



MODULE 1 Worksheet

Giveaways:

1. In Europe, the textile and apparel sector is a powerful manufacturing industry as every stage of the production chain is or can be located in the EU. Moreover, many people in the fashion industry are self-employed, and indeed there is a growing trend not only in fashion, but in general, to be financially active as a self-employed person.
2. The fashion and textile industry has great potential, but a prerequisite for the development of this sector is the effective cooperation of different institutions. Moreover, if you engage with a customer at a young age, the likelihood that they will continue to use the brand for the rest of their lives is really high.
3. The problem with fast fashion is that it is based on an unsustainable business model that uses unethical and polluting solutions to cut costs.

Activity for self-reflection:

Read the following statements and decide which can be associated with **slow fashion** and which with **fast fashion**.

- A. Only 1% of the clothes produced are recycled.
- B. Clothes are made from natural fibres such as cotton or recycled fabrics.
- C. Clothes can be repaired, sold, exchanged or donated to create a circular economy.
- D. Valuable are environmentally friendly materials and good manufacturing.

Case study:

Boochen - the original cuts and designs of swimwear, topped off with a more planet-friendly version. This is because the brand's products are made from, among other things, Econyl, a material created from waste - including fishing nets, pieces of nylon or carpets. The brand also mentions on its website that it is in the process of working on making better use of leftover materials and creating a swimwear recycling system.

Find out more in Module 1 through the online cooperative platform <https://tecofash.erasmus.site/>