

Case Study

Example of embedding sustainability into the BA (hons) Fashion Marketing Management programme via the module “Green Design: Sustainability and Responsibility for Fashion”

I believe education is a force for change, both in terms of innovation in thinking and transformational change of the individuals that experience it. As educators, we have the responsibility to encourage students to think ethically about the industries they wish to go into, and in turn, play their part in making necessary changes. The fashion industry is the second largest polluter in the world, and educating consumers is the first step in tackling this to ensure change. Embedding this thinking within the curriculum for fashion ensures that students understand the challenges facing the industry and are able to tackle them. The Fashion Sustainability module was designed around the Department for Environment, Food and Rural Affairs (DEFRA) Framework for Sustainable Lifestyles ‘4 E model’ – used by government as a tool for behaviour change. Reforming the industry through identifying more sustainable practices is key for the industry to meet the UN Sustainable Development Goals 2030 (SDGs). The module was designed not only to ‘educate’ the students to create a sustainability plan for a brand – ‘enabling’ them to critically analyse fashion supply chains to identify where brands could act more responsibly but also to ‘empower’ them to change their own behaviour and ‘exemplify’ this behaviour within any brand they go onto work with. The module was designed around the UN SDGs, UN’s Principles for Responsible Management Education (PRME) and the Well-being of Future Generations (Wales) Act (2015) in order to ensure alignment to local and global contexts and relevant to future industry roles. The assessment was to develop an interactive sustainability plan integrating the SDGs and 4 E model to focus on consumer and business behaviour change, ensuring application of theory to practice in an authentic way. Students were tasked with creating a sustainability plan for a brand of their choice, interrogating their current practices and analysing their opportunities for change in sourcing, manufacturing, transport, packaging and reuse/recycling. The work was of an extremely high level, and, in many cases of industry standard (an example piece of work – A sustainability plan for Timberland can be accessed via this [link](#)). Module evaluation showed 100% satisfaction in the module, and 100% for the subject and hybrid delivery.

One student has discovered such a passion that she has developed her own fashion blog, where she encourages and exemplifies ways in which her followers can reuse and restyle outfits to ensure longevity, as well as educating on the impacts of disposable fashion.

“As a fashion-loving student, I have been guilty of purchasing clothing for just “one wear”. However, my mindset towards fashion and purchasing changed as soon as I was introduced to the Module. Without the inspirational and engaging Sustainability Module, I would never have had the knowledge, capability and opportunities to become a Remake Ambassador and create a Sustainable Fashion Instagram Page... giving me the opportunity to connect and share ideas with a community of Ambassadors to help inform and make the fashion industry more sustainable together.”

The module has not only shaped my decisions to pursue these roles but has defined my mindset and given me a clear path of the route I would love to take when I graduate.”

Level 6 student, 2020

