

YOUTH CLIMATE LAB

MAKING
UNSUSTAINABLE
FASHION
TRENDS

**MORE
SUSTAINABLE**



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**Education
for Climate**



Baseline of the following actions:

- Be an example for the community
- Daily small actions

Short Activities to Foster Common Community

Level of easiness: Medium

Goals/Benefits:

- Raise awareness
- Promote sustainable trends
- Change the perspective of second-hand clothes
- Create a community spirit

Stakeholders:

- Local neighborhoods
- Schools
- Teachers
- Media

Insta Giveaways

Level of easiness: Easy

Goals/Benefits:

- Promote flea market on friends and family
- Acknowledgement of our clothes in the wardrobe
- Unique family time
- Promote circular economy

Stakeholders:

- Local community
- Family
- Friends
- Media

20-Days Wear It Challenge



Level of easiness: Easy

Goals/Benefits:

- Acknowledgement of our clothes in the wardrobe
- Wear the clothes more often
- Buying less clothes
- Promote sustainable trends

Stakeholders:

- Influencers
- Media
- Friends
- Schools

Sew it to a new life

Level of easiness: Medium

Goals/Benefits:

- Acknowledgement of our clothes in the wardrobe
- Give a second life to the old clothes
- Promote second-made clothes

Stakeholders:

- Schools
- Teachers
- Fashion experts

XR for Clothing

Level of easiness: Complex

Goals / Benefits:

- AR tutorials on how to repair/ re-use/ recycle clothes
- Give a second life to the old clothes
- Promote second-made clothes

Stakeholders:

- Local shops
- Local community
- Computer teachers
- Technology companies
- Media
- Policy makers

Sky is the limit!

Disclaimer:

Merge awareness raising efforts and individual and collective actions

Thank you!

