



Telling your Story: Communicating your Let's Fix Fashion Journey



Communicating Your Let's Fix Fashion Journey

Let's Fix Fashion is an exciting programme run by Green-Schools Ireland and we want **you** to help us tell the world all about it! We encourage all participants to share their Let's Fix Fashion journey with us. It is important to tell your story and let the world know **what** you are doing, **why** it is important and **how** your audience can make a difference.

This guide was developed to help you communicate effectively about your work towards a sustainable world. We have **two opportunities** to help you amplify your message and tell the world what you are doing.

1

Let's Fix Fashion Journey

Document your Let's Fix Fashion experience throughout the year and be featured on the Let's Fix Fashion Instagram account @GS_LetsFixFashion.

Show us the behind the scenes from your thrifting, upcycling, swap shops and more.

Have the opportunity to have your work promoted on the LFF and Green-Schools social media, along with being showcased during the Let's Fix Fashion Catwalk Event in Bru Boru, Co. Tipperary.

2

Young Reporters for the Environment

During the Let's Fix Fashion webinars and workshops, you will learn about the environmental and social impact of fast fashion. Participating in Young Reporters for the Environment is a fantastic opportunity to deepen your learning and raise awareness about these issues. Investigate these challenges further and report on the issue through the medium of article writing, photography, podcasts or videography. Enter the Young Reports for the Environment competition and share your message globally.



Telling Your Story

Why Document Your Journey?

1. It allows you to reflect on what you've learned and achieved throughout the year.
2. By sharing your story and learning, you can inspire others to take action.
3. Keeping a record helps track the progress of your work.
4. It provides material for your Young Reporters for the Environment (YRE) competition entry if you are interested in applying.

What to Document

1. Take notes during the LFF webinars and panel discussions. Record key points, identify the main challenges of Fast Fashion, interesting facts, and any questions that may arise. If you are entering YRE, you can investigate these issues and questions further.
2. Document all activities related to your Let's Fix Fashion campaign, such as the swap shop, upcycling projects, and the final catwalk event.
3. Write about your thoughts, challenges, and learning experiences throughout the campaign.
4. Interview participants, teachers, and even family members about their views on fast fashion and sustainable fashion.
5. Take photos and videos of your activities and events. Create before-and-after images of upcycled or thrifted items.

How to Document

1. Keep a journal dedicated to your LFF journey. Write regular entries detailing your activities, thoughts, and reflections. This is useful to refer back to.
2. Capture high-quality photos of your projects and events.
3. Create short videos or vlogs summarising your activities and experiences. Interview peers and record events.
4. Use platforms like Instagram, TikTok, or a blog to share updates, photos, and videos. Use hashtags like #LetsFixFashion and #GreenSchoolsIre to connect with a broader audience.



Share photos, blogs and videos with the Let's Fix Fashion Team. We can help amplify your message with our audience! Email your content to globalcitizenship@eeu.antisce.org



Telling Your Story

How to Share

Sharing your journey is important to raise awareness about the issue of fast fashion:

1. Use the hashtag #LetsFixFashion where appropriate when sharing content online
2. Tag @LetsFixFashion on Instagram. We will share your content to help you reach a wider audience, therefore increasing the impact of your work
3. Email photos to globalcitizenship@eeu.antisce.org if you would like to be featured on the **Let's Fix Fashion** Instagram account.

Our Tips!

Effective and Responsible Communication

1. **Clarity and Simplicity:** Clear and simple language. Avoid jargon and explain complex ideas in straightforward terms
2. **Know your audience:** Understand interests and concerns of target audience. Tailor messages to resonate with different groups (peers, teachers, parents, community members)
3. **Visual Communication:** Images, graphics and info graphics, videos. Use visually appealing content to convey the message effectively

Visual Communication and Using Multimedia Tools

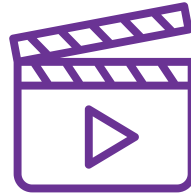
1. Graphics are important – but don't overdo graphics on social media, as they are often scrolled past. They can be confused with advertising. Photos are more effective than graphics! However there is a place for Graphics depending on how they are used. Graphics work well for posters and fact sheets.
2. Create impactful videos – incorporate storytelling, interviews, demonstrations, involve community / businesses
3. Podcasts – discuss environmental topics, share insights, interview experts or passionate individuals, community members, local businesses etc. and share on social media



Share photos, blogs and videos with the Let's Fix Fashion Team. We can help amplify your message with our audience! Email your content to globalcitizenship@eeu.antisce.org



Telling Your Story



Share your story on Instagram (video, photo, article, podcast) with Let's Fix Fashion, Green Schools and YRE (if you are participating) to amplify your reach!



Young Reporters
for the environment

@LetsFixFashion

@GreenSchoolsIre

@YREireland



New account - help us
build followers!

4,500+ Reach

500+ Reach

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Topic Ideas for Storytelling

Environmental Impact of Fast Fashion

- **Water Pollution:** Investigate how textile dyeing and finishing processes pollute water bodies and impact aquatic ecosystems.
- **Water Consumption:** Explore the amount of water used in growing cotton and producing synthetic fabrics.
- **Waste Management:** Examine the challenges of textile waste and the impact of landfilling and incineration on the environment.
- **Microplastic Pollution:** Research how washing synthetic fabrics releases microplastics into the ocean and their effects on marine life.
- **Carbon Footprint:** Analyse the greenhouse gas emissions generated throughout the lifecycle of fast fashion items.
- **Deforestation:** Study the link between the fashion industry and deforestation, particularly for producing materials like rayon.
- **Chemical Use:** Look into the harmful chemicals used in fabric production and their impact on soil and air quality.

Social Impact of Fast Fashion

- **Labour Rights Violations:** Investigate poor working conditions, low wages, and the exploitation of workers in garment factories.
- **Child Labour:** Examine the prevalence of child labour in the fashion supply chain and its implications for education and wellbeing.
- **Health and Safety:** Research the health risks faced by workers in textile factories, including exposure to toxic chemicals and unsafe working conditions.
- **Gender Inequality:** Study the gender dynamics in the fashion industry, focusing on the predominantly female workforce and issues they face.
- **Economic Impact on Local Communities:** Analyse how the fast fashion industry affects local economies in producing countries.

Sustainable Alternatives

- **Circular Fashion:** Explore the concept of circular fashion and how recycling, upcycling, and sustainable design can reduce waste.
- **Slow Fashion Movement:** Investigate the principles of slow fashion and how it promotes quality over quantity and ethical production.
- **Eco-friendly Materials:** Research alternative materials like organic cotton, bamboo, and recycled fibres and their environmental benefits.
- **Sustainable Brands:** Identify and profile brands that prioritise sustainability and ethical practices in their production processes.
- **Consumer Behaviour:** Study how consumer choices and behaviours can drive demand for sustainable fashion.

Entering Young Reporters for the Environment

Understanding YRE

Young Reporters for the Environment (YRE) is a global competition that encourages young people to investigate environmental issues and propose solutions through writing, photography, and video journalism. Investigations into topics we will be discussing through LFF, or your documented LFF journey can be a fantastic entry for this competition.



Young Reporters
for the environment

Guidelines for YRE Entry

1. Decide whether you want to submit an article, photo story, or video. Each format has specific requirements and should effectively convey your message.
2. Your entry should tell a clear, compelling story about the subject you have decided to cover.
3. Use your documented notes, photos, and videos as evidence to support your story.
4. Make sure your entry meets the YRE criteria for content, structure, and presentation. Check their website for detailed guidelines and tips.
5. Proofread your work for clarity, coherence, and correctness. Get feedback from teachers or peers to refine your entry.
6. Learn more on the YRE website: <http://www.yreireland.org/>

Submission Tips

1. Start working on your YRE entry well before the deadline to allow enough time for research, documentation, and editing.
2. Create engaging content that can capture the interest of your audience. Use powerful visuals and personal stories to make your entry stand out.
3. Be honest and authentic in your documentation. Reflect your genuine experiences and insights.
4. Contact yre@eeu.antisce.org for more information