

D3 - A project to integrate open data, digital skills & democratic engagement in schools

0100: What (not) to wear

This unit explores the stories of the 'stuff' in our daily lives and how this allows us to explore connections with transparency in supply chains.

Shops will stock the products that consumers want to buy, and therefore track trends in purchasing to replace stock or introduce new product lines which might be popular. We take notice of advertising of course - if it didn't work, companies wouldn't spend millions of Euros on it.

In this vignette, we could refer to both companies and campaign groups, including Nike and the work of the organisation called **Fashion Revolution**, which was founded after the collapse of the Rana Plaza garment factory in April 2013. Fashion Revolution is one of many similar groups. COVID19 has created new tensions and problems for garment factories and workers, along with the increased cost of shipping during the second half of 2021.

Activity 9

When you open the wardrobe in the morning to decide what to wear for the day, your decision will be influenced by a number of factors, including the clothes you have access to, the weather forecast, where you happen to be going that day and the relative formality of that environment.

What determines your own clothing choices?

Which of these factors affecting your choices are outside influences which might come from social media and are therefore potentially guided by your usage of particular apps?

Activity 10

Which online stores did you turn to for ordering items other than food during the lockdowns in 2020, when non-essential retail was closed down in most European nations?

How much of your wardrobe do you really wear?

Fast fashion is now being targeted as unsustainable. The amount of waste in the garment industry is huge and many clothes are never worn.

<https://www.nationalgeographic.org/media/globalcloset/> - investigate the contents of your wardrobe and the global connections.

<https://globalcloset.education.nationalgeographic.com/jeans-intro?video=true> - a focus on Jeans for example

Use the labels on your clothing and the details provided by companies to identify the global links you have through your clothing choices.

Corporate Social Responsibility and Anti-Slavery sections of websites are useful here.

Keep an eye on the 'targeted advertising' that will appear on some social media after a mention of a particular product in your social media, or even an email.

What could you usefully do with the information gained from these websites and activities which would help change your consumption habits?

Be aware of dark patterns

Dark patterns are deceptive and manipulative tricks that you see on websites, in apps and other digital products, to get you to do things that you would not otherwise have done. These often start when you provide an email to retailers.

Remember that websites like this will also use particular strategies to encourage you to buy them.

These include:

- Being offered 'time-limited' discounts with a countdown to when they run out
- Being shown a 'low in stock' alert when selecting a size
- Messages such as: '10 other people have this product in their cart'

During 2021, many supply chains faced disruption, partly a knock-on effect of the 'Ever Given' being stuck in the Suez Canal.

Tools List

Tool to use	URL / location	How would you use it?
Nike Manufacturing Map	http://manufacturingmap.nikeinc.com/	Explore the CSR statements and locations of particular activity
Primark Global Sourcing Map	https://globalsourcingmap.primark.com/	Explore the CSR statements and locations of particular activity

Fashion Revolution	https://www.fashionrevolution.org/ https://www.fashionrevolution.org/about/transparency/	Campaign exploring fast fashion. They produce an annual report on how sustainable clothing and sportswear companies are called the Transparency Index.
Open Apparel Map	https://openapparel.org/	Map of garment suppliers.
IKEA	https://storymaps.arcgis.com/stories/872985b53976416e9a8ae101ec168db4	IKEA Storymap showing aspects of the company's sourcing.
UNEP Report	https://www.unep.org/news-and-stories/story/putting-brakes-fast-fashion	How to wean ourselves off the fast fashion habit.

Articles:

<https://www.futurelearn.com/courses/who-made-my-clothes/1> - a link to a free MOOC exploring this issue in more detail

Interesting research on fashion choices:

<https://www.tandfonline.com/doi/abs/10.1080/17543266.2013.864340>



Co-funded by the
Erasmus+ Programme
of the European Union

KA2 - 2019-1-BE02-KA201-060212