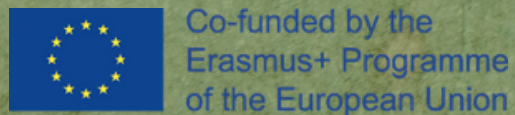


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Project Presentation



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About the project

- Women are often impacted disproportionately by environmental challenges due to gender discrimination. To demonstrate the **significance of gender equality in environmental policies**, the promotion of women's participation in decision making processes should be established.
- Waste management and recycling have become even more crucial especially within the context of the coronavirus crisis. With women's role being rapidly evolved in the recycling as well as waste management, the need to **promote a gender-responsive environmental agenda** becomes of utmost importance.
- Provided that **textile experts** are considered essential stakeholders in the sustainability debate, they together with **VET trainers** can certainly promote a priceless prospect that policy makers might be unaware of. This prospect will become the main pillar of **AR4ReClothing** project under the prism of promoting environmental sustainability through the establishment of gender equality.



Project Objectives



- Promote **hands-on ecological actions** that establish gender justice
- Recommends a **training approach** combining activity-based training addressing environmental challenges related to clothing upcycling through **gender-based training methodology.**

General objectives

- Raising awareness about the environmental and social benefits of clothing upcycling through innovative training methods that better establish environmental sustainability utilizing the different and yet significant role of women in ecological activities.

Specific objectives

- Develop and **test training** material tailored to the real needs of the final beneficiaries in each partner country.
- Develop an **AR mobile application** that promotes clothing upcycling activities utilizing a gender-based methodology.
- Develop a **solid certification** and accreditation system for skills validation and recognition

Target Groups

DIRECT

Textile professionals (manufacturers, designers, colorists, stylists, converters, etc.) interested in or already taking initiatives towards environmental sustainability.

VET & Textile experts willing to actively participate in an open dialogue about green methods that establish the importance of gender equality for the ecosystem.

HEI with Textile departments

Target Groups

INDIRECT

- VET training organizations
- Public bodies/authorities NGOs or other organizations/authorities taking initiatives towards renewable resources and energy efficiency.
- Training centers/NGOs tackling gender inequalities.

- AR developers or developers/organizations willing to embrace innovative digital solutions for sustainable training purposes and enhanced learning experiences.
- Policy makers
- Digital agencies

Project Logo

The **AR4RECLOTHING** logo has been designed and created to represent the project's main scope.

It serves as an **emblem** and every its part is important, as it must create an immediate recognition of the project-related event, document, result and achievement.

In this sense is one of the main pillars of the structure of the dissemination strategy implementation.



The consortium





Thank
you!

