



Mascha van Zijverden
*Programme manager
Fashion*

Yvette Barewijk
*Teacher
Fashion development &
Sustainability*

TRANSFORMING FASHION EDUCATION

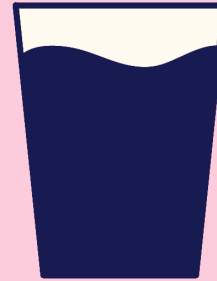
Creating changemakers for a greener future
ROC van Amsterdam – MBO College Hilversum, the Netherlands

CONTEXT

'The fashion and textile sector is one of the most polluting industries worldwide'

Start Detox Campaign
Greenpeace, 2011

Water usage per day
for daily use



100 litre

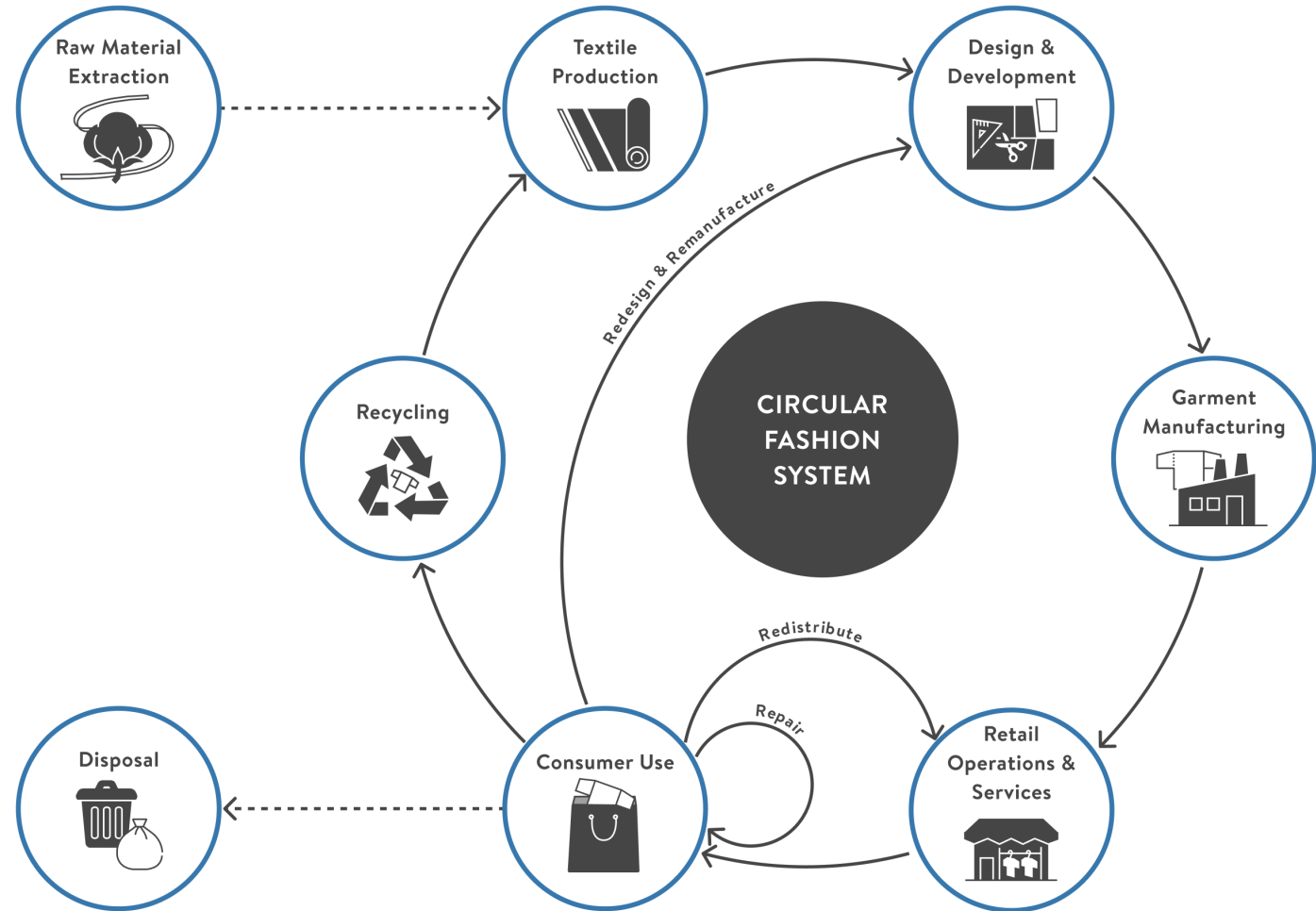
Water usage for the
production of 1 jeans



7500 litre

From a linear industry focused education to a fully circular industry focused education

PROJECT



THINK
BIG,
START
SMALL!



7 STEPS

- 1 Get informed & inspired
- 2 Develop a vision & mission
- 3 Include the SDG's of the UN
- 4 Write a manifesto and spread the word
- 5 Engage external parties
- 6 Involve students
- 7 Design your curriculum

COMMUNICATE & CELEBRATE YOUR ACHIEVEMENTS

>> PR-campaign > Green Flag Eco-Schools > Sustainable VET teacher 2022 > Education For Climate Day 2023 >>

