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**ESCUELA DE INGENIERÍAS
INDUSTRIALES**

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ESCUELA DE INGENIERIAS INDUSTRIALES

**Grado en Ingeniería en Diseño Industrial y Desarrollo del
Producto**

Título del TFG

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TFG REALIZADO EN PROGRAMA DE INTERCAMBIO

TÍTULO: Sustainable market

ALUMNO: Carlos Balsa Cuadrado

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CENTRO: University of Antwerp

TUTOR: Sarah Rohaert

Resumen:

Desarrollo y diseño de un mercado, junto con elementos atractivos e informativos sobre la moda sostenible y la moda rápida, con el objetivo de concienciar a la población joven sobre el uso y la compra de moda rápida, que consecuencias tiene esta social, económica y físicamente (centrándonos en la India y países en vías de desarrollo), y las alternativas menos dañinas para el medio ambiente y la sociedad. El mercado se llevó a cabo el día 23 de Mayo de 2019, en la plaza Hof van Liere, Amberes, con la colaboración de la Universidad de Amberes y de la ONG "USOS".

Palabras clave:

Mercado, Moda, Sostenibilidad, India, Concienciación.

FINAL REPORT

SUSTAINABLE MARKET

13.06.2019



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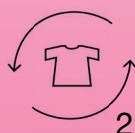
First of all, we would like to express our heartfelt gratitude towards our primary supervisor, Sarah Rohaert, for her endless advice on the project and a large amount of effort and dedication received from her during the weekly meetings. Her commitment to the project helped immensely in achieving the final result. An added acknowledgement is in place since Sarah Rohaert is the general EPS organiser at the Faculty of Design as well. The team wants to take this opportunity to profoundly thank her for organising and helping to facilitate this European project semester.

Secondly, we are notably grateful for the consultation and vast amount of encouragement offered by Mitte Scheldeman, external supervisor and coordinator of the project. Being a staff member of the University's Foundation for Development Cooperation, she offered a well-described frame in which we were able to organise the event. We genuinely thank Mitte for her contagious enthusiasm and expertise.

All practical advice and guidance provided by Janus Verelst, a staff member of USOS as well, was much appreciated. He assisted with staying on the right track during the last days of preparation for the event.

We want to express special gratitude to all of the volunteers, who were of valuable help during the execution of the event. Our special thanks extend in particular to all EPS students who were present at the market, not only for their volunteering work during the event but for their support during the whole semester as well.

Last but not least, we would like to acknowledge USOS for taking the initiative, each year again, of facilitating the sustainable market and providing a budget for the execution of the project.





FAST FAIR

FINAL REPORT
13.06.2019

LIST OF COMMONLY USED ABBREVIATIONS

USOS - University Foundation for Development Cooperation

EPS - European Project Semester

NGO - Non-Governmental Organization

UA - University of Antwerpen



ABSTRACT

The purpose of this paper is to provide a clear overview of the progress in organising USOS's yearly sustainable market at Het Hof Van Liere, the 23rd of May. The market is a yearly recurring event, with a different theme every time. This year's theme is sustainable fashion, which will be handled on an environmental and social level. Next, to organising the market, USOS administered us with a second task: building an educational and fun showstopper, relevant to the sustainable theme. This paper documents the process and the end results.

The introductory pages include a brief overview of the team and offer some insights into the background of the project. After, the team started by carrying out desk research to fully grasp what 'sustainable fashion' really means – concluding with the investigations and further summary of the visits made and brand research executed.

The next chapter describes the beginning of the market-design process: designing a marketing strategy, coherent style and the brand. More in-depth information about the practicalities surrounding the organisation is provided in the next chapter. Furthermore, all of the showstoppers and the process of creating them are thoroughly documented. An overview of the days following up to the market and how we managed the funds is given subsequently.

In the end, a summary of how we managed and adapted the Project Management Plan to handle and overcome the different project activities and specific differences that arose during the project is provided. To end this report, we list main recommendations for next year, as well as a general conclusion on the project in its whole.

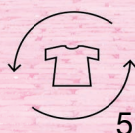
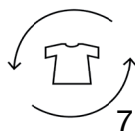




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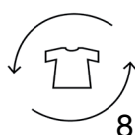
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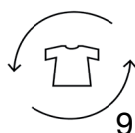
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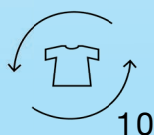
3. INTRODUCTION

Sustainability is a trending topic. In light of the rising concern around this critical subject, USOS organises a sustainable market every year. In the heart of the University - Hof van Liere - students, professors and passers-by gather and enjoy music, food, and drinks in an educational, sustainable setting. In the context of a European Project Semester, USOS challenged us to organise this year's edition.

Fashion is a quintessential part of everyone's daily life. We use clothing to express and identify ourselves; in a way, our clothing is our personality. Large fashion multinationals have used this course of thought to suffocate us with an endless stream of clothing options, often sold as an almost disposable item. However, this lifestyle comes with at a very steep price.

The constant craving for new clothes and outfits destroys not only our environment but also many of our fellow human beings. Sweatshop workers often work in horrendous, almost slavery-like circumstances. Millions of women and children in developing countries are forced to stitch our T-shirts or stain our jeans.

Despite all this, there is a very visible uprising of the sustainable-mindset in the fashion industry. Together with USOS, the team organised this year's market, called Fast/Fair, which focussed on sustainability in fashion on an environmental and social level.





4. ABOUT FAST FAIR

In order to understand the project better, we will give basic information about the project in the following section. This section provides an overview of the team, presents the projects target group and the primary goal.

4.1 THE TEAM



Vincent is our only local student. Living in Antwerp and studying Product Development at the University of Antwerp, he is a great help to talk with locals.

“I aspire to be a brand or strategic designer in the future, although I would never turn down a chance to go touring with a band. The main reason I chose EPS is to strengthen my English communication skills and try to explore and find my ideal position in a team.”



Prokop studies Product Design in Prague, he loves to think different and always has new ideas and inspiration.

“Given the complexity of my field of study, I believe that inter-discipline cooperation is crucial for my future profession. That is why I chose this project - it offers me a great opportunity to work with many different people with different academic background and experience design process, unlike anything I have known before.”

Marta studies Industrial Design engineering and product development at the University Polytechnic of Valencia. She makes sure we do not get stuck in discussions.

“In the future, I would like to work as a product designer or in the engineering field. I chose the EPS program because for me it was exciting to develop my thesis abroad with international people. I am also interested in improving my English and learn about different cultures and ways of working.”





CARLOS

Carlos is studying Industrial Design Engineering and Product Development at his home city, Valladolid, Spain. His skills in graphic design help us through the design process.

“In my future, I would like to become an audio-visual/graphic designer and work as a professional from it. I chose the EPS mainly because of the international experience, as well as the project itself because I think that is good to improve my level of English, as well as my skills working on a team.”

Anna studies in Kiel, Germany. She is the only one without a Product Development studies field. Studying communication and public relations, she provides different skills for the team.

“After finishing my studies, I would like to work for a social organisation in communication. The EPS is a chance to improve my communication skills under new circumstances. Working together with internationals is a great opportunity to leave my comfort zone.”



ANNA

(more information: see appendix 1)

4.2 INTERESTED PARTIES

Our sponsor is the “Universitaire Stichting voor Ontwikkelingssamenwerking” (USOS), which is a small non-profit organisation focusing on disadvantaged communities in the global south.

They both organise and evaluate this project and have a significant influence on the process. Within USOS we had an experienced partner. Sarah and Mitte acted as the coordinators. Both supervisors assisted during the project and helped to organise further and evaluate the Fair.

Sarah Rohaert was not only interested in the outcome, but also in the approach that was used during the semester. We consolidated all propositions and individual steps of the preparation with her.



Mitte

Sarah





The University of Antwerp was only interested in the outcome of the Fair. They had an individual interest in safety issues and monitored the frame of the Fair. However, the University of Antwerp had a significant influence on practicalities concerning the Fair since they provide hospitality (Location: “Hof van Lieere”).

Regarding non-governmental/profit Organisations (NGOs) or brands, they were other groups with special interests. They aimed to promote their work most comfortably and efficiently. The Fair needed booths that provide exciting content, that is why it was essential to have NGOs and brands present on the market. On the other hand, many brands work in the sustainable clothing field, so we had a broader range to choose from.





The most potent party are students who are not interested in sustainability at all. The primary goal of the project was to engage their awareness of sustainable fashion. Although they did not care about the Fair before, their power is significant. The outcome of the market convinced them to participate in the Fair and learn about the issues of fast fashion. Their influence was that high because their participation at the Fair measured the success rate.

Furthermore, the volunteers were an interested party, too. They were a group of people involved in a good outcome of the Fair. In order to engage their attention, the Fair needed to provide a clear communication concept in advance, whereas a lack of volunteers could have led to more unfortunate results.

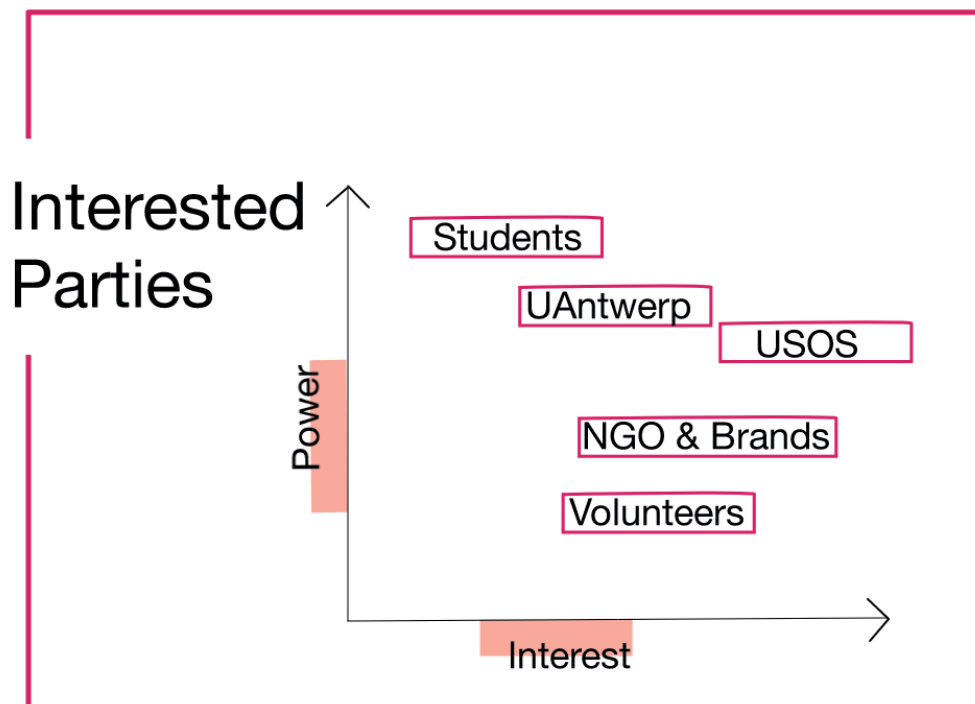


fig. 10.

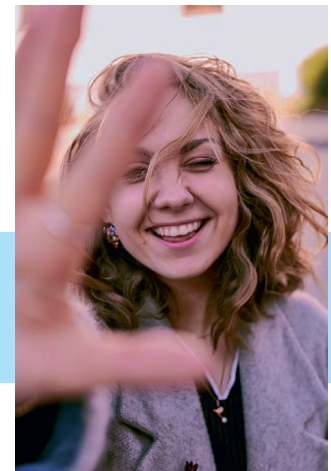


4.2.1 TARGET GROUP

For establishing the target group, we thought about three different kinds of people that could visit our market. To clarify the goal, we prepared three personas.

Students who are relatively conscious about sustainability, students that were not and the NGOs were our three personas.

Firstly, we designed Eva. She is relatively conscious about sustainability, and her clothes are 70% big brands and 30% sustainable. As we realised this persona has some interest in and knowledge about the topic, we really believe that this market is the way of making them aware of the problem.



Secondly, we generated Jan. He likes fashion but is not aware of sustainable fashion. His clothes are 100% big brands. For this reason, we thought this persona would be our target group. We wanted to make this kind of people having some interest and knowledge about what sustainable fashion is. Accordingly, we proposed to attract them organising the Fair in a possible, engaging way.

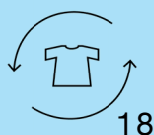




Finally, our third persona was an NGOs worker who is already worried about sustainability. The name of this persona is Greta and she mostly shops in second-hand stores. Our idea was to include her as a partner giving her a stall.



(see appendix 5 for complete overview)



4.2.3 GOALS

Fashion is everywhere on campus, and Antwerp students are known for being extra conscious about what they wear. Although we see a rise in, for example, second-hand clothing, real, sustainable fashion options are not yet well known in student circles. The same goes for the working conditions of the Indian workers.

The market will mainly focus on awareness raising, in the target audience that is not aware of sustainable fashion at all. The Fast Fair achieved this by gathering interesting and useful NGOs and businesses to the market, as well as through providing real educational content in the form of the showstopper. In order to attract as many people as possible, we served Indian food and drinks as well.

By experiencing the market and showstoppers as a pleasant and memorable event, we conveyed the sustainable message to our visitors.





5. RESEARCH

5.1 FAST AND SLOW FASHION

In this section of the report, we will explain what sustainability, fast fashion and slow fashion mean. These three definitions are essential for understanding the main topic of the market: sustainable fashion with a particular focus on India. In other words, it will show the problem that exists presently related to the fashion industry.

5.1.1 FAST FASHION

What does fast fashion mean? It is a term used to describe clothing designs that move quickly from the catwalk to stores to meet new trends. The collections are often based on designs presented at various fashion week events.

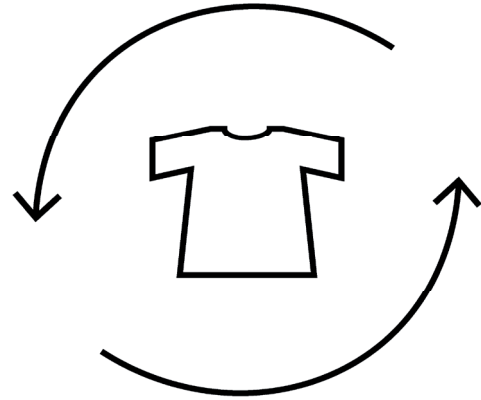
Fast fashion allows mainstream consumers to purchase trendy clothing at an affordable price. It encourages a “throw-away” attitude, which means that the clothing is cheaply made in a style that will change very quickly. It contributes to pollution, poor artistry, and poor working conditions in developing countries.

Fast fashion became prevalent because of cheaper clothing, an increase in the appetite for fashionable clothing, and the increase in purchasing power on the part of consumers. Because of all this, fast fashion is challenging new fashion lines that are introduced on a seasonal basis by traditional fashion houses. In fact, it is not uncommon for fast-fashion retailers to introduce new products multiple times in one week to maintain the pace with trends.

To provide an example of fast fashion brands, we could mention Zara, H&M, UNIQLO, GAP and Forever 21.

5.1.2 SLOW FASHION

What exactly is slow fashion? It is the deliberate choice to buy better-quality items less often. Purchases are environmentally and ethically conscious rather than trend-driven. The garments are durable and lend themselves to repairs, not disposal. Slow fashion is also transparent: Buyers know where their clothes come from, and items are often handmade by artisans.



An example of a mainstream slow fashion brand is Patagonia, which has exemplified how a large brand can maintain “corporate responsibility,” as it is referred to on the outdoor apparel company’s website. Patagonia is transparent about its work with factories and mills.



Another example of a slow brand is Hemper. Their entire production process uses traditional textile techniques and materials from Nepal. Hemper aims to capture the essence of the country in their product while contributing to the development of disadvantaged communities.



5.1.3 SUSTAINABILITY

Sustainability is an expression whose popularity continues to grow and whose importance has never been as high as it is today. However, it is often misused - particularly in product marketing. Sustainability is, therefore, frequently misunderstood by the general public.

It has been defined in many ways, but one of the most commonly quoted definition comes from the document 'Our Common Future', published by the Brundtland Commission in 1987:

"Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Brundtland, 1987)

'Our Common Future' further focused on interconnectivity of economic, social and ecological processes and was the foundation of the three-dimensional concept that was popularised at the 1992 Earth Summit in Rio de Janeiro. The common misconception of sustainable equalling ecological is therefore incorrect because economic, social and ecological processes are connected.

The actions of both public and private stakeholders cannot be considered isolated, one-dimensional aspects; instead, one must consider the interrelationship between the three dimensions of environment, economy and society. Only all of these aspects considered together can support sustainable development.

5.1.4 CONCLUSION

To conclude this section, we wanted to explain why we reckon that these three definitions were essential for a correct understanding of our main topic. Only by clarifying these topics to ourselves were we able to explain them to others successfully.

Who made
my clothes?

fig. 17.

5.2 TRUE COST

“The True Cost” is a documentary we watched to increase our knowledge of the main topic. It was directly focused on the fast fashion industry in Asian countries and working conditions in local factories. The movie was directed by Adrew Morgan and premiered in 2015. The first intention for filming it was sparked by 2013 Savar building collapse when a commercial building in Bangladesh named Rana Plaza toppled and killed over a thousand workers. The film presents the circumstances of this tragic event and discusses the undeniable role of international corporations.





In essence, the multi-brands do not manufacture any clothes by themselves. They only design the pieces and then find a subcontractor who is willing to manufacture it at the lowest price. If the price is not low enough, the multi-brand can decide to search for someone else. This process creates enormous pressure on the subcontractors and consequently on the garment workers. The latter find themselves in the worst position since they have the least power. Results of this hunt for the lowest price are worse quality production and unbearably low wages for the workers (of whom 80% are young women). After explaining the core of the problem, Morgan shifts the focus back to America. Everything is centred around consumption there. It is suddenly very odd to see people living in excess and still craving for more. Shots of people running through the shopping malls on Black Friday feels very inappropriate next to the story of Rana Plaza.

In contrast, Morgan also interviews several pioneers of the raising movement for sustainable fashion, such as animal-rights activist Stella McCartney or Patagonia's Vincent Stanley.

It was a very inspirational and at the same time powerful experience since the team realised that we were not part of the solution, but part of the problem. Until then.





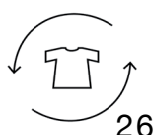
5.2.1 INDIAN ASPECT

Since the exploration of India, in particular, was part of our main task (it is USOS's partner country), we focused on this aspect. The True Cost documentary provided us with a substantial amount of information about conditions in the Indian textile industry; we concluded that further investigation of the topic is necessary. We found 'The Dirty Side of the Garment Industry' by Nikolay Anguelov particularly useful in that matter.

For example, we found out about the minimum Indian wage being 52 euros, while the living wage, which is considered to be the bare minimum that family requires to fulfil its basic needs, being 195 euros. Most importantly, we discovered how are significant disparities like this mainly caused by the enormous economic pressure of the fast fashion industry. (Nikolay Anguelov, 2015)

5.2.2 CONCLUSION

For us "The true cost" was shocking and we truly realised that a change has to be made. After seeing the documentary, we were even more motivated to finish our project. Furthermore, it helped the team considerably to understand the current situation in India.



5.3 MARKET RESEARCH

In this section, we aim to describe our process of exploring current sustainable market conditions and our potential partners for the event. We were mainly focusing on local organisations and brands since they were of the most relevance for us.

5.3.1 FASHION BRANDS

Being mostly international students, it was difficult for us to orientate in the Antwerp fashion scene in the beginning. However, several suitably chosen meetings and visits helped us familiarise with the environment (more in section Visits). We also discovered many sustainable fashion projects by reading ‘This is a Good Guide’, written by Marieke Eyskoot and published in 2018. This Amsterdam-based, critically acclaimed author created a minimalist but informative guide for a sustainable lifestyle. Including the number of local brands and targeting a younger audience, ‘This is a Good Guide’ to a certain extent corresponded with our project and provided us with much-needed inspiration. (Marieke Eyskoot, 2018)



5.3.2 NGOS

Given the educative purpose of the event, cooperation with multiple NGOs was essential for us. We mainly focused on organisations connected to fashion (like Wereld Missie Hulp or Clean Clothes Campaign), but we also took into account those which activities were of more general, socially beneficial character.

5.3.3 UNIVERSITY ACTIVITIES

Because of the project's close connection to USOS, we were directly influenced by the existing university activities in the field of sustainability. Therefore we could quickly contact USOS's student association (which participated in the event) or master's degree student Fabio Morales, who worked on a new solution for collecting and recycling used clothes.





5.4 VISITS

5.4.1 WHM

On the 14th of March, we had the chance to visit the organisation Wereld Missie Hulp (WMH). WMH is a Christian non-profit organisation that supports social or environmental projects all over the world. They earn money with clothes donations in Flanders. Most of their profit goes to projects and small organisations. Kathleen and Jorn have welcomed us at WMH. During the tour through the WMH buildings, we learned about the number of clothes that are donated by habitats in Flanders as well as the problems and circumstances this market brings with it. We had the chance to talk about the waste of food and further possibilities for recycling. All of us obtained new insights on a personal as well as on the project level. The contact with WMH proved to be helpful as they will provide the group with clothing blocks to sit on the fair, and old clothes to decorate the market.





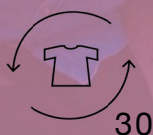
5.4.2 SUSTAINABLE WEEKEND

From the 22nd till the 24th of March, Vincent and Anna joined the sustainable master class organised by USOS. The weekend provided us with the chance to meet with other people interested in sustainability. Participating in the sustainable fashion track, we received new input about fast fashion issues. The team aimed to use the weekend for new inspiration and finding new contacts in this field.

Overall, the weekend was successful, during the weekend, we were able to recruit volunteers as well as people that are interested in showcasing some of their work on the market. On Saturday evening, during the open space, we were able to pitch some of our ideas and ask for advice from other participants. During the talk, we figured that the participants were not convinced of our market-name "Sweatshop".

In earlier surveys, we had the impression that most people did not know about the meaning of Sweatshop. The team thought the name represented the contrast between horrible working conditions in actual sweatshops (name widely used for textile factories in Asia) and a real shop/market with a certain amount of attractiveness and freshness of the word. The name was too offending for the focus group.

The participants in this open space were mainly students, who have already been aware of the impact of sustainable fashion. In earlier classes, we named these students as one of our main target groups. Creating the personas, we realised that this group should be the easiest to attract to the market. If this group is not interested in the Fair, because of the negative connotations, it might be harder to motivate other students. Therefore, we decided to change the name in the first place.





5.5 OUR MOTIVATION

It was essential for our whole team to educate ourselves thoroughly before we started working on the event itself. If we had not done it, we would not be able to present sustainable fashion accurately and suitably. While finding the most relevant information about the topic (in literature and online), we often felt depressed about the realities of the fast fashion industry. It had even more great impact after taking an active part in recent climate marches in Belgium.

However, these moments provided us with an enormous increase in motivation. Intensive research gave us the urge to design the best possible project which will have an impact on people because sustainability has never been as relevant as it is today.



6. COMMUNICATION

The purpose of this chapter is to summarise our communication strategy and the approach.

Our main aim was to make sustainable fashion attractive even for young, uninterested students. Therefore we decided to style the communication as attractive as possible for our target group. The Idea was not to create a purely educational event but rather an entertaining one. Instead of focusing on providing elaborate information about the topic, we decided to create an event mainly for relaxation and enjoyment. That allowed us to adequately address our target group - university students with little to no interest in a sustainable topic. The communication strategy had to cover this aspect.

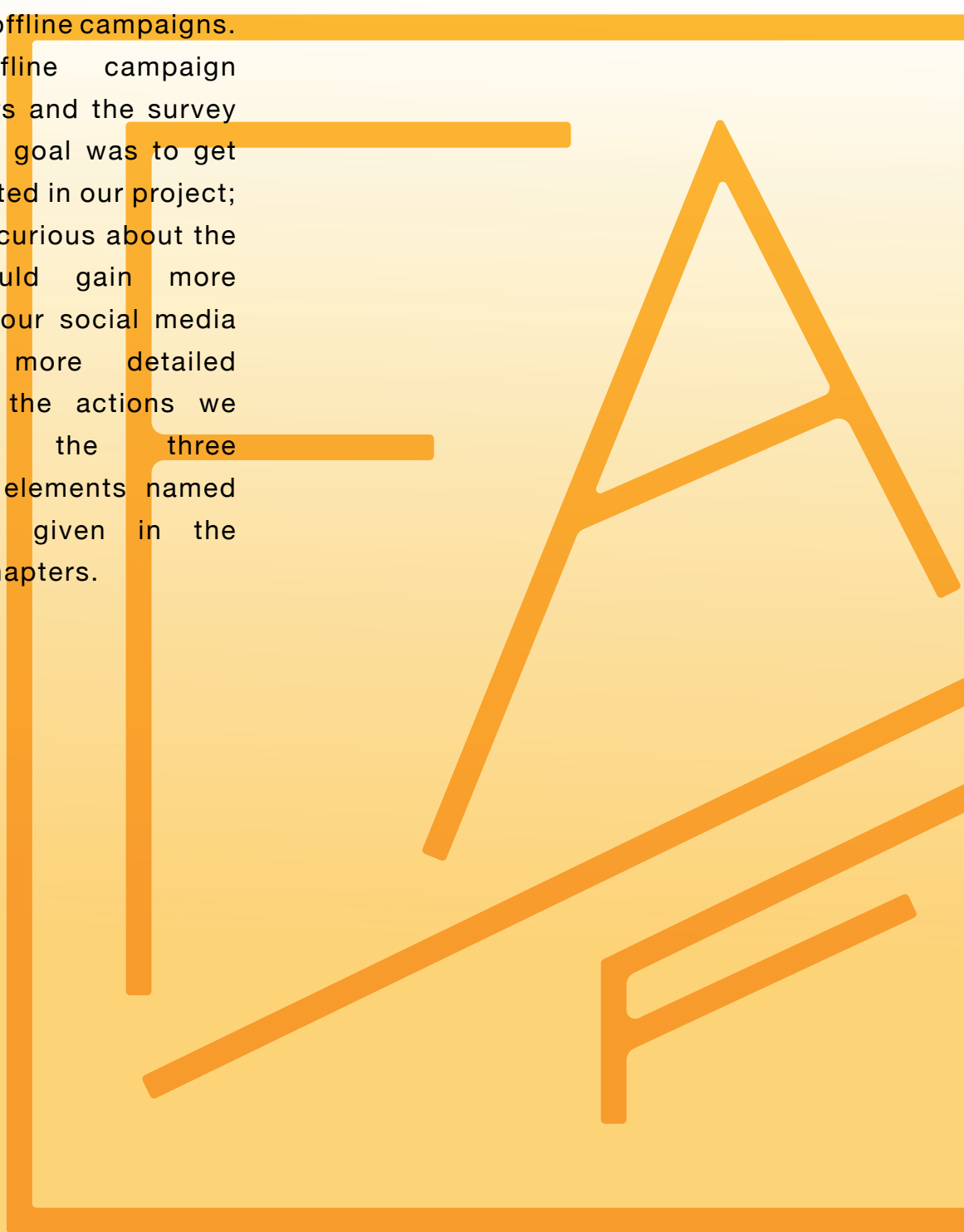
That is why our visual identity is vibrant and colourful. The colour palette of the visual identity was inspired by the Indian “Holi Festival” (also called the festival of spring), which is known for its vibrant colours. A slight imbalance in the logo gave our visual identity a close and warm touch. The overall layout and font usage were as simple as possible since we needed the visual identity to be very versatile. As our main typography, we chose Helvetica Neue, which is a sans-serif, contemporary typeface perfect for pleasant readability on digital platforms. The final impression of our visual identity was cheerful, modern and festive and communicated our main idea well.



6.1 STRATEGY

To reach as many potential visitors as possible, we needed to focus on more than one communication channel. We ran both online and offline campaigns.

With our offline campaign (meaning posters and the survey board) the main goal was to get students interested in our project; once they were curious about the Fair, they could gain more information via our social media channels. A more detailed explanation of the actions we took within the three communication elements named above will be given in the upcoming subchapters.





6.2 OUR APPROACH

6.2.1 POSTERS

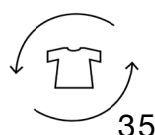
About 150 Posters of the Fast/Fair were hung all over the premises of the University of Antwerp and in multiple other places that students usually frequent, such as cafés, bars, and restaurants. The hanging of the posters was carried out by members of the Fashion Team 10 days before the market. As the aim of the poster was to get the attention of students, we decided to design the posters as attractive and modern as possible. We designed a dedicated colour palette for the poster, to make it more outstanding and recognisable. We narrowed the information on the poster down to the most important points so that the poster is not packed with information.





6.2.2 SOCIAL MEDIA

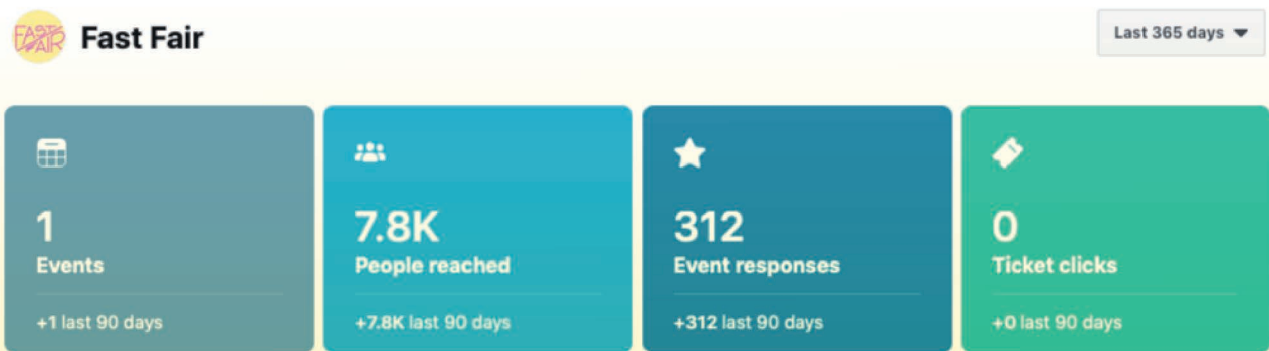
With the social media campaign, we wanted to make people curious about the event on the 23rd of May and give them more information about partners and organisational aspects. The social media campaign gave us also the chance to add a more personal aspect to the campaign. By presenting the team members and share the process of designing, we created a personal atmosphere. Within our social media campaign, the Facebook event was essential to promote, while our Instagram was meant to help to promote the Facebook event. Seeing exciting pictures on Instagram made people curious about the event. Once there were interested, they could search for more information on the Facebook event. During our promotion, we were able to reach more than 300 people with our Instagram page.





Realising that our Facebook advertisement was not as successful as expected, we decided to boost the promotion for the event with 30€ to reach a broader range of people.

Outcome:





6.2.3 OFFLINE CAMPAIGN

(Fig 5)

The central part of our campaign took place at the University of Antwerp. On the 16th of March, we placed an offline happening on the “Hof van Liere”, a week before the actual Fair. This happening aimed to raise awareness about the event, as well as about the difference between fair and fast fashion. This offline campaign was our kick-off event to set the agenda.

We decided to place the happening precisely one week before the actual event so that the message was easy to spread: next week, same place. To combine a fun but also educational aspect, we came up with an interactive survey board. A wooden board listed different questions about the consumption of clothing in general. Every participant was asked to answer the questions with a string by knotting them around the nail with their preferred answer. With this interactive element, students were able to become involved in the fast fashion topic.





Our goal was to make our participants think about their consumption of clothing. After participation, the students received a string bracelet, with this bracelet, they were able to collect a free beer at the Fair.

To call for attention during lunch break, Prokop made Indian mango lassi samples to taste for free. The samples gave our target group a hint for food and drinks served on the market.

Outcome:

With this offline campaign, we were able to draw attention to the Fair. Students and Teachers passing by were curious about the happening and wanted to experience filling in the survey. Also, the samples helped to grab attention, and many people complimented the mango lassi. About 50 people participated in our data string board, and all of them got curious to hear and learn more about the impact of fast fashion.

7. ORGANISATION OF THE MARKET

7.1 DRINKS, BEERS AND SNACKS

During the event, we served a variety of drinks and small desserts. We were able to serve a variety of beers and non-alcoholic drinks as well as small desserts.

We served Jupiler beer, Quinox (organic blond beer based on quinoa), ginger based lemonade, Kombucha and Moussa's BisSap (locally produced iced-tea).

Masala chai is the World-favourite Indian spice tea is traditionally prepared with milk and served hot. Using non-dairy milk and serving it cold provided the drink with a fresh summer twist. Simple vegan mango lassi was the other drinkable option. This lassi consists of three ingredients: mango, soy yoghurt and cinnamon.



Chikki, a traditional Indian sweet brittle, is made from peanuts and jaggery. Jaggery snack being a non-refined version of cane or palm sugar used mainly in South Asia.

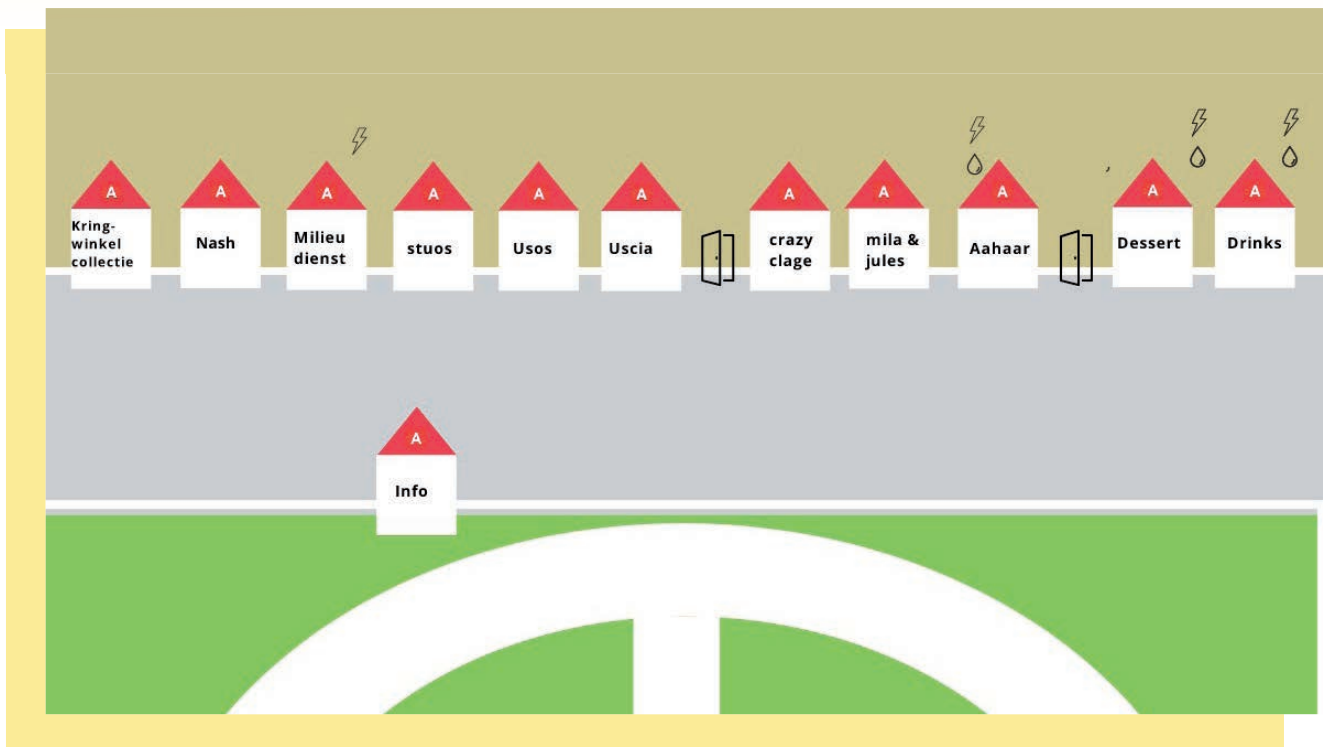
Laddu is the Indian name for nearly all sphere-shaped sweets. Therefore, there are many versions. The version we picked was made using besan (chickpea flour) and coconut base.

Barfi is another typically Indian dessert with many variations. It usually has a strong cardamom aroma; we again opted for a vegan version of this usually milk-based treat.

7.2 EXHIBITORS

One of the first steps of the project was to do research to contact possible partners. Therefore the first emails were sent in week four of the project. Nevertheless, the majority of the contacted companies were already busy on the 23rd of May for other events, so we investigated further and did more research. You can find all the information and data about the companies that were contacted in appendix 3,4 & 8.

In this chapter, you will learn more about the partners who were present at Fast Fair and why we invited them.



7.2.1 AAHAAR

Aahaar is an Indian restaurant close to the central station of Antwerp; the restaurant only serves vegetarian food and is well aware of sustainable food. Aahaar was one of our biggest partners for the event, being the only restaurant present. During the Fair, they served a variety of delicious Indian snacks at an affordable student price. Aahaar brought a unique Indian vibe to our Fair.



7.2.2 MILA & JULES

Mila & Jules is a local online shop. Most of their goods are sold through Instagram. Margot is the head of Mila and Jules; her handmade clothes are produced in a local shop in northern Italy. After production, she sews her designs on the minimalistic shirts. Margot is passionate about sustainable clothing and was able to inform students about alternative ways of buying.



7.2.3 CRAZYCLAGE

CrazyClage is a maverick jewellery design studio with a passion for upcycling. Vincente from CrazyClage showed some of the pieces out of recycled materials made by women in prisons. The women used canes, rulers or metal to create individual pieces of jewelry. We were delighted that CrazyClage was an active part of our market. This organisation was able to show that sustainable jewellery and a good cause can go hand in hand.



7.2.4 USCIA

The Aim of University Centre Saint-Ignatius Antwerp (USCIA) is to contribute to a better society through education, community service and academic research. During the Fair, USCIA handed out delicious samples of granola provided by 'I just love breakfast' and informed about their work at the University of Antwerp.



Thanks to USCIA and I just love breakfast we were able to provide breakfast for our volunteers and the exhibitors in the morning.



7.2.5 USOS

As mentioned in the interested parties, USOS is the sponsor and general promotor of the market; that is why they are an essential partner for our market. With their stall, they showed some of their projects, offers for students, and showstoppers from last year's markets.



7.2.6 STUOS

Studenten voor ontwikkelings-samenwerking (STUOS), the student volunteers of USOS, provided other students with more information about their immersion trips, internships, debates and master classes, and especially promoted their Facebook page on our Fair.

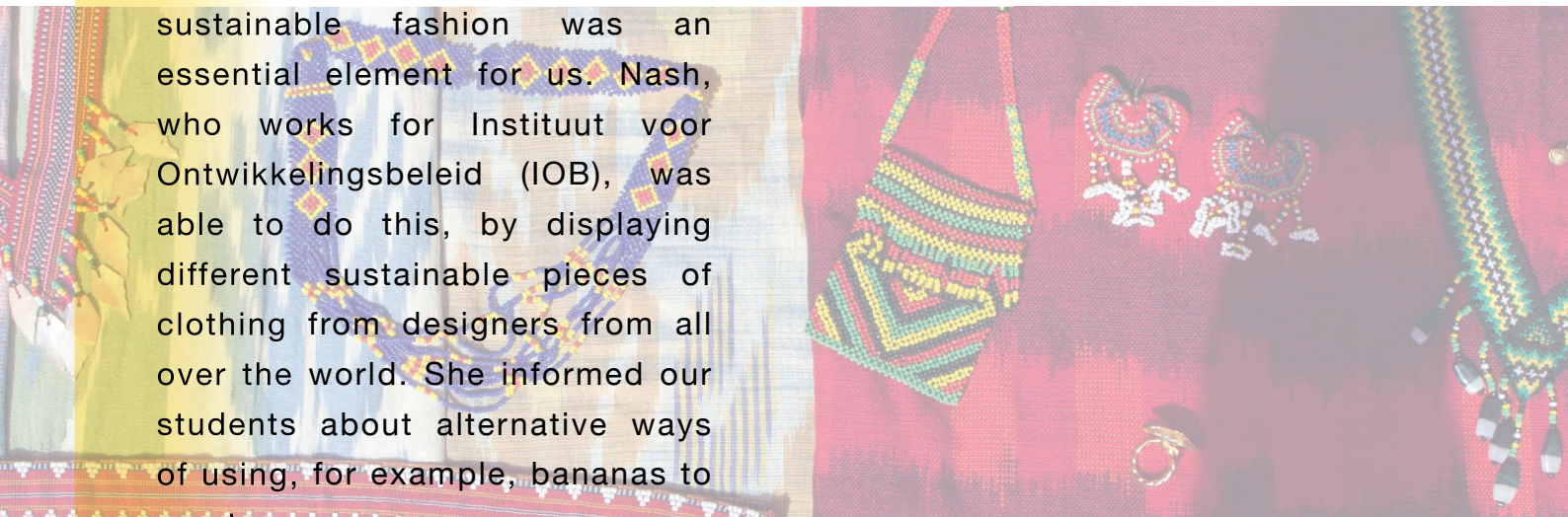


7.2.7 DE MILIEU-DIENST

The University's environmental office (de Milieudienst) provides research commitments and internal services for the University, both involving a multitude of different activities. Being present on the market, they presented some parts of their work, showed interesting elements of sustainability and sold a wide range of reusable vegetable and general grocery bags.

7.2.8 NASH

Showcasing different designers of sustainable fashion was an essential element for us. Nash, who works for Instituut voor Ontwikkelingsbeleid (IOB), was able to do this, by displaying different sustainable pieces of clothing from designers from all over the world. She informed our students about alternative ways of using, for example, bananas to create yarn.





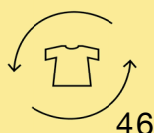
7.2.9 KRINGWINKEL & DE COLLECTIE

Kringwinkel and De Collectie shared a tent showing their work. Also, they came up with a photo corner to shot memory pictures of the market. Those two organisations informed students about what to do with the clothes you own but do not use anymore.



7.2.10 CONCLUSION

To conclude on our exhibitors, there are some positive and negative aspects. To start on a positive note, we were fortunate to have different interesting people present at our Fair. All our Exhibitors were passionate about their work and were able to provide visitors with new information and thoughts.





7.3 CANCELLATIONS

During the process of contacting different NGOs and companies, we had to accept that many of the contacted organisations were already busy on the 23rd of May. Most of the small shops could not afford to close for a day and be present on the Fair, and many NGOs did not have enough personal capacity.

7.3.1 WMH

After our visit at Wereld Missie Hulp (WMH), we were in close contact with their public relations specialist Jorn. Next, they provided us with the T-Shirts benches. WMH was also planned to have their own stall at the Fair. Sadly, they had to cancel this promise a week before the actual Fair because of personnel capacity. We were disappointed by hearing this news and would have wished for an earlier clear reply.



7.3.2 OXFAM

“Oxfam is an international confederation of 19 organisations working together with partners and local communities in more than 90 countries.” (<https://www.oxfamwereldwinkels.be/over-ons>) Oxfam was also interested in presenting their work on our Fair, a stall was already reserved for Oxfam when they sadly cancelled. Oxfam had an issue with their lack of volunteers; that is why they could not join our Fair.



With Oxfam and WMH we lost two big important representatives of the fair fashion movement, whom would have attracted other companies and NGOs and visitors.

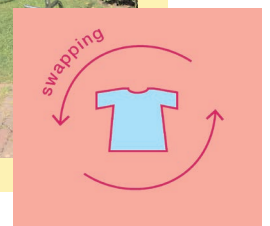
7.4 ACTIVITIES

7.4.1 SWISHING EVENT



In the evening of the Fast Fashion Fair we are happy to host a swishing event by swishing.be - <http://www.swishing.be/>.

Swishing refers to swapping of clothing. Participants brought pieces of clothing to the event they did not wear anymore. For each piece, the participants received an amount of points depending on the quality of the given garment. With these points, they were able to receive new clothes once the swishing started.



Conclusion:

Because of the good weather the swishing organiser decided to host the event outside. About 45 people attended the event and the feedback was really positive.



7.4.2 VOLUNTEERS

In the schedule found in appendix 4, you will see that not only team members of the Fast Fair were included during the Fair. Thanks to the EPS members, USOS and some friends of ours, we had enough volunteers to cover all different kind of tasks during the day. In total we had 15 volunteers helping during the day. The volunteers helped to sell food and drinks, sold t-shirts and asked people to fill in the survey. Some of them took pictures and made videos. Those tasks took

place during the market.

In the morning, they helped us to build up the tents, tables and showstoppers. In the evening our volunteers deconstructed everything, so that we had time to arrange the swishing event.

To identify all volunteers and to make it obvious for visitors who to approach in case of any questions, all of the volunteers wore blue USOS T-shirts.





7.4.3 SURVEY

For the market, we came up with a survey to evaluate if the students learned something after the Fair. The survey was handed out in our dessert tent. Students that participated got one of our free desserts. (see appendix 2)

FAST FAIR 23.05.2019 – Fast/Fair – Market Survey
 This Survey will only take 2 minutes to fill in. Please help us to evaluate our market. All answers are confidential.

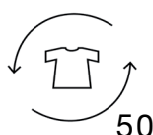
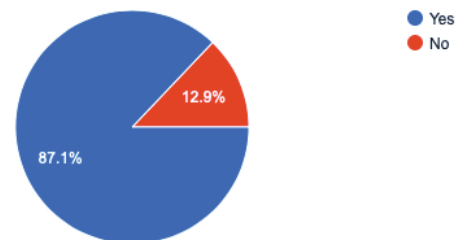
- Age: under 18 18 - 25 26 – 35 over 35
- Gender: male female others
- Occupation: Student at UA Employee at UA others

- Before this market, how important was sustainability in your life? Not relevant relevant
- Up until this day, were you aware of fast fashion's impact? Very not at all
- Did you learn anything new about sustainability during this market so far? yes no
 What did you learn? _____
- Did you learn something about the impact of fast fashion? yes no
 What did you learn? _____
- How did you find out about this market?
 social media poster string survey last year's market friends or family _____
- In case you participate in these activities, what did you think of them?
 T- Shirt selling well- made not interesting
 Workshops
 Food and drinks
 Price tags (Tree)
 Mannequin
- After this market do you think you will reconsider your consuming of fast fashion? yes no
 If no, why not? _____
- Would you come back to this market next edition? yes no
- Do you have any proposal for improvement of this event?

The events reception was generally positive. The survey participants particularly appreciated the Indian catering and the vast majority would attend again.

Would you come to this market next edition?

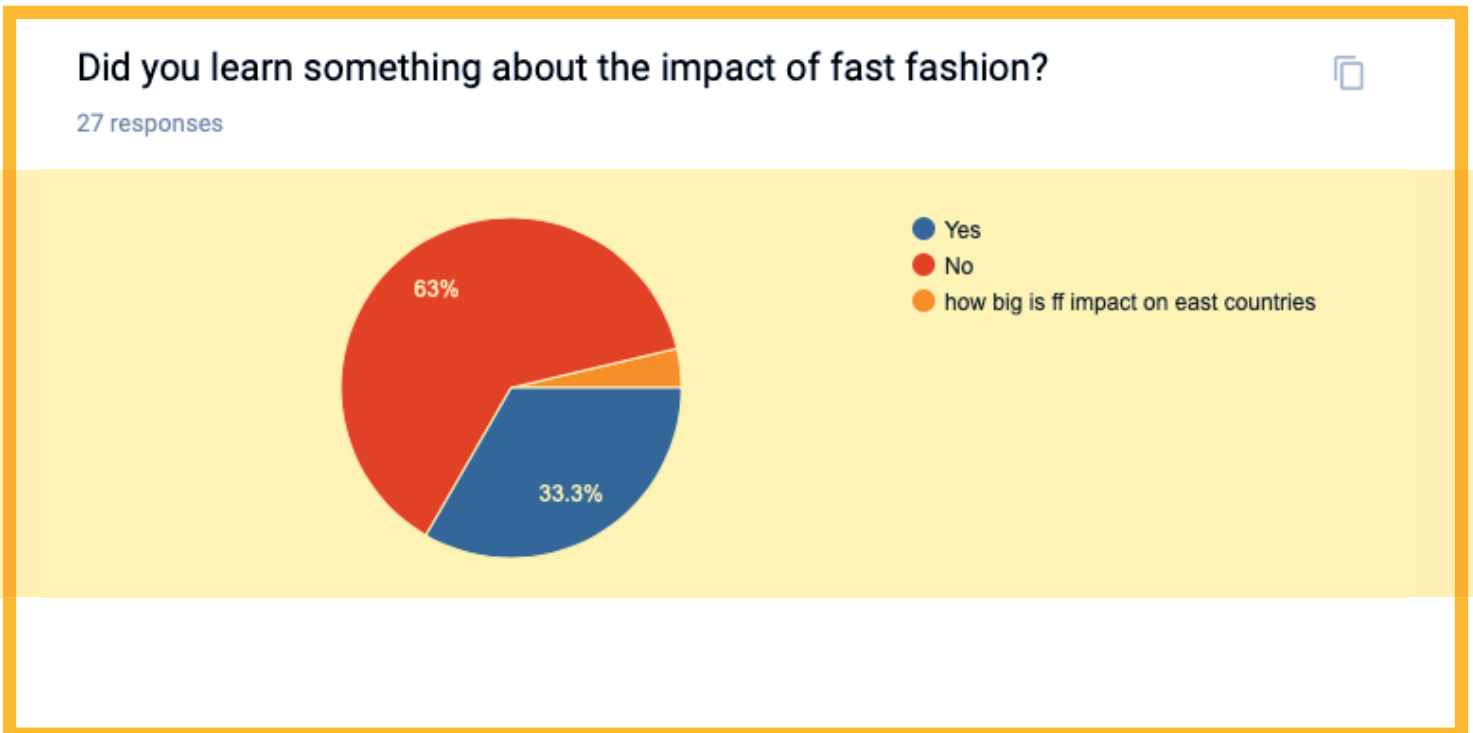
31 responses





On the contrary, their satisfaction with the informativeness of the event was not as high.

For example, more than 60% stated that they did not learn anything about the impact of the fast fashion.



Though it might be caused by some of them stating they had already known everything before the Fair.

Overall, the results provided us with noteworthy feedback which helped form number of the recommendations for future teams.



8. SHOWSTOPPERS AND WORKSHOP

8.1 CONCEPT

From the beginning, we were sure about decorating Hof van Liere with eye-catching and educative showstoppers. Since the topic of the Fast Fair was broad and the size of the square rather large, we decided to opt for more than one installation. The original idea was to reimagine several symbols of the fast fashion industry (namely a price tag, a t-shirt and a mannequin) and scatter them around the location to serve both: decorative and informative purpose.

8.2 VALUE

We believe that placing various decorations with educative purpose and more profound meaning can profoundly affect the overall impact of the event. Because of them, visitors have clear visual and interactive points of interest. It allows the guests to understand the primary goal of the Fair quickly and conveniently. Eventually, we end up with a more educated audience.

Following chapters will provide detailed information about each showstopper, from the first idea to the final result.



23%



of all chemicals produced worldwide are used for the fashion industry.

They are used during fiber production, dyeing, bleaching, and wet processing of each of our garments.

1kg of chemicals is needed to produce 1kg of textile.

80% of the worldwide leather production use chromium.

63% of items tested from major brands contain hazardous chemicals.



Consequences of working in leather tanneries.

WHAT CAN WE DO ABOUT IT?

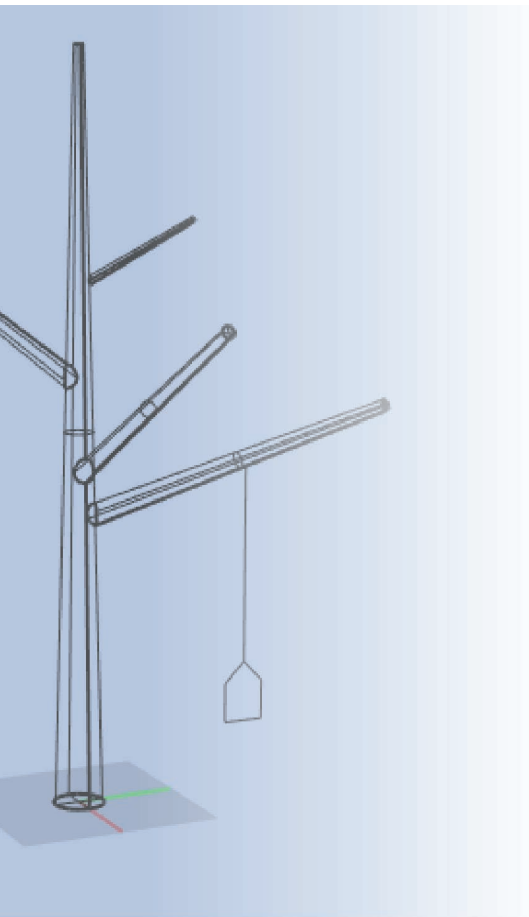
- Choose clothes from organic and natural fibers
- Always wash new clothing before first use
- Choose local and sustainable brands
- Buy less ♥

PRICETAGS



8.3 PRICE TAGS

8.3.1 PROCESS



When looking for a way to educate the visitors in an attractive and non-forcing manner, we came up with “price tags”. They are large label-shaped boards hanging from the tree at Hof van Liere. Originally one price tag was supposed to consist of two boards and swing freely from the tree branches. However, after the first trials, we found out that this is not possible due to outdoor conditions, specifically wind. The final solution was using only one board and was attached to the ground with a rope.

Some of our early design studies

FACTS
GRAPHS
LITTLE TEXT

PAGE 1



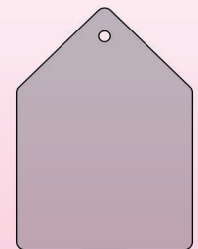
PHOTOS
ILLUSTRATION
GUIDE - HOW TO

PAGE 2



MIRROR LIKE SURFACE

BACK



FRONT



cca 350mm



8.3.2 FINAL

There were six price tags in total. Each of them covered different topics of sustainability. The graphics were consistent with the rest of our visual identity. The size of one price tag was 500x700mm, and it was laser cut from 5mm thick foam board. One side was covered in reflective plastic foil and had the price handwritten with a liquid marker (to reminiscence actual price tag and drag attention). The other was covered with custom made stickers with clearly presented information about the discussed issue (see appendix 9). Both the top and bottom of the price tag were attached using a polypropylene robe to minimise stretching of the fixing.

Even though we improved the initial design, the price tags were rather shaky (the wind conditions were not optimal at the day of the event). Visitors reaction were very positive nonetheless. They appreciated both the visual and educational aspects.



85%

of the daily needs of water of the entire Indian population would be covered by the water used to grow cotton in the country.

100 million people in India do not have access to drinking water.

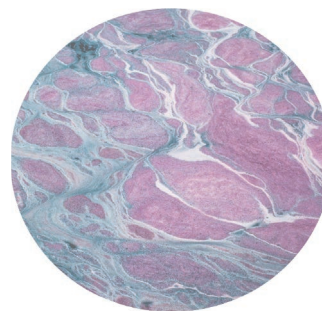
20 000 liters

of fresh water are needed to produce just 1kg of cotton.

190 000 tons

of textile microplastic fibers end up in the oceans every year.

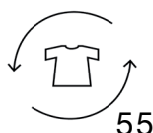
20% of industrial water pollution comes from textile treatments.



River pollution in West Java

WHAT CAN WE DO ABOUT IT?

- Choose clothes from organic and natural fibers
- Choose clothes from fibers with low water consumption (linen, hemp, recycled...)
- Choose local and sustainable brands
- Buy less ♥



One of our finished pricetags. See Appendix 9 for full collection.



The team working on the pricetags





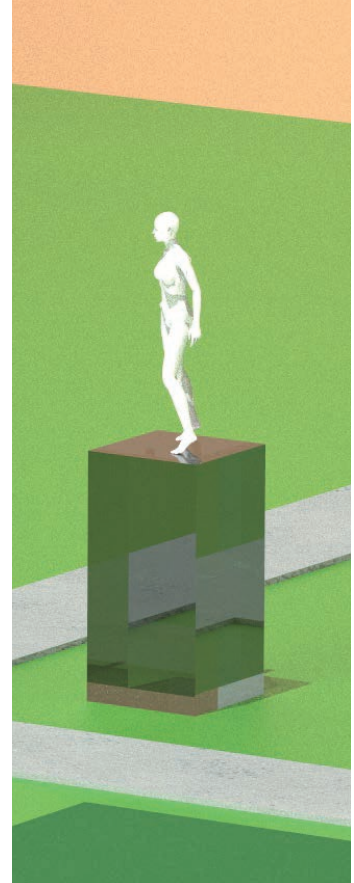


MANNEQUINS

8.4 MANNEQUINS

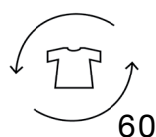
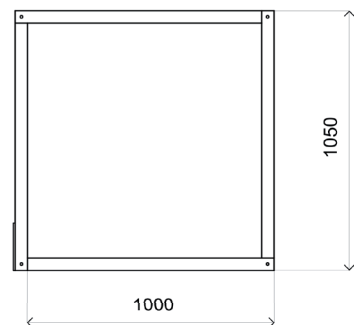
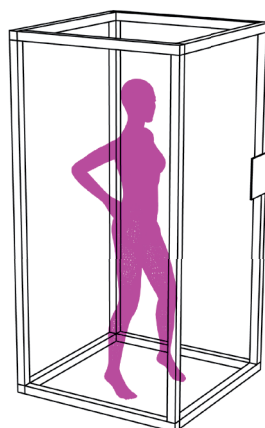
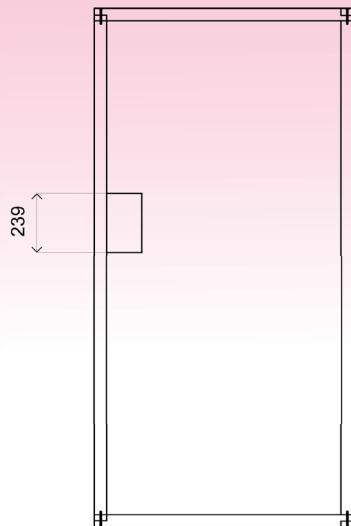
8.4.1 PROCESS

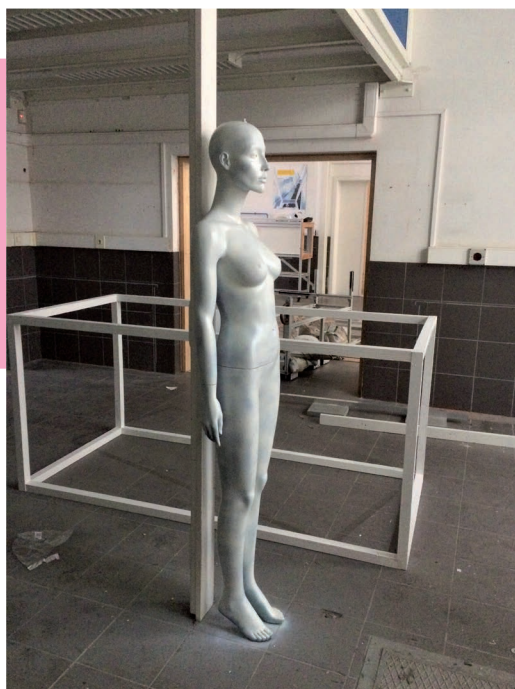
Fashion mannequins represent another well-known symbol of fast fashion (and fashion in general). Our initial proposal shifted their meaning by putting them on 2 meter high pedestals reimagining them as antique statues. By putting two of them (one male, one female) against each other, there would be dialogue created. The pedestals would be covered in mirror-like surface and possibly ethical questions for the visitors, playfully reflecting their behaviour.





After considering both pricing and stability of the construction, we were again forced to make quite significant changes. We decided to place the mannequin inside the pedestal, creating sort of a cage or vitrine. The wall behind the mannequin would be filled with mirror surface (similar to the one used in the price tags) and would contain “FAST” or “FAIR” sign accordingly. Placing two of these mannequins facing each other would create the desired conflict and spark discussion among visitors. However, in the end, we decided not to fill in one side of the cage. Again, mainly because of the wind.





8.4.2 FINAL

Even though the concept remained the same, we attached a mannequin story to each of the frames and painted both the mannequin and the construction in the same colour (black and white). The installation was made out of 50x50mm spruce timber. The final dimensions of the cage were 2000x1000x1000mm. The mannequins were attached to the construction by fish-string.

The installation created a visual dominant of the whole event by carrying a powerful and simple message.





HELLO, I AM FAIR FASHION

or just fashion, really. In an ideal world at least. But I'll tell you a secret: not that long ago I was the only one! Yeah, I know, shocking.

Everybody keeps calling me sustainable, eco, green. Ugh, are you fed up with these names as much as I am? I am just the normal state of mind. I am the way things should be.

My neighbour over there kept me starving lately but I feel like it might be getting better soon. Maybe even thanks to you?



HELLO, I AM FAST FASHION

and I know you really well! You are my favourite type of person: a first world person. Tip for this summer? Unicorn flip flops! Poor people will make them for you, but don't worry about that. Just buy them and it will make you happy - I promise. Do not wear them too long though, otherwise they will become toxic. Literally. Haha, they are funny those unicorn flip flops.

Okay, enjoy your privileged life.

Oh, and by the way, unicorn flip flops are getting kind of outdated. But shh!





T-SHIRT EXPERIENCE

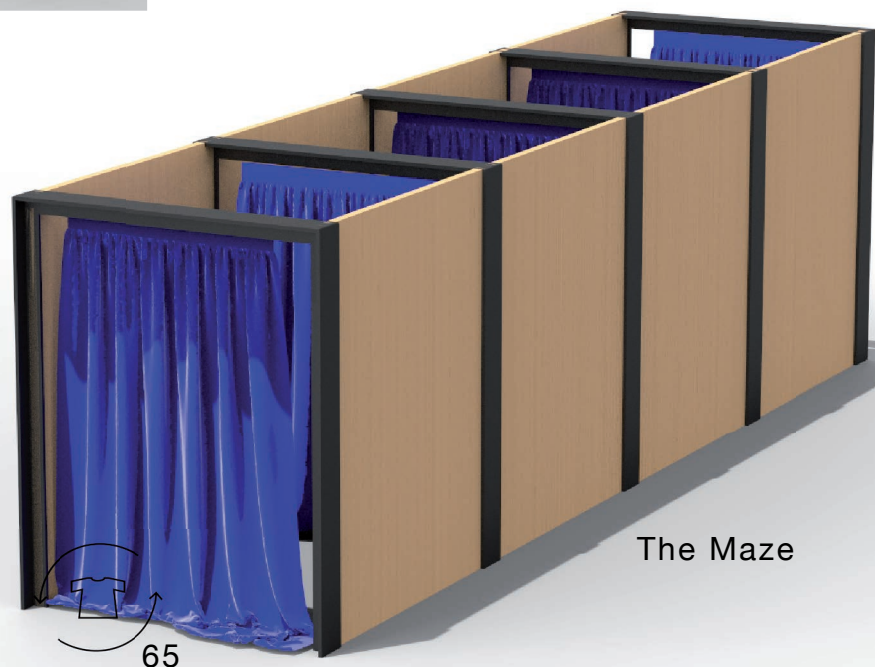
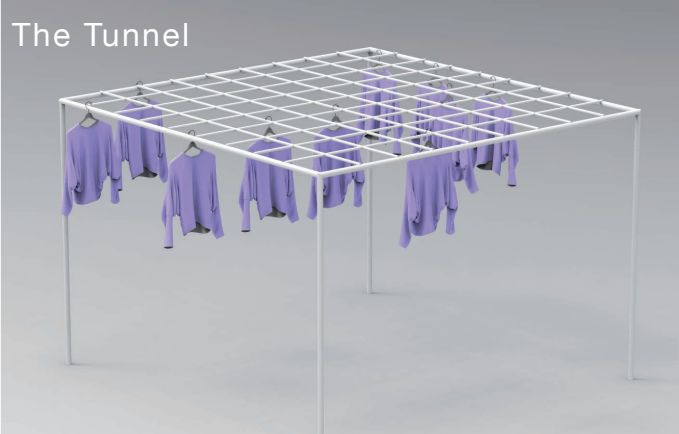


8.5 T-SHIRT EXPERIENCE

8.5.1 PROCESS

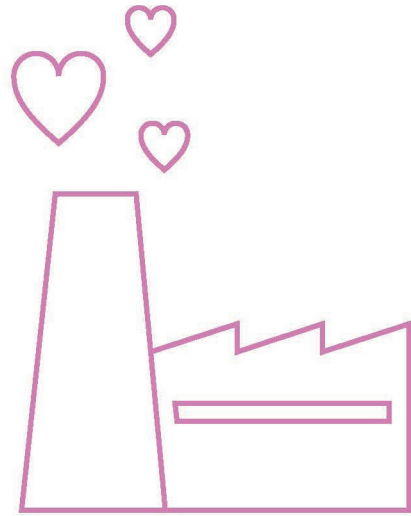
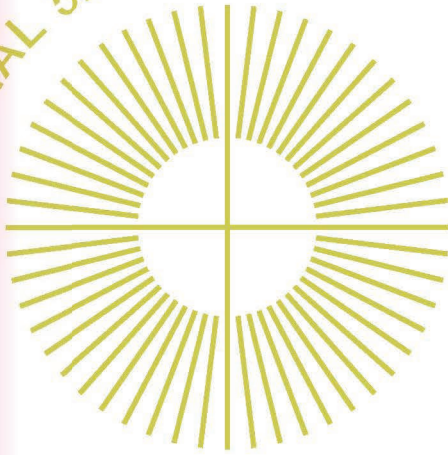
Apart from the price tags, we wanted to provide another substantial experience which will be both entertaining and educational. We found printed second-hand t-shirts to be the perfect medium for that. Initially, we imagined a single row of t-shirts which would literally work as a textile book. However, the user willingness to participate in such an installation would not be sufficient. That is why we designed a more attractive square version. The idea was to create a maze in which the visitor could enter and experience fast fashion with all senses. The third option was to build a tunnel with several distinct sections. A user would go from one end to the other visiting all of the parts. The experience would be less confusing and possibly more attractive, but it would also be challenging to build.

The Tunnel



The Maze

NORMAL 52 SEASONS



KEEP EMITTING



I AM ENDLESS

THIS IS



A FAIR DEAL

First generation T-shirt/patch designs





8.5.2 FINAL

Similar to previous showstoppers, the final solution was significantly different. Given the strict restrictions at Hof van Liere, we decided to the more flexible concept. We recreated second-hand t-shirts with bleaching technique and ironed distinctive embroidery patch on each of them - choosing a sustainable approach. Afterwards, we displayed them on clothing racks and shopping trolleys (around 200 pieces) mimicking competitive atmosphere of a flea market with fast fashion. That created this sharp contrast we loved. Again, repeating the motif of conflict between fast and fair, which is present in all aspects of our project.

On the event, we sold the t-shirts with the notion of donating the profit to a charity organisation - Street Children Leedo. We sold around 20 t-shirts in total. The final young look of the t-shirts very well corresponded with our target group and was received positively. Created second-hand collection can be easily multiplied and can be used as promotional material for future events.

Rack design



Final patch design



STYLISH

ART





FAST
FASHION
SOCKS

FAST
FASHION
SOCKS

FAST
FASHION
SOCKS

70



FA

TEXTILE BENCHES
& OTHERS

8.6 TEXTILE BENCHES

We knew from the beginning that we want the middle green area of Hof van Liere to be the main relaxing area. Unfortunately, it is forbidden to place any more significant object on the grass. The original idea was to create small sitting furniture out of second hand or waste textile. It would not be large enough to damage the grass, and it would show a secure material connection with our main topic.

Fortunately, our partners from WHM offered us a solution. We used their 80 kg compressed blocks of textiles as benches and spread five of them across the grass. To make use of their full potential, we also created stickers for each of them, informing anyone about the story behind the average 80 kg of clothing (using the facts from the price tags).

PROVIDED BY WHM
 YOU ARE SITTING ON **80KG** OF 2ND HAND CLOTHES.

80KG IS THE AMOUNT OF CLOTHES 4 PEOPLE BUY YEARLY.

PROVIDED BY WHM
 YOU ARE SITTING ON **80KG** OF 2ND HAND CLOTHES.

80KG OF CLOTHING PRODUCE 560KG OF GREENHOUSE GASSES DURING THEIR LIFECYCLE.

PROVIDED BY WHM
 YOU ARE SITTING ON **80KG** OF 2ND HAND CLOTHES.

80KG OF COTTON NEED 1.6 MILLION LITERS OF FRESH WATER.

PROVIDED BY WHM
 YOU ARE SITTING ON **80KG** OF 2ND HAND CLOTHES.

80KG OF CLOTHES NEED 80KG OF CHEMICALS TO BE PRODUCED.





8.7 FOOD AND DRINK STALLS

Most of the market stalls of the Fair were located at one side of Hof van Liere, in front of the entrance to the university library. In the beginning, we had an idea of making the whole space more appealing by placing 2-4 additional stalls around the central grass area. They would have built around existing wooden benches to intervene with the grass as little as possible. Original polyester cooling boxes would have been used for storing finger food and beverages (with emphasis on Indian cuisine). The front panel would be possibly also covered in the mirror-like surface which can be also used for writing the menu. Overall would these stalls make visitors enjoy the whole space of the Fair and all of its attractions.

We decided not to build these additional stalls on the event because of logistical difficulties with having food and drinks in several places at once. Eventually, we opted for placing snacks and refreshments in standard tents next to the Indian catering.



8.8 WORKSHOPS

Two weeks before the day of our market, it occurred to us that an interesting idea could be to impart workshops for our visitors. As a result, we could teach our target group how to be more sustainable with small gestures they can make in their day today.

For determining the workshops, we made a research on the internet about different ideas within the fashion field. After the analysis, we chose three various workshops that best fit our objective. We wanted workshops adequate for our target group, so not too simple and not too difficult. Moreover, the time could not be longer than 30 minutes.

The next step in performing the workshops was buying the materials and trying them at home. The tests were satisfactory, and we learned quickly how to develop them. At this point, we were ready for the workshops. Moreover, we added them to the schedule, and we posted information on Facebook but not on Instagram.

The first mistake was made here because the workshops were not advertised correct because we did not mention them on the poster. Besides, we did not talk about them in the offline campaign, and they had not a separate, specific post.

Once we arrived on the day of the event, we realised that we did not plan any tent for doing the workshops, so we improvised and decided to make them only if someone asked for it. As we imagined, the factors of the lack of the right advertisement and the stress of the student for the exams, nobody asked for them, and we did not execute the workshops.

It is known that mistakes help to improve. So we will recommend next editions not to commit the same error again and prepare a good strategy for the workshops at least one month before the market day.



Even though we did not realise the workshops, we will explain briefly what we prepared:

The first workshop that we developed was called “T-shirt yarn”. It consists of cutting the T-shirt until you transform it into yarn and later, you can create a shopping bag. As a material for one kit, you need two T-shirts and scissors. To craft the bag, is it necessary to cut the T-shirt strategically until you get the yarn. We prepared ourselves the thread because it takes a long time and we did not want the visitors wasting time on it. The next step is to sew the yarn just with your fingers and create the bag shape.

The second workshop was called print canvas bag. This workshop consists of decorating a shopping bag with abstract shapes of paint. To produce the desired result, it is just necessary to have colour, yarn, a book, scissors, a blank bag and a sheet. The process starts with laying the T-shirt on a work surface. The second step is cutting 30 cm of yarn and bathe it

in the paint. The thread is collocated with an abstract shape on the T-shirt. Without moving the yarn, the paper and later the book are upheld above the yarn. Finally, we press the book, and we pull the thread.

The final workshop was called “self-made laundry soap”. The workshop consists of elaborating a laundry soap. The materials required are regular soap, baking soda, a grater, a mould, a pot and some water. The process starts grating the soap at the same time that the water is heated in the pot. The next step is to add the grated soap in the water until it is dissolved. At this point in the process, the baking soda is added, and it is necessary to wait until the ingredients are mixed. Finally, we add the laundry in the, and it is extracted when it is cold.

Besides our mistakes, the team thinks it would be nice having workshops next editions, so we would be very grateful if our recommendations helped to work out a workshop concept.



9. AFTER THE MARKET

9.1 AFTER MOVIE

The video was made to remember the best moments of the market. Furthermore, it will help the team to hold the final presentation and to explain the concept visually in the future. Moreover, the video will help the next edition to have an idea about what the project is about and the atmosphere that they will have to develop.

Although USOS provided an aftermovie, we also created one by ourselves for the class presentation. The reason for creating two movies is because we wanted to add the working process to the video and not just display the day of the market.

Luckily the Fair also appeared in the Belgium news. The regional television ATV visited us during the market. They recorded the Fair showing everything that was presented on the market. This report will be useful for future presentations of the project. Moreover, our work and the philosophy about sustainable lifestyle reached more people.



Anna and Vincent promoting the market on national television



9.2 BUDGET

USOS provided €1.500 as a budget for accomplishing our market. The budget was a sufficient amount of money, but we needed to spend it responsibly and efficiently nevertheless. As a result, we created an estimated budget plan to be sure that we disposed of sufficient money for the showstoppers, drinks, food, cups and rest expenses. Moreover, we created a shared excel document for noting everything that was bought, so it was easier to communicate the money situation with everyone in the team in every single moment.

	Material	Money spent	Total
Pricetag	Structure	27,8	140,47
	Survival blanket	6	
	Rope	20,07	
	Nails	6,6	
	Mirror amazon	15	
	Sticker	65	
Offline Campaign	Wood	10	10
	Stikers	-	
Mannequin	Wood	63,84	72,84
	Spray	9	
Posters	Print	95	121,4
		26,4	
Drinks	Normal beer	40	317,51
	Bio-planet	34,37	
	Bio-planet	8	
	Bio-planet	9,06	
	Bio-planet	226,08	
Food (YES)	Indian desserts	20,78	65,6
	Euro Asia	7,4	
	Indian shop	9,65	
	Indian shop	21,19	
	Delhaize	1,21	
	Delhaize	5,37	
T-shirts (YES)	Ikea structure	17,98	259,37
	Second hand t-shirt	33,6	
	bleaching	1,29	
	washing	16,5	
	washing	20	
	patches	170	
Workshops (YES)	Soap	8	14,61
	Action	5,13	
	Action	1,48	
Others	Boxes	8	436,46
	Car	216,02	
	?	12,89	
	Schleiper Ant-shop	4,76	
	Schleiper Ant-shop	12,89	
	Schleiper Ant-shop	4,76	
	?	14	
	Schleiper Ant-shop	26,75	
	Brico	59,34	
AVA	77,05		
TOTAL			1438,26



10. PROJECT MANAGEMENT PLAN

In order to guarantee a successful course of the project, we started the semester off by creating an in-depth project management plan (PMP). The goal of this plan is to cater a structured summary of all the tasks at hand up until the occurrence of the event. The PMP was designed to be easily adaptable, as it was quite sure that changes would have to be made along with the further development of the event. This chapter describes how we started working on the PMP, which obstacles were overcome during the course, and how we used the flexibility of the PMP to adapt to the course of the project.

	Vincent	Carlos	Anna	Marta	Prokop
Event	A	C	C	R	C
Marketing	C	A	R	C	C
Vibe	C	C	C	A	R
Visuals	C	R	C	C	A
Contact	R	C	A	C	C

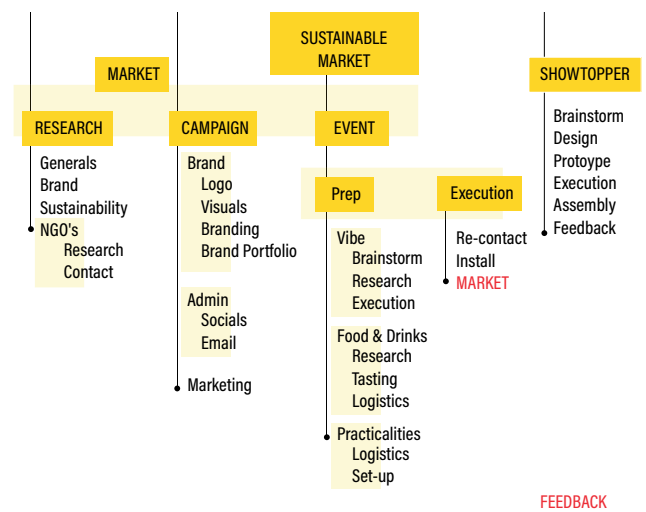
R Responsible
 A Accountable
 C Consulted

Initial task division

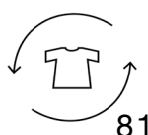
10.1 FIRST VERSION

The first version was the hardest to create. The full scope of the event was not yet clear, but we were asked to make a complete PMP nonetheless. That ensured that, despite the limited knowledge of the project, we - very deliberately - had to guess how long certain parts of the project would last, and whom probably was best capable of being responsible for this part. To ease this selection process, the team pre-assigned every team member with a certain role and divided certain task groups accordingly.

Consult appendix 10 for more information on how we executed this, and for a high-definition version of our PMP.



WBS





10.2 ADAPTATIONS

After considerate surveys and user feedback, the team had to start over with its branding strategy. Since we received this feedback long after the initial deadline to have it finished, this profoundly affected the project's management plan. In two weeks, we had to completely redo all previous work, which delayed the process for at least eight working days.

Consequently, the remaining time slots in the PMP dedicated to the showstoppers and contacting NGOs had to be moved to the time slots after the Easter holiday. Because of this, we once again refined the task distribution in the group and included buffer time in the schedule to account for future similar hindrances.

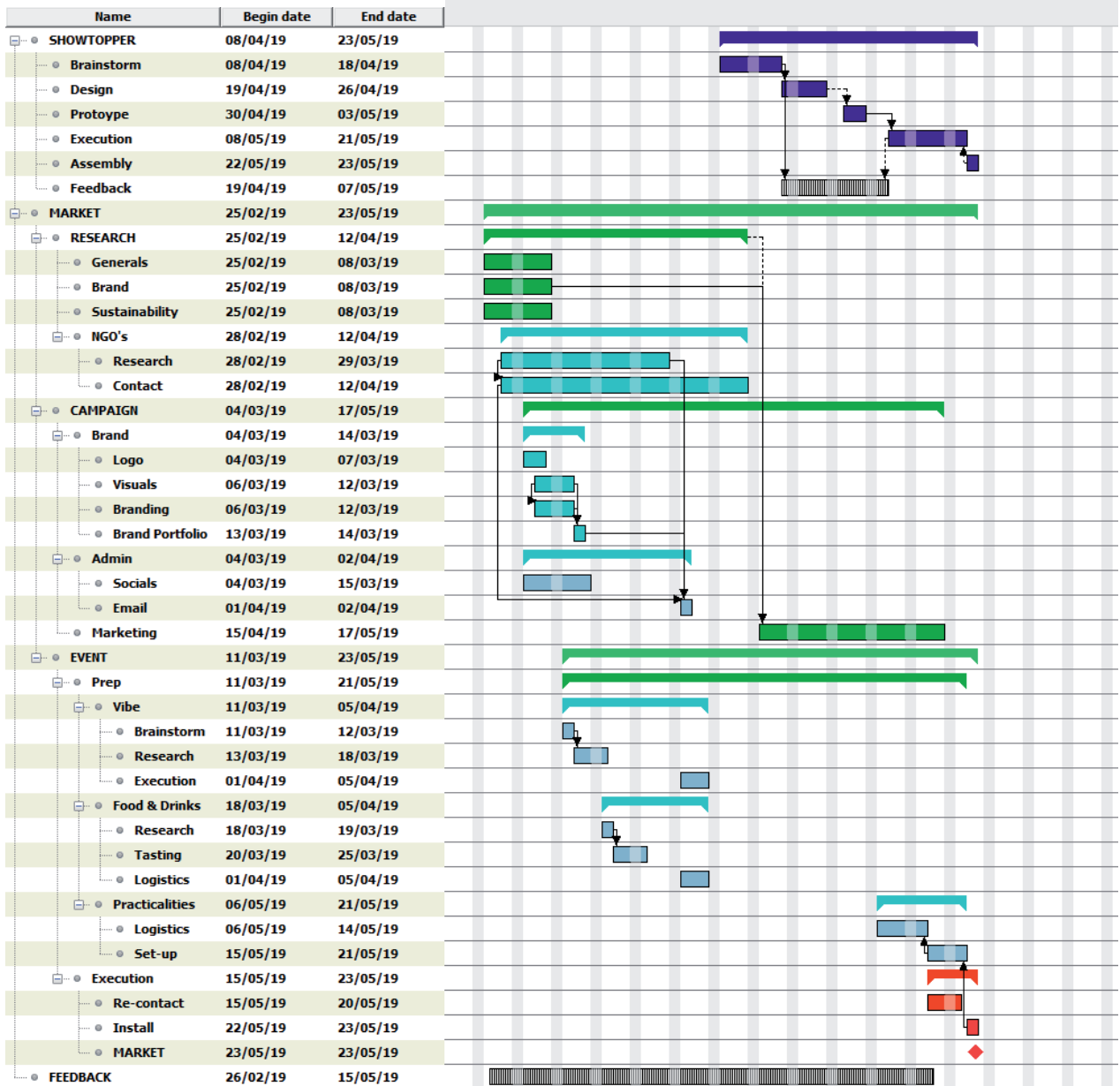
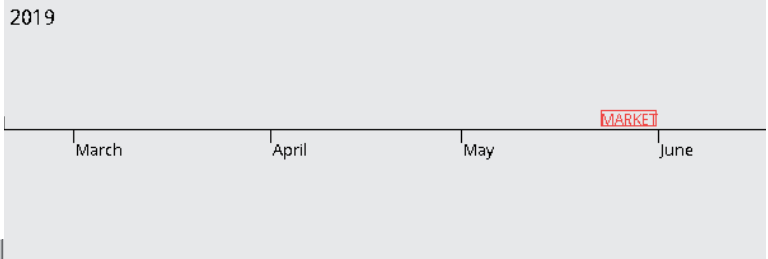
The showstoppers took the most significant amount of time in comparison to the time scheduled in the PMP, as did the communication. The newly calculated buffer caught this exceptionally well, although some minor slowdowns caused us to include more working days in the

schedule than previously foreseen. That was not an ideal situation, as it caused us to forget about necessary arrangements yet to be made for the final weeks of our project.

All adaptations on the PMP were created based on the original file made in GantProject, or on big paper spreadsheets which we then hung up on the wall. Unfortunately, we have no pictures available of our paper adaptations.



10.3 IDEAL TIMELINE





11. RECOMMENDATIONS FOR NEXT YEAR

In this chapter we will provide a listed overview of our recommendations for organising the sustainable market. This overview is divided into XXXX chapters, and aims to be structured as chronologically as possible. See 'Ideal Timeline' in the previous chapter for a better reference to an ideal timeframe for organising the event.

Note: The following part is written to advise next year's team. Since this chapter addresses them directly, a more informal style of writing is used.

11.1 FIRST STAGES AND GENERALS

- Include enough buffer in the project management plan. Unforeseen obstacles will come later on in the project. Therefore it is essential that the project plan is flexible, adaptable and well in time of the deadline. Be realistic and a little optimistic, but make sure that enough buffer is included for future modifications.
- Get (insightful) feedback. One of the main setbacks was having to start all over again on the name and branding. It is partially to blame by us not getting enough feedback from relevant customer groups -and a little stubbornness from our side.

KILL YOUR DARLINGS

Be prepared to kill off your darlings. We settled on a name and branding very early on in the project but discovered many weeks later that the direction we were going with the first communication and brand strategy was not at all appealing to the main group of visitors. Since we were so invested in the first brand name already, throwing this idea completely overboard and having to start from scratch was not easy for us.



- Speaking of branding: try and decide on a general direction for the market early on in the process. The earlier you do this, the earlier and more efficient you will be able to create social media pages, email drafts, a general visual direction for posters, showstoppers, etc. As this is a task best executed by the whole group, finishing the branding in an early stage will give you more freedom to divide more specific tasks one a more efficient and flexible way, early on in the project.

- Create a transparent internal communication system. Communication is critical, so decide on a single means of communication early on in the project. Create a Whatsapp or Messenger group, and start structuring a Dropbox, Google Drive et al. right from the beginning. That will keep chaos and misunderstandings at bay and will serve you very handy later on in the project.

- Maintain a positive team' atmosphere'. As with any project, the process had many ups and downs. Setbacks and intense discussions are inevitable during a project of this scope, and therefore, it is essential to maintain a positive and empowering internal team' atmosphere'. Take some time to relax with the whole group after project hours, and make sure to include some external Team Building time in your weekly schedule. Our tip: go for a beer or coffee from time to time.

11.2 COMMUNICATION

- Social media campaigning and posters do work but include some other form of offline advertising as well. Real, live interaction with your target audience will be more memorable than less tangible things like online campaigns and posters. Although online campaigning can offer you great insight into many different statistics, we noticed that an offline campaign (e.g. our drawstring survey) resulted in a more extensive conversion than any of our other campaigning means did.



- We had a great experience printing promotional material with Printdeal.be, an online printing service with a main establishment and pick-up place in the city centre. Printdeal.be was the fastest, cheapest and most convenient printing place we could find.

- Be consistent with social media posts. Another reason why deciding on branding in the early stages of the project is essential. Consistency is critical if you want to create a memorable image of the event for the desired target audience.

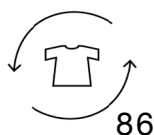
The earlier the decision on a general branding direction is made, the earlier you can start putting out content. We advise starting promoting the event online at least six weeks before the market.

Note that the more in advance you do this, the better you will be able to prevent and check for any possible confusion or conflict with other, already existing events or brands.

- Share login details, but divide precise tasks on who is responsible for what on each of the communication platforms. It is essential that every member of the team has access to all means of communication, but smooth communication will not happen without a clear division of responsibilities. We found the best balance by dividing our group in two: one social-media-team and one mail- and phone-team.

- Create a centralised email address for communication with the supervisor, NGOs and different organisations. This way, essential emails will not go unnoticed, and the whole group is held -to some degree- responsible for all important communication.

COMMUNICATION IS KEY





11.3 ORGANISATION

- Be on time with every request made. It is the most critical advice we can provide when organising the sustainable market.

LOKAALBEHEER, UNIVERSITY

- ‘Lokaalbeheer’ or room management, is the University’s service that is in charge of the management of all the University’s premises, class- and lecture rooms.

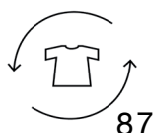
You will need to consult them for any matters concerning electricity, water, general permissions and approvals. The best way to smooth out the approval process is to have one general, well-prepared meeting two months before the market. For follow up questions and remarks, it is not necessary to make an appointment: it is possible to pass by when in need of a quick reply.

- If you need keys for any of the doors in the University, do not consult them. Instead, go directly to the head management services, situated in the same building.

11.4. FOOD AND DRINKS

- Outsourcing the catering is an efficient way of arranging food for the market, but mostly not very profitable. Most catering companies will charge a fixed price directly from the customers. It will, depending on which kind of food, probably be better quality than most of the food you could prepare yourself during the event and will save you many logistic troubles.

- Having drinks delivered by a beverage trader (or ‘brouwer’, in Dutch) directly at the market is a possibility but will cost more than any regular supermarket. Bio Planet has an extensive selection of exotic drinks, and when agreed upon beforehand, they will even have the drinks cooled when you come to pick up the order. Bio Planet allows the return of any unopened packaging.





11.5 NGOS & ORGANISATIONS

- When starting researching any possible NGOs or organisations, start very broadly. Make sure to email any relevant organisations, and call them several days past the initial mail in case you do not receive any answer by then. We experienced that many companies withhold showing up to the event because of the amount of NGOs (and the absence of similar companies) that already confirmed their presence. An excellent way to avoid this is to focus on confirming companies first, and only focussing on arranging NGOs when you already have a set amount of companies confirmed.
- Use different means of communication when contacting NGOs, businesses or organisations. Do not be afraid of using social media or real life encounters to arrange more booths for the event.

- Be sure to ask for additional confirmation, at least ten days before the market. The most efficient way to do this is by phone. This way, you will avoid last-minute cancellations and will still be able to resolve any last-minute problems or points of discussion.
- Search for similar sustainable events, and use their network. We experienced that organisations that did similar events were more than happy to share handy contact information or were able to put us in contact with their network.
- The University's sustainable services (Milieudienst, for example) are always willing to exhibit at the market. Communication goes flawless, and cancellations are very rare.
- It is advantageous to go more in-depth on how the booth will look like when emailing with the NGOs. That will provide a better image of the market itself beforehand, and prevent any possible disappointments or misunderstandings later on.



- We experienced that booths that did not offer a large amount of interaction with the visitors were the least popular. Be transparent about this when communicating, and look together with the NGOs for ways to up the interaction level in their booth. Students tended to be more interested in the shops than in any NGOs. We figured that students get more value in getting to know a specific face behind a particularly exciting brand, than a 'faceless' NGO.

- Be clear about the presence of a secondary theme in your market (India, in our case). Communicate well with USOS to make sure you include enough elements from this second theme in your market as well.

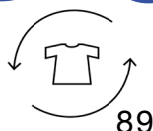
11.6 TENTS, GATE 15 AND PRACTICALITIES

- It is possible to rent tables, chairs and tents from the city's free loan program. If you want to use the red tents on the market, it is necessary to request submission at Gate 15 (Kleine Kauwenberg 15). Important notice: Gate 15 only allows approved student organisations to request a submission.

To avoid having to pick them up yourself, contact MODULOR (Product Development's student organisation) as early as possible and ask them for contact details needed to submit your request. The request has to be submitted at least six weeks before the event. The tents come in big crates of five. We advise ordering three crates.

It is highly recommended to order tables and chairs through the city's service as well. Delivery and pick-up date cannot be changed after the six weeks deadline.

IN NEED OF THESE?





- We needed to hire a rental car to pick up the tents ourselves. That cost extra money, but having an independent means of transport was worth it in the end. Since we had to transport several big appliances ourselves as well (cooler, clothing cubes, etc.), having the van and being able to drive it ourselves (and plan our trips accordingly), eased out logistic problems we would have encountered without the van.

We recommend renting from 'De Roeck' since their pick up location is very near the city centre, they are cheap, and you have the possibility of renting huge trucks with a standard (even international) B-license.

- Count on fellow Belgian students for big appliances like additional tables or coolers. Many Belgium youngsters are still members of a youth movement, and most youth movements will be able to provide you with these matters at no cost.

- Take into account the timing of the event. Our event was close to the University's first finals-week. That made it harder to sell drinks, and beers in particular, because most students were more focussed on studying than on the market, and preferred to take their break somewhere else. Getting live music approved is increasingly difficult as well, this close to the finals period.

- Make a very detailed and precise plan for at least the last four weeks before the market. Plan every small thing out, leave some buffer zone but do not leave any margin for error. Include who will contact which organisation, who is responsible for last-minute print jobs, running errands, etc.

- Keep in mind that NGOs work on a volunteering basis, and there is always a chance of cancellation. It will not hurt having a backup plan (or multiple) in case someone cancels last minute. We had to deal with four significant NGOs cancellations, all within eight days of the actual event date.



11.7 SHOWSTOPPER

- The 'Fablab' (Lange Klarenstraat 17) is a fantastic place to prototype early versions and fabricate your final showstopper. They facilitate 2D and 3D material processing technologies and charge no extra usage fees for any machines (except their big CNC machine). Constructive and friendly high-school teachers run Fablab+, and open for anybody every Tuesday and every first Wednesday of the month.

That is, however, their only downside: since it is open for everybody, very long waiting lines can ensue. That will most likely be the case for their laser cutters. 2D plotters, 3D printers, desktop CNC and almost any other device, will most likely not have a waiting list.

- Other secret advice: students from the Royal Academy of Arts rent the whole Fablab+ every Tuesday, from 13:00 until 21:00. As long as you ask nicely and do not use the laser cutters, they will allow you to work there as well.

- Product Development has three laser cutters, and two amicable staff members (Danny and Carlo) that will want/have to assist you in operating the machine. Two small downsides arise. Firstly, you are not allowed to use any of the machines on your own.

That means less time for experimenting, and trying out different versions, since it is necessary to wait for Danny or Carlo to be available to laser cut something. Secondly, mostly the use is free, but sometimes they do charge for it (depending on the amount of engraving, etc.).

- Be very considerate of possible 'Belgian Weather' when designing the showstopper. There is always a possibility of rain and strong winds, so keep this in mind when starting the design process.



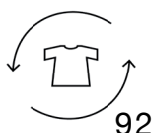


- Our team experienced that the most successful showstoppers were the ones with the highest level of possible interaction. The visitors tend to interact with the installation, and keeping this in mind during the design process can unlock greater potential for your project. For example: create a moving showstopper which only moves when interacted with by a visitor. That will not only pique the interest of other visitors but make the whole experience even more memorable for the people that experienced it.

- Do not forget to consult the general safety officer and the staff members from room management with your ideas before executing them. The safety officer will mostly provide a piece of advice on how to ensure everything is safe and is very comfortable exchanging any ideas or concerns. The staff members from room management will need more convincing, unfortunately.

GOOD
LUCK

All best,





12. CONCLUSION

The purpose of this report was to provide an overview of our work process and the results of the Fair. To conclude with our final report, we would like to point out learnings we took from this EPS semester.

Referring to our primary goal: to raise awareness about sustainable fashion, we are confident that we were able to make the impact of fashion more present. We were able to raise awareness through the market as well as our offline and online campaigning before the Fair.

During our research, we learned a lot about the fast fashion industry and are more aware of our personal consumption behaviour.

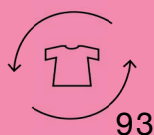
As you can see in the separate conclusions of each part, there was room for improvement during our process.

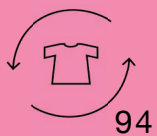
We attributed that especially our communication approach, which was a combination of posters, offline campaign, and mailing, could have been different, to attract more brands.

However, as you can find in the final report, we are overall happy with the outcome of the Fast Fair. During the Lunchbreak, many people were present at the Fair and were open to learn about sustainability. Thanks to our evaluation, we saw that our target group appreciated our informing showstoppers and stalls. Almost all food and drinks were sold out, and since the weather was excellent, there was a large number of students enjoying the sun while seating on our T-shirt pillows. Also, students that passed by as well as the location of the Fair 'Hof van Liere' were responsible for the success of the Fair. Since the Fair was sustainable, we were able to work overall durable with materials we used for the stalls and showstoppers. It was not possible to work fully sustainable due to the lack of time and the financial budget.

Moreover, we took learnings from positive as well as negative results of the Fair and were able to grow as a team and on a personal level.

Finally, we would like to say that it was a pleasure for the Team to work on this project, and we appreciated the opportunity to study at the University of Antwerp. Taking part in the courses that the EPS program has offered to us, helped us on a personal and professional level. More information about the EPS courses can be found in the Appendix. (see appendix 7)







FAST
FAIR

Organized by University of Antwerp
& USOS



Located in Hof van Liere, Antwerp

Sustainable Fashion Fair

India edition



 **USOS**
University Foundation for Development Cooperation
University of Antwerp

 **Faculteit**
Ontwerpwetenschappen

THANK
YOU



APPEN DICES

1. TEAM
2. SURVEY
3. MAIL
4. SCHEDULE
5. TARGET GROUP
6. BUSINESS MODEL CANVAS
7. EPS COURSES
8. CONTACT INFO
9. PRICE TAGS
10. PROJECT MANAGEMENT PLAN
11. STYLE GUIDE

TEAM



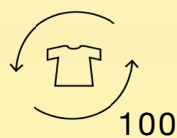
VINCENT

CARLOS

MARTA

ANNA

PROKOP



APPENDIX 1. BELBIN TEAM ROLES AND RULES

In the first week of the project, we made the Belbin test in order to know which of the roles were suitable for each one of the group members. After analyzing the test, we got some results that helped us to know in advance how to work within the group. The results showed that Anna is communicator, Carlos is explorer, Marta is conformer, Prokop is dynamo and Vincent is navigator. Furthermore, all of us established an improvement proposal to carry it out during the project.

Anna. Resource investigator + Coordinator = Communicator

“I would like to develop my role as a communicator in general. Working with different personalities as well as different nationalities brings new challenges. Further I want to focus on organizing my work task and stay enthusiastic through the whole process.”

Carlos. Plant + Resource investigator = Explorer

“In this semester I would like to improve my “plant” side, my creativity and imagination. I mostly want to be more focused and try to not lose my concentration, those things are the weaknesses of the plant role, and also mine.”

Marta. Team worker + Implementer = Conformer

“I would like to develop both roles because, in my opinion, all the improvements are favourable. However, if I have to choose one, it would be the implementer. For me, it is great to enjoy routine because it helps to achieve better results. Moreover, I reckon that the correct organisation allows me to do more things at the same time.”

Prokop. Shaper + Resource investigator = Dynamo

“I am aware of my impatience which I hope will not be tolerated by my teammates and therefore will disappear. I will also have to learn to finish my work since I have a tendency to leave my ideas behind.”

Vincent. Coordinador + Plant = Navigator

“I would like to further develop my role as a coordinator, focusing more on developing open and controlled communication. I want to improve my ability to communicate faster, with other group members as well as outside stakeholders.”

Knowing all the roles of the team members, we also wanted to recognise which ones were our strengths and weaknesses as a team. Moreover, how to deal with the weaknesses was also established in our first week in Antwerp.

1.1 STRENGTH OF THE TEAM

The Belbin roles showed us that we are dynamic, eloquent, outgoing, expressive, curious, critical, unorthodox, imaginative, mature, confident and strong. Our strength is our creativity. We feel comfortable within our group and are motivated about our project.

1.2 WEAKNESS OF THE TEAM

Our main weakness is the lack of a clear organisation. Well worked-out planning is going to solve this (partially). A good project plan is going to make our team working abilities more efficient, reduce confusion on expectations, and make us more concentrated and focused.

Another weakness is the lack of variety of personality traits in the team. Everyone is leaning towards the same positive traits, which could lead to an abundance of certain aspects. Every member is talkative and expressive, which could lead to noisy meetings; every member has it is own vision and a great enthusiasm & drives as well, which could lead to crashing opinions.

1.3 DEALING WITH THE WEAKNESSES

We are missing a specialist, a monitor-evaluator and a completer-finisher. A strategic person is missing in our group. Well worked-out planning is going to solve our lack of organisation (partially). A good project plan is going to define our team.

If someone is absent/missing or underrepresented, we will focus on our rule 6: open and honest conversation. Each team member should be honest about their feelings and thoughts. Communication is essential for keeping track of progress and working together efficiently on tasks.

In order to have a better organisation and discipline in our process, we also created ten rules:

- Decision-making majority = $\frac{1}{4}$
- Start-off with an informal moment
- Secretary of the day: Photo + Google Drive
 - Mutual task list
 - Elaborate on opinions
- Honest & open communication
 - No meeting before 9 A.M.
 - Always remember rule n°6
- Group evaluation of the task list
 - Short applause in the end

SURVEY

APPENDIX 2. SURVEY BEFORE THE MARKET

Two months after the beginning of our project, we wanted to test our ideas. For this reason, we made a survey in order to know more about what the students think of them and how we were able to improve. We selected our main ideas and we transformed them into questions for the survey. The interview was filled out by 17 students that gave us their opinion.

Hi, on the 23rd of May there will be a sustainable Fashion market on the Hof van Liere. We, an international Team of Students, will organise the hole event. We prepared a short survey, to create a great event. It will take you 2 – 3 minutes and of course it is anonyms.

Are you a student at the University of Antwerp?

- Yes
- No, I am _____

How much time do you have to have Lunch on a regular Thursday?

- 0 – 1 h
- 1 – 3 h
- 3 – 5 h
- More than 5

Where do you usually have Lunch?

	1 (never)	2	3	4	5 (often)
at home/ Kot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
get a sandwich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Komida/ restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which name attracts you the most?

- Sweatshop
- Sweatshop Festival
- Sweatshop Market
- Sweatshop Event

What is the first thing that comes to your mind when you hear Sweatshop?

What kind of advantage would you prefer on an event?

- Bring 4 people to the event and get a discount
- Get an object before the event to get a discount on the event
- Share something on Facebook or Instagram and get a discount
- Getting no discount

Survey 1

APPENDIX 2

How comfortable are you with wearing a bracelet?

1 (not at all)	2	3	4	5 (comfortable)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How attractive are these Feature for you at the? (sust. = sustainable)

	1 (not)	2	3	4	5 (very)
Indian food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinks and chillout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facts about sust. fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workshop about sust. fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speech about sust. fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy sust. Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swap clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meet Ngo's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Survey 1

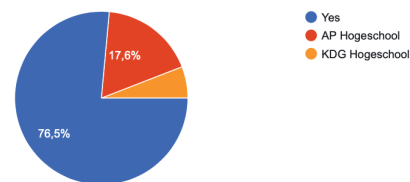
Thank you for helping us with this Survey.

The results showed that:

76.5% of the students were from the University of Antwerp. It was the required result because the market will take place in the main square of this University.

Are you a student at the University of Antwerp?

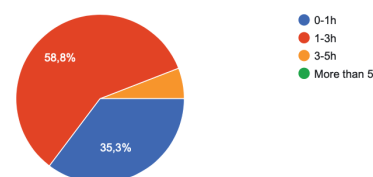
17 respuestas



58,8% of the students had between 1-3h for lunch on Thursdays. So, we could approximate the free time that they will have in this break. (Picture 5)

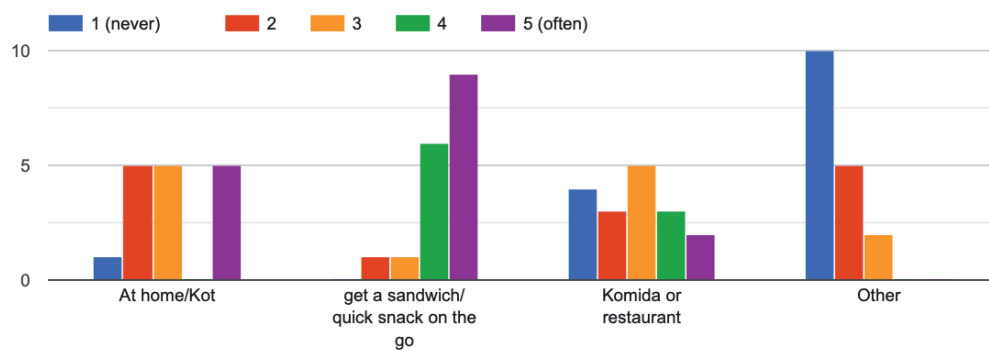
How much time do you usually have to lunch (on a regular day of class)?

17 respuestas



For lunch, they usually choose to have a sandwich or a quick snack on the go. With this answer, we realized what kind of food we can sell at the market. It is known that they want something comfortable, tasty and not too expensive.

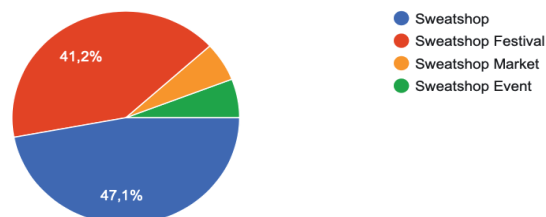
Where do you usually have lunch?



The most popular names were with just the main word or with festival rather than event or market. With this question, we realized that our first idea of calling our event market was not attractive, so we decided to change to a Fair.

As for the name of the event: which name attracts you the most?

17 respuestas



APPENDIX 3

Most of the surveyed knew what the word “sweatshop” was related to. However, we were thinking if we really wanted fast fashion brands as the image of our market or if, for instance, it would be better to change it. After talking with our coordinators about this, we decided to change the name into “Fast Fair” in order to battle the problem of the previous question and have another perspective more sustainable of our name.

What is the first thing that comes to mind when you hear 'Sweatshop'?

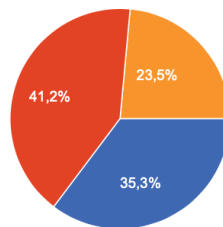
12 respuestas

Hot, eastern asian, bad labour conditions
Sporting thing
H&M, Zara, ...
Big fashion brands
Hot, sweaty, polyester
C&A, H&M, Uniqlo, ...
Cambodja, women
PRIMARK
primark
clothing

Due to the survey, we discovered that the people prefer receiving an object, which gives you a discount, rather than other kind of deal. As a result, our main idea for the object is a bracelet that we will provide to the survey users in the happening (it will be one week before the market). The person who keeps the bracelet will have a discount at the market itself.

What kind of advantage would you prefer on an event?

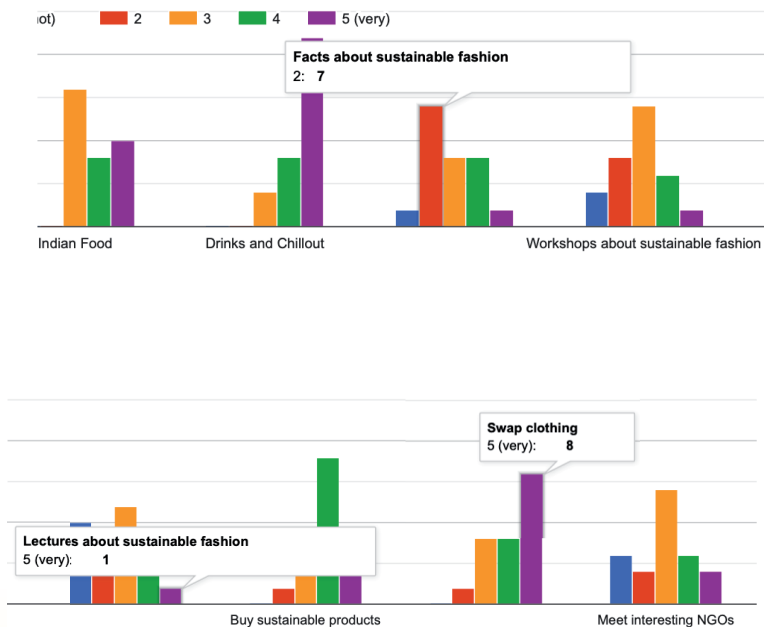
17 respuestas



- Bring 4 people to the event to get a certain discount on something
- Obtain a token or an object beforehand to get a discount at the event
- Share something on Facebook or any other Social media to get a d...
- No discount at all

The selected features for adding value to the event were drinks, relax area, and swapping clothes. This question provides us with extremely important information as we can recognize which are the preferences of our target group to be able to focus on them.

Which features would you consider added value tot the event



In conclusion, it is clear that this survey helped us to have an overview of the students thoughts. As a result, we readapted our plan to make the project more attractive.

MAIL

APPENDIX 3. EMAIL FOR THE EXHIBITORS

Due to the fact that we changed the sending of the emails depending on the person we were talking to, we created a template for explaining our market to the possible exhibitors. The template consists of an attached picture with our logo and some information and a written message with more explanation.



When: 23 May, 11-5 oclock
Where: Hof van Liere, University of Antwerp

The Sustainable Fair is each year organized by the European Project Semester Students and USOS. Each year the sustainable fair focuses on a specific topic: this year thats sustainable fashion.

Fashion is present in all of our lives. The social and environmental impact of fast fashion is huge. The Fashion Industry is one of the biggest in the world. Unfortunately, it is also one of the biggest polluters in the world - second only to oil. We buy fast fashion wear it once or twice, get sick of it and bin it only to begin the cycle all over again. The environmental and social impact of this behavior is significant.

Sustainability surrounds us every day. Especially nowadays climate marches set the agenda. However many students are not aware of sustainable living yet. We want to change that in an interesting and fun way.

Our mission is to create a fair, that is attractive for as many people as possible. We want to build an interactive event to promote sustainable consumer behavior for a student oriented market, with the focus on awareness raising. The theme for this edition is: "how fair are the clothes you wear? ", with a special focus on India.

Contact information:
Vincent Delrue
fast.fair@gmail.com

SCHE DULE

APPENDIX 4. TIME AND VOLUNTEERS SCHEDULE

We created two schedules; one for the visitors and the other one for the exhibitors.

SCHEDULE

23.05. Hof van Liere

09:45	Arrival exhibitors with breakfast
10:00 - 10:15	Breakfast granola provided by I just love breakfast*
10:15	Arrival exhibitors without breakfast
10:15 - 10:45	Time for preparing the stalls
11:00	Start of the market
13:00 - 14:00	ARKID music. Thomas and Vincent Delrue
14:30 - 15:00	DIY Workshops
15:30 - 16:30	Happy hour
17:00	End of the market
17:30 - 19:00	Swipping. Bring your clothes you don't wear anymore **
19:30	Start shopping / swapping **



*If you want the free breakfast provided by I just love breakfast, please send us an email. If not, we will see you at 10:15 for start preparing the satalls.

**Optional

Schedule Exhibitors

APPENDIX 4

We contacted the other EPS members and some friends for some extra help for the day of the market. The schedule of the day was created in excel in order to allow these volunteers to select the activity in concordance with their preferences. The week before the market, we sent them a link for having access to the excel, being easily accessible for everyone. As you can see in the pictures, some boxes are not filled by any volunteer. In these occasions, we were the ones holding these activities.

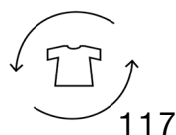
5/23/2019	Task	How many	Who
8:00	Build up Tents	As many as possible	Marie, Annalena, Emilio, Alex, Duy, Jules, Henar, Adriana, Gabi
8:30			
9:00			
9:30	Breakfast for volunteers	You are invited by I just love	Annalena, Emilio, Alex, Jules, Adriana, henar, Paula, gabi
10:00	build up Showstopper	Min. 4 person	Annalena, emilio, alex, henar, Adriana, Paula
10:30			
11:00			
11:30	Workshop 1: print canvas bag and tshirt	2 person	Adriana, Henar
12:00			
12:30			
13:00	Arkid Music	2 person	Thomas and Vincent
13:30			
14:00			
14:30	Workshop2: diy laundry soap	2 person	Ellen, Marta
15:00	Workshop 3: Tshirt Yarn	2 person	Anna
15:30	Happy hour		
16:00			
16:30			
17:00	Cleaning and drinking beer	As many as possible (we are faster with a many people)	Ellen, Gabi, Annalena, Isabela
17:30			
18:00			
18:30			
19:00			
19:30			
20:00			
20:30			

APPENDIX 4

5/23/2019	Task	How many	Who	Task	How many	Who
8:00						
8:30						
9:00						
9:30						
10:00						
10:30						
11:00						
11:30	Info Tent selling badges and hand out guides	2 person	Henar, Paula	Selling Beer & non-alcoholic drinks	2 person	Adriana and Gabi
12:00						
12:30						
13:00						
13:30						
14:00	Info Tent selling badges and hand out guides	2 person	Annalena	Selling Beer & non-alcoholic drinks	2 person	Josep and Alex
14:30						
15:00						
15:30						
16:00						
16:30						
17:00						
17:30	Seeling Leftovers (Drinks, Food, Shirts)	2 person	Alex and Josep	Arrange swiching room, help	2 person	Isa, annalena
18:00						
18:30						
19:00						
19:30						
20:00				Clean up swishing room	2 person	Isa, Annalena
20:30						

APPENDIX 4

5/23/2019	Task	How many	Who	Task	How many	Who
8:00						
8:30						
9:00						
9:30						
10:00						
10:30						
11:00	Selling Dessert, Lassi, masala	2 person	Annalena and Eleny	Selling T-shirts	2 person	Anne and eleny
11:30				Selling T-shirts	1 person	Mitte
12:00						
12:30						
13:00						
13:30						
14:00	Selling Dessert, Lassi masala	2 person		Selling T-shirts	2 person	
14:30						
15:00						
15:30						
16:00						
16:30						
17:00						
17:30						
18:00						
18:30						
19:00						
19:30						
20:00						
20:30						

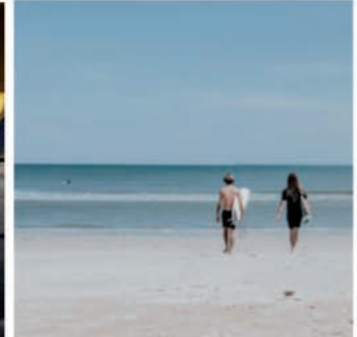


TARGET GROUP

APPENDIX 5. TARGET GROUP

"I heard about sustainable fashion, but I'm not sure what it is."

Eva Jansen



Age: 22
Gender: Female
Family status: single
Employment: Art – Student
City: Antwerp

Likes

- Loves to travel
- Wants to experience new cultures

Dislikes

- Lazy and ignorant people
- Unpunctuality

Habits in dealing with fashion

- Likes fashion but is not aware of sustainable fashion yet
- 70% big brands – 30% Vintage

Social

- Loves to meet friends

Hobbies

- Yoga
- Running
- Drawing
-

Goals/Takes

- Wants to make a good impact for the world
- Passioned about her studies

Habits in dealing with sustainability

- Vegetarian (not yet vegan)

Technological

- Uses smartphone, Laptop
- Active on social media
-

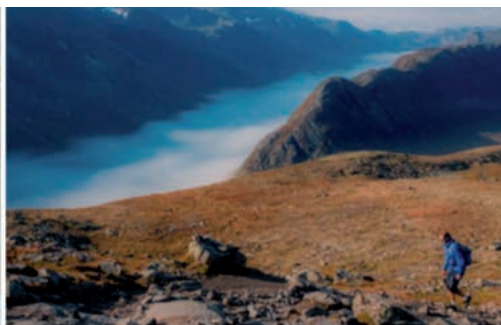
Physical

- Lives in a Kot in Antwerp
- Goes home every weekend to do laundry

Target Group: Students interested in fashion/ 20 – 30 Years/ love to buy 2nd hand clothes/ not aware of the impact of fast fashion

"I like fashion, but clothes have to be practical as well."

Jan Bilben



Age: 27
Gender: male
Family status: single
Employment: Student in Economics
City: Antwerp

Likes

- outdoor sports
- traveling
- healthy cooking

Dislikes

- messiness
- dark humour

Habits in dealing with fashion

- Likes fashion but is not aware of sustainable fashion
- 100% big brands

Social

- Goes out with his male friend group

Hobbies

- Sport: Running, swimming, hiking, snowboarding, gym
- Meet with friends
- cooking

Goals/Takes

- Wants to be the best in snowboarding
- To run the company of his dad one day

Habits in dealing with sustainability

- no activity's

Technological

- Uses smartphone, Laptop
- Active on social media

Physical

- Lives in a Studio in Antwerp

Target Group: Students not interested in fashion/ 20 – 30/ not aware of the impact of fast fashion

"I don't know why people still don't see the impact that fashion has on our environment."

Greta van Fleet



Age: 52
Gender: female
Family status: married
Employment: half time teacher/ half time working in an NGO
City: Antwerp

Hobbies

- sewing
- Gardening
- Playing piano

Likes

- Loves to go to local farms
- her social work fulfils her
- Animals

Dislikes

- People that do not concern about environment

Goals/Takes

- Create a better future for her children
- Wants people to be aware of sustainable and slow clothes

Habits in dealing with fashion

- Is aware of sustainable fashion
- Mostly shops in 2nd hand stores for herself and her kids

Habits in dealing with sustainability

- Shopping on local markets (fair trade products)
- Vegetarian
- No waste attitude

Social

- Active in lot of different friend groups and associations

Technological

- Uses Laptop and a smartphone for Whatsapp

Physical

- Lives in Wilrijk in a small house with garden
- Works in Antwerp

Target Group: NGO Workers /30 – 60/ is aware of sustainable living/ wants to inform others about the impact of fast fashion

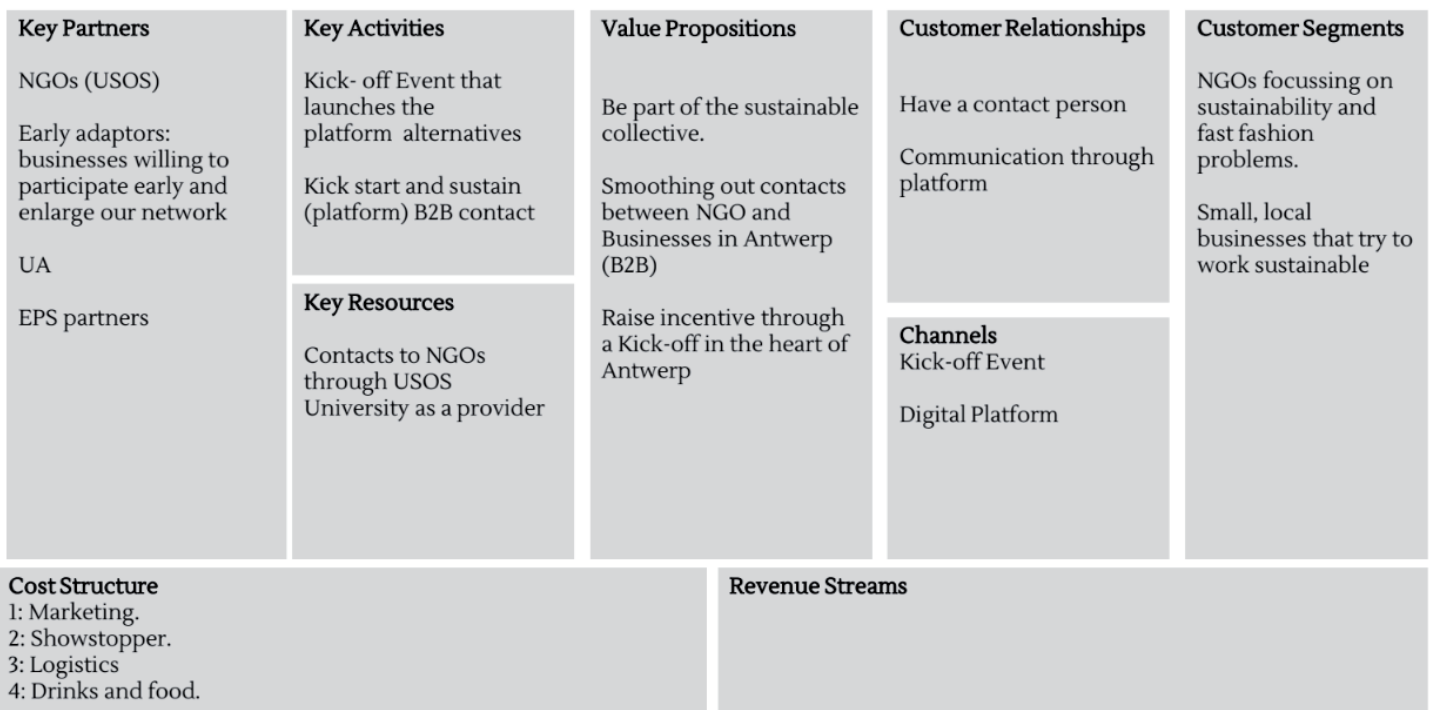
BMC

APPENDIX 6. BUSINESS MODEL CANVAS

Our business model canvas was developed in our business class. We had to present three different models in order to have different possibilities and choose the best one. Fast fashion collective, the student focus and the sustainable collective were our three different orientations for the canvas.

Firstly, we present the FF collective. The idea of this canvas was to create a platform for NGOs and Brands to combine their knowledge. In other words, the goal is building a platform connecting local NGOs and small Antwerp-based businesses. Create and stimulate more efficient and better relationships. The fair functions as an incentive and kick-starts the platform.

FF Collective – create a platform for NGOs and Brands to combine their knowledge



APPENDIX 6

The key activities were highlighted, as well as the value propositions and the customer segments. The main reason for selecting these three characteristics was because they add more value to this canvas. We also created a list with the points for and against of these characteristics.



On one hand, the points for are the following ones:

The new platform will stimulate a healthy and long-lasting co-op between the NGOs and businesses

Face-to-face and local contacts

Efficient communication

Central stepping stone for everything sustainable in Antwerp

On the other hand, the points against are the following ones:

Need for early-adaptors

More preparation for the Event needed: speaker, interesting content, building the platform itself etc.

Market entrance is more difficult

Event is already scheduled on a workday

APPENDIX 6

Secondly, we created the student focus. The idea of this canvas was to create a market for students to raise awareness of sustainability. In other words, the goal is to create an event which is attractive to students and educate them at the same time. Provide a relaxing afternoon, plant the 'sustainability seed' with students.

STUDENT Focus - create a market for students to raise awareness of sustainability

<p>Key Partners</p> <p>USOS UA EPS partners</p>	<p>Key Activities</p> <p>Marketing: set lure</p> <p>Remove the sustainable 'stigma'</p> <p>Organising the market, design showstopper (= trap)</p> <p>Key Resources</p> <p>Usos: €1500 (Personal) networks and contacts</p>	<p>Value Propositions</p> <p>Fun event: Sun, food, drinks, friends: lure</p> <p>'Cool' environment, trapped with sustainable info, facts, tips, etc.</p> <p>Result: relaxing afternoon, planting the 'sustainability seed' & removing stigma</p>	<p>Customer Relationships</p> <p>Contact during the market. Online contact during the previous weeks. Contact beforehand as a form of marketing</p> <p>Channels</p> <p>Physical: Posters, stickers, etc. Online: Marketing, video. Market: face-to-face contact and Showstopper</p>	<p>Customer Segments</p> <p>University students who are not aware of the sustainability movement.</p> <p>Students studying in the library that are searching for a moment of relaxation</p> <p>Passers-by: students crossing the market by accident</p>
<p>Cost Structure</p> <p>1: Marketing 2: Showstopper 3: Logistics 4: Drinks and food</p>		<p>Revenue Streams</p> <p>Selling drinks and food, sponsoring.</p>		

APPENDIX 6

The value propositions were highlighted, as well as the channels and the customer segments. The main reason for selecting these three characteristics was because they add more value to this canvas. We also created a list with the points for and against these characteristics.

STUDENT Focus - create a market for students to raise awareness of sustainability

Key Partners USOS UA EPS partners	Key Activities Marketing: set lure Remove the sustainable 'stigma' Organising the market, design showstopper (= trap) Key Resources Usos: €1500 (Personal) networks and contacts	Value Propositions Fun event: Sun, food, drinks, friends: lure 'Cool' environment, trapped with sustainable info, facts, tips, etc. Result: relaxing afternoon, planting the 'sustainability seed' & removing stigma	Customer Relationships Contact during the market. Online contact during the previous weeks. Contact beforehand as a form of marketing Channels Physical: Posters, stickers, etc. Online: Marketing, video. Market: face-to-face contact and Showstopper	Customer Segments University students who are not aware of the sustainability movement. Students studying in the library that are searching for a moment of relaxation Passers-by: students crossing the market by accident
Cost Structure 1: Marketing 2: Showstopper 3: Logistics 4: Drinks and food		Revenue Streams Selling drinks and food, sponsoring.		

On one hand, the points for are the following ones:

Create an event close to the interests of students

Presenting a social topic in an attractive way

We know our target group well

On the other hand, the points against are the following ones:

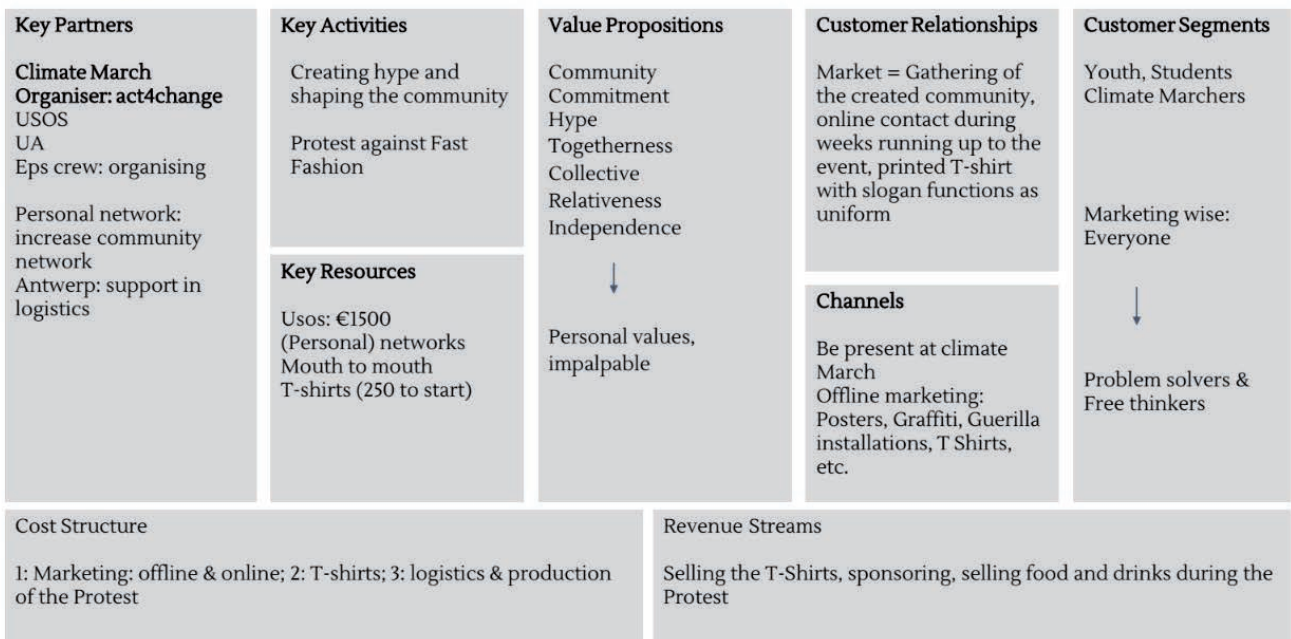
The educational aspect could get lost, during a fun Time at the market

The 'Trap' is hard to measure

APPENDIX 6

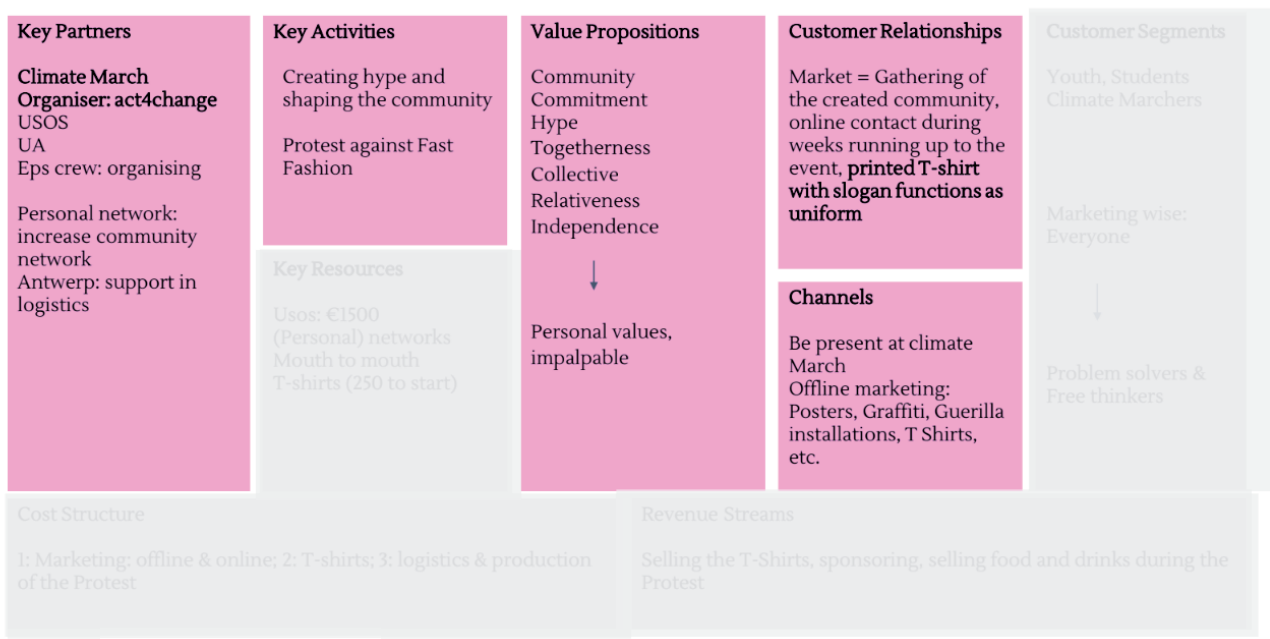
Finally, we created the protest against Fast Fashion focus. The idea of this canvas was to use the current awareness of environmental issues. In other words, the goal is to create a movement and community against fast fashion to generate awareness as well as spread the message through protest and movement. Bandwagon the climate march popularity and cocreate a sustainable movement focussing on environmental and social issues around fashion.

Protest against Fast Fashion – use current awareness of environmental issues



The key partners were highlighted, as well as the key activities, the value propositions, the customer relationships, and the channels. The main reason for selecting these three characteristics was because they add more value to this canvas. We also created a list with the points for and against this characteristic.

Protest against Fast Fashion – use current awareness of environmental issues



On one hand, the points for are the following ones:

- We can use the already existing hype for environmental issues - easier to motivate young people
- Generate attention through hype
- Spreading the message exponentially
- Easy to organise within existing protest environment

On the other hand, the points against are the following ones:

- No real revenue streams possible
- Hard to attract a wide range of NGOs
- Protest does not provide a learning or educational platform
- Dependent on the number of people engaged and prese

EPS

COURSES

APPENDIX 7. HOW WE APPLIED THE EPS COURSES INTO THE PROJECT

7.1 TEAM BUILDING

Our first contact with the EPS experience was the team building course, provided by Sarah Rohaert. First of all, we started to know the group and executed the Belbin personality test (which is available in Appendix 1). We had the chance to discover our role in a team, which helped us to recognize our strengths and weaknesses.

We also discovered the fact that, even though our personalities fit well, our group misses some Belbin roles.

To know each other better, we performed group activities to talk about ourselves and experience working as a team.

7.2 PROJECT MANAGEMENT

In this class, we received information on how to plan and organise a project. We created a working structure and managed our tasks concretely. In this subject, we also learned how to make a Gantt chart and how to take care of our time management. During the process of organising, we had to create a responsibility matrix. This Matrix is essential to know which of the group members is responsible for what task field of the project. The final assignment for this subject was to hand in a project plan. In this plan, we had to resume all the planning we have created , including the mentioned exercises before.

7.3 ENGLISH PRESENTATIONS

Zoe Teuwan is our teacher for English presentations. In this class, we learn how to present in English in a formal context. Some of the EPS participants were not used to hold presentations before this semester. This lecture is useful since we can use it while presenting the project finals. We have already learned techniques to achieve confidence and ways to improve our non-verbal language.

7.4 ENGLISH WRITING

Andy Vermeulen, from Linguapolis (UA), is our English writing teacher. In this lecture, we learn how to write in an appropriate academic style. This class is necessary to optimise our midterm and final report.

7.5 INTERCULTURAL COMMUNICATION

Christine Boudin, from the University of Kiel, Germany, taught a workshop on different cultures and nationalities. This Class included talking about stereotypes and communication habits of different cultures. Talking about our home countries and our different cultures helped us to know each other in a more personally. Moreover, she helps us to understand the differences between cultures, letting us know that we had to be patient, comprensible and organized when working within our international team.

7.6 CROSS-MEDIA COMMUNICATION

In this class, we could think about our target group while we created different personas for the Fair (personas are a concrete description of the different types of customers). This task helped to know our visitors and their behaviour. Our team created three personas, two of them are students at the UA (one of them is interested in sustainability, and the other one is not). We especially defined the non-interested students as our main target group. Our third persona is an NGO worker, interested in sustainability and slow fashion. (For more information about our target group, see Appendix 4).

To obtain more information about our main target group, we created a survey (which is available in Appendix 2). With the result of this survey, we were able to improve some central aspects of the market graphic: Three different personas made for our project.

7.7 DUTCH

Els Le Page was our Dutch teacher. In this class, we learned some basic Dutch for being able to communicate with local people. So, it is possible for us, to understand and answer basic questions in Dutch. For example, we can be part of an elemental conversation about when we arrived at Antwerp, what are we doing here. Moreover, we also were taught how to ask for some information. For example, we can ask where is the train station or the toilet, at what time departs our bus, order in a restaurant, etc. This class was very useful for our daily life in Antwerp because it allowed us to understand some people who have no English knowledge. However, we did not use the language in the market, due to all the visitors and exhibitors speaking English.

7.8 BUSINESS CANVAS

Francis Dams, from the Design Science Faculty at the University of Antwerp, performed us a class explaining how to create business plans and canvas. We were asked to create three different business canvases as broad as possible.

All of the canvases aimed at a sustainable market but with different executions. Our first business canvas implemented the creation of a professional Fair for NGOs as a launching event for an NGO platform. Our second and third business canvas was student orientated. One to inform the students about sustainable fashion in an attractive way and the other on to protest against the environmental issues of fast fashion. (For more information see Appendix 5.)

7.9 BUSINESS IN THE EUROPEAN UNION

Sascha Albers was our teacher the class Business in the European Union. In this class, we learned how to do business in the EU. For taking this class, we were accompanied by a group of 34 Americans. We learned what are the characteristics of the business in the most famous countries in Europe. Furthermore, we were divided into ten teams (Americans included) and we realized a presentation about some of the most important topics in Europe. In addition, at the end of June, we will take an exam about all the content of the subject. It is important to mention that we did not use this class for our market because it was not related to it sufficiently.

CON- TACT INFO

APPENDIX 11. CONTACT INFORMATION PARTNERS

In the table below are all the contact data of the companies we tried to claim for the market. The reasons why they did not come to the market vary a lot. Some companies were enthusiastic, but could not make it for different reasons or others never replied.

ORGANISATION	CONTACT	EMAIL	PHONE	CONTACT	ANSWER	CALL				
WMH	Jorn	jorn.vennekens@wereldmissiehulp.be								SEND DOCUMENT AND ANSWER QUESTIONS
WMH	Kathleen	kathleen.geysen@wereldmissiehulp.be								ASK JORN
Clean Clothes Campaign	Sara	sara.ceustermans@wsm.be				Vincent				CALL AGAIN MONDAY + SARAH + ANOTHER MAIL
Fair-Trade	Charles									NOPE
Ams University	Irene	i.maldini@hva.nl								SEND REMINDER ON MONDAY
Komrads	-	hello@komrads.world								CALL MONDAY
De kringwinkel	Barbara	barbara.franco@dekringwinkelantwerpen.be				Vincent				ASK SARAH FOR NUMBER + ANOTHER MAIL
HNST	Tom	info@letsbehonest.eu								CALL MONDAY
Six hugs and rock'n roll	-	info@coco75.be								??
Good goal	-	info@goodgoal.org								??
Woman sustainable shop	-	shop@faamstore.be								NOPE
Meltingpod	-	hello@meltingpotkilo.com								
Episode	-	info@episode.eu								NOPE
Mandragora	-	-								
Madame tirette	-	info@madametirette.be								
Greenoffice	Arno	facebook								WAITING FOR ANRO, WILL ASK CHARLOTTE FOR NUMBER
Stanley/Stella		customer@stanleystella.com	32 3 437 08 25							
Juttu		team@juttu.be	(0)3 808 18 90							
Oxfam										OK, EMAIL COMING NEXT WEEK
Broederlijk delen										GONNA MAIL US NEXT WEEK, OK
stusos	lore									
Bracelet Girl	Ellen	ellenanthoni.com@gmail.com								
Hassna	Hassna	hassna.elgazuani@uantwerpen.be								NOPE ASK ABOUT PRICE OTHER GIRL
PO	Fabio	facebook			opvolgen					
Wisselbikers	Thalia	Thalia.Sleeckx@antwerpen.be			opvolgen					DECIDE ABOUT QNTS
Lokaalbeheer	Christel	christel.geens@uantwerpen.be			Hmmmmmm					
WoW Food		wowfoodinfo@gmail.com	0032 474 744 059		opvolgen					GONNA MAIL NEXT WEEK, INDIAN FOOD OK
Verschueren	-	info@bierhandeldverschueren.be	0032 479 63 53 61							
Native		info@native.bio	0032 34370825							
Aahaar	-	-	0032 489 02 11 77		meeting: monday 12 - 15					
Moonpops		welcome@moonpops.be	0473 568 388		called	icecream, freezer	50 icecream	olivier@moonpops.com		
Mission Masala	Guido	info@missionmasala.be	03501 60 10		called					
joliemarie	marie	Marie.vandenbergh@hotmail.com		03.05	will be on the market					
milaenjules	margot	Marie.vandenbergh@hotmail.com		03.05	insta					
launchroom	lynda	lynda@launchroom.be	320497929453	03.05	insta					
brunoteknitwear	charlotte	charlotte@brunotte.be		03.05						
alineleynen	aline	alineleynen								

PRICE TAGS

85%



of the daily needs of water of the entire Indian population would be covered by the water used to grow cotton in the country.

100 million people in India do not have access to drinking water.

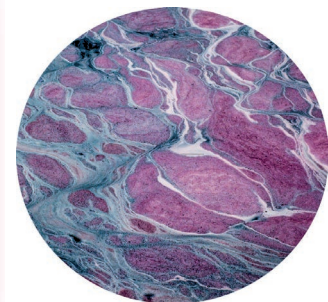
20 000 liters

of fresh water are needed to produce just 1kg of cotton.

190 000 tons

of textile microplastic fibers end up in the oceans every year.

20% of industrial water pollution comes from textile treatments.



River pollution in West Java

WHAT CAN WE DO ABOUT IT?

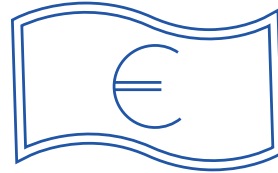
- Choose clothes from organic and natural fibers
- Choose clothes from fibers with low water consumption (linen, hemp, recycled...)
- Choose local and sustainable brands
- Buy less ♥



Sources: *Environmental Impact of the Global Apparel and Footwear Industries Study, Quantis 2018; Sustain Your Style*

FAST
FAIR

52



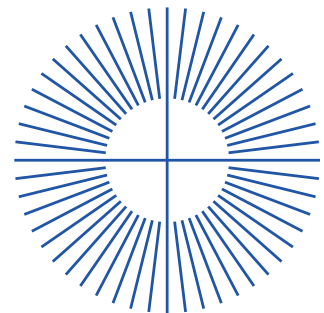
micro-collections per year instead of traditional 2.
Garment quality is declining every year. As a result, our clothes immediately look faded, shapeless, or worn out.

80 billion

garments are produced every year.

We produce **400%** more clothes than 20 years ago.

On average, we only wear garments **7 times** before getting rid of them.



Fashion Year

WHAT CAN WE DO ABOUT IT?

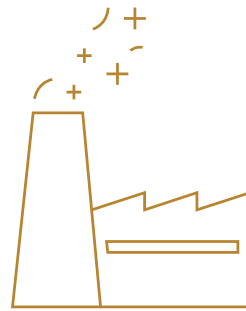
- Choose clothes from organic and natural fibers
- Choose timeless and high-quality clothing
- Choose local and sustainable brands
- Buy less ♥



Sources: *Environmental Impact of the Global Apparel and Footwear Industries Study, Quantis 2018; Sustain Your Style*

FAST
FAIR

10%



of the global carbon emissions comes from the apparel industry.

Most of our clothes are produced in China, Bangladesh, or India, countries essentially powered by coal.

70 milion

oil barrels are used every year to produce polyester.

11kg

of greenhouse are created during lifecycle of 1kg of clothing.

Western European consumes **22kg** of new textiles each year.



Air pollution in New Delhi, India

WHAT CAN WE DO ABOUT IT?

- Choose clothes from organic and natural fibers
- Choose clothes made in countries powered by more renewable energy
- Choose local and sustainable brands
- Buy less ♥

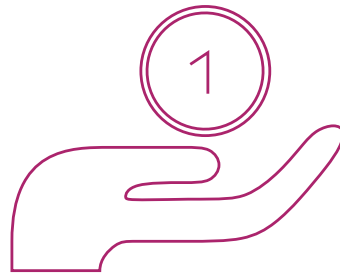


Sources: *Environmental Impact of the Global Apparel and Footwear Industries Study, Quantis 2018; Sustain Your Style; Textile Beat*

FAST
FAIR

€52

is the minimum wage in India.



€195 is the living wage in India. A living wage represents the bare minimum that a family requires to fulfil its basic needs.

Over **50%** of workers are not paid the minimum wage in countries like India and the Philippines.

In Pakistan's garment sector **87%** of women are paid less than the minimum wage.

1 in 6 people on the planet work in fashion industry.



Sweatshop in India

WHAT CAN WE DO ABOUT IT?

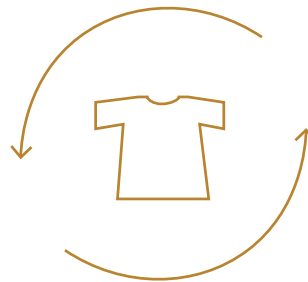
Choose reasonable rather than lowest price
Do not be a sale hunter
Choose local and sustainable brands
Buy less ♥

Sources: Pulitzer Center; Sustain Your Style, Clean Clothes Campaign

**FAST
FAIR**

15%

of our clothes are recycled or donated.



The rest is incinerated or goes directly to landfill.

The average person buys **60%** more items of clothing and keeps them for about half as long as 15 years ago.

In the past year, **24%** of Australians have thrown away an item of clothing after wearing it just once.

UK disposes of **350,000** tonnes of clothing in landfill every year.



Sorting operation

WHAT CAN WE DO ABOUT IT?

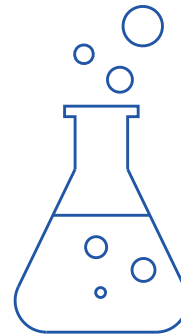
- Choose clothes from organic and natural fibers
- Take good care of your clothes - wash at 30°C and less often
- Choose local and sustainable brands
- Buy less ♥



Sources: Greenpeace 2017; Textile Beat: Global Fashion Agenda

FAST
FAIR

23%



of all chemicals produced worldwide are used for the fashion industry.

They are used during fiber production, dyeing, bleaching, and wet processing of each of our garments.

1kg of chemicals is needed to produce 1kg of textile.

80% of the worldwide leather production use chromium.

63% of items tested from major brands contain hazardous chemicals.



Consequences of working in leather tannery

WHAT CAN WE DO ABOUT IT?

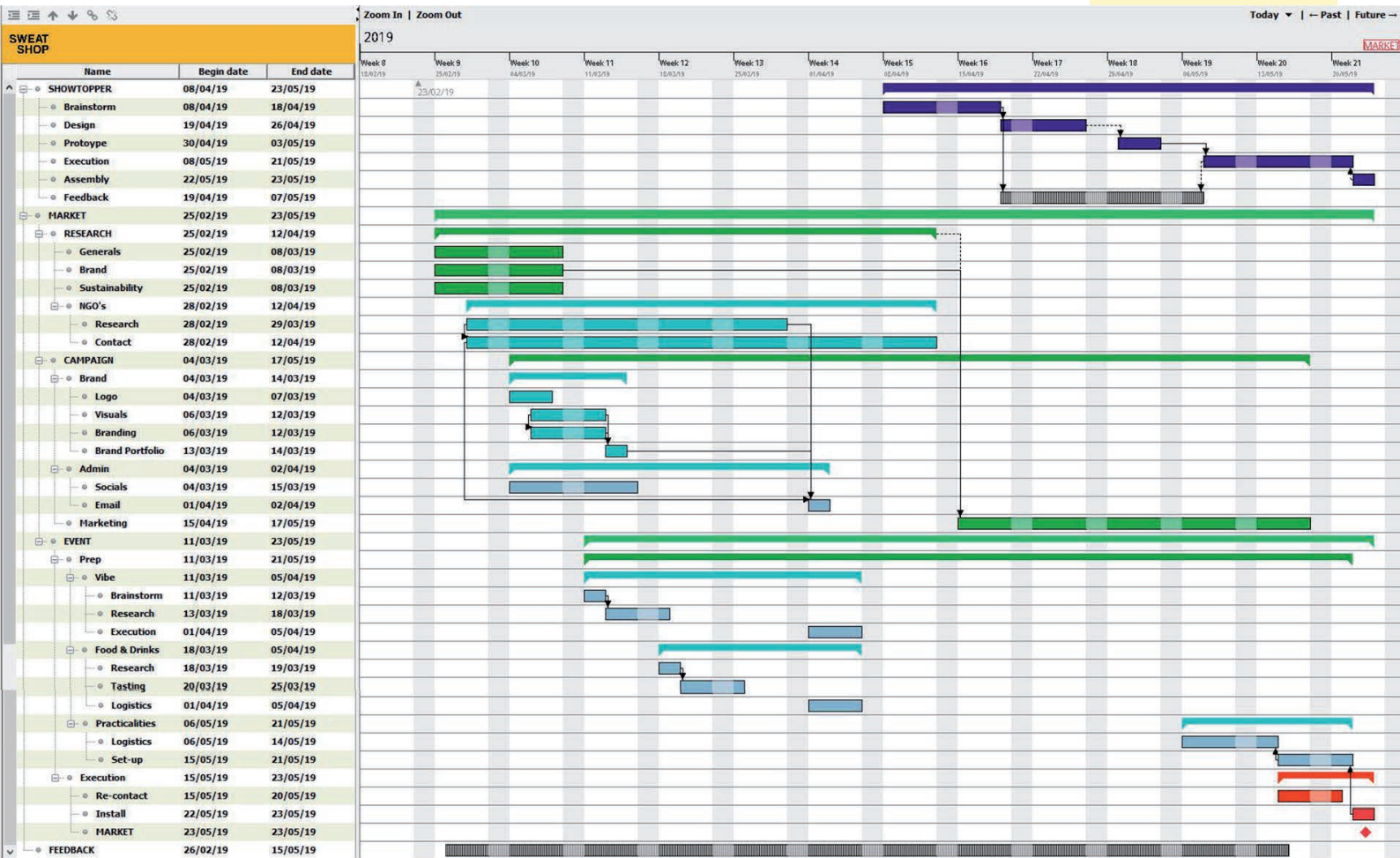
- Choose clothes from organic and natural fibers
- Always wash new clothing before first use
- Choose local and sustainable brands
- Buy less ♥

Sources: *Environmental Impact of the Global Apparel and Footwear Industries Study, Quantis 2018; Sustain Your Style*

FAST
FAIR

PMP

APPENDIX 10



Link to higher-res image and original file for further reference

<https://drive.google.com/drive/folders/1pIZt6JDppk7oqRdQOy4hw2f0fg4409mr?usp=sharing>

STYLE GUIDE

DIGITAL USAGE



LOGO POSSIBLE IN COLOUR
PREFERABLY LOW CONTRAST



BACKGROUND + CONTRAST



GAUSSIAN BLUR POSSIBLE



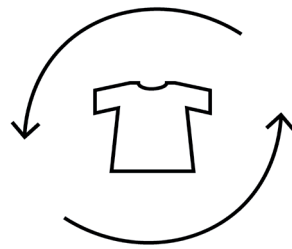
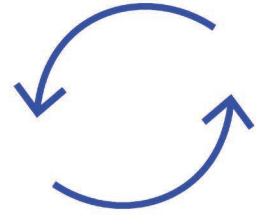
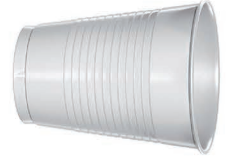
WHEN BLACK LINE - WHITE BACKGROUND



HELVETICA NEUE REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ac dolor sit amet purus malesuada congue. Integer rutrum, orci vestibulum ullamcorper ultricies, lacus quam ultricies odio, vitae placerat pede sem sit amet enim.

SPACING BETWEEN LETTERS - 75
HIGHER SPACING BETWEEN LINES



APPENDIX

MENU

masala beach	3.2
indian soul	4.6
süst shot	2.6



FAIR INFO

Sustainable fashion has never been so accessible and attractive. We would love to invite you to be part of our fair that will take place on 23rd of May at Hof von Liere.

We are students with passion about our common cause and hope for better tomorrow.



APPENDIX



THE
END

