufacturers

4

Self-assessment

Alex, a 25-year-old man, realizes the importance of boosting his self-confidence for personal and professional growth. Despite his technical expertise, he feels that his lack of strong interpersonal skills is holding him back. Determined to overcome this hurdle, Alex aims to strengthen his soft skills and improve his self-evaluation.

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Module 4

Soft Skills for clothing manufacturers

5

Soft Skills for the Clothing Industry

Sarah, a passionate and ambitious woman, aims to excel as a soft skills instructor in the clothing industry. With expertise in fashion, she understands the importance of effective communication, teamwork, and interpersonal skills for success in this field. Sarah is driven to share her insights and empower aspiring fashion professionals.





Done with *Module 4!*
We have one more to go, right?
Until then...let us all do some **self-
reflection**...

*How do you plan to boost your soft
skills to navigate future challenges
and promote a harmonious
workplace environment?*





Module 5

Gender-equal digital competences

1

Achieve gender-equal digital competences

In a rural community, there exists a noticeable gender gap in digital access and competences, leading to a lack of confidence among female subjects when it comes to utilizing technology.





Module 5

Gender-equal digital competences

2

Digital competences for clothing upcycling

A well-known global clothing brand launches a sustainable fashion initiative to address the significant impact of the industry on the environment and climate change.





Module 5

Gender-equal digital competences

3

Augmented reality

A sustainable fashion brand recognizes the potential of augmented reality (AR) as a useful tool for promoting and demonstrating the process of clothing upcycling.





Module 5

Gender-equal digital competences

4

Eco-design and editing tools

A sustainable fashion brand embraces eco design principles and incorporates editing tools into their creative process to minimize environmental impact.





Module 5

Gender-equal digital competences

5

E-Commerce

A passionate fashion designer has always dreamt of starting her own clothing brand that reflects her unique vision and values. However, she faces challenges accessing traditional retail channels due to limited resources and gender biases prevalent in the industry.





Congrats! You made it to the end!
This is your last **self-reflection!**

Can you think of the ways in which your own digital skills and attitudes might have been shaped by societal gender norms or biases?





Our Team

