



## SOGFASH

### ***SOGFASH - SOCIAL GROWTH FOR CIRCULAR AND HERITAGE FASHION***

**A project aiming to develop a capacity-building program for women in the fashion industry to help them acquire the needed skills in the circular fashion processes and traditional techniques that are part of the culture and heritage of each region.**

### ***MOVING TOWARDS CIRCULARITY***

Global fashion consumption continues to gain speed at unsustainable levels and relies on a culture of disposability. Around the world, we produce too much clothing, from unsustainable materials, much of which ends up incinerated or in landfill. In order to combat the climate crisis and protect precious natural resources, we must rethink consumption as usual. We must rethink the entire system, moving from a model built on overconsumption and disposability to one that is circular, where materials and products can be used for much longer.

Social Growth for Circular and Heritage Fashion project supports young NEETs women who are in need of practical skills that will enhance their employability and their vision to build a meaningful career. The project provides young women access to peer learning from women over 55 who possess the knowledge of sustainable and heritage craftsmanship techniques on textile and garment production. These craftsmanship skills used to thrive in Europe but due to fast fashion and its huge offering of cheap clothes such traditional craft techniques lost their market shares and those who possess such skills are unable to run businesses based purely on craftsmanship. Second key project targets are educators in the textile and fashion sector who are in need of upskilling on the new circular economy practices, models and processes as the sector is moving to a new paradigm.

The project is organised by a collective of international partners with expertise in a variety of projects related sectors. Through 3 phase plan partners aim to deliver projects outcomes:

### UPSKILLING TOOLKIT FOR WOMEN / JULY 2022 - NOVEMBER 2022

The creation of an **educational toolkit for women upskilling** in circular and heritage garment and textile sectors. The toolkit will focus on empowerment and soft skills for the employability, entrepreneurial skills to promote micro-businesses and craftsmanship production studios, technical skills on how to design and develop textiles and garments using traditions techniques and circular fashion techniques, collaborative and co-creation skills on how young NEETs women and women usually over 55 who possess the knowledge of garment and textile development from various regions of Europe can work together.

### EDUCATIONAL PROGRAM FOR EDUCATORS / DECEMBER 2022 - APRIL 2023

The creation of a **digitised educational program addressed to educators** who will be trained on how to apply results from the previous phase to the target group of women across regions, borders and age groups. The educational program includes all the needed material for educators of the textile and garment sectors to be able to upskill their own knowledge and deliver the program to the target groups. The toolkit contains handbooks, manuals, and workshop material.

### DIGITAL EDUCATIONAL PLATFORM / MAY 2023 - JANUARY 2024

The development and pilot testing of a **digital educational platform** addressed to the final target group of women building on first phase educational content. The digital educational platform will also include a mapping of traditional heritage techniques from Europe that will come out of the Teaching Activity. The mapping result of the Teaching Activity will be communicated and embedded at project digital educational channels created during R3 and will be showcased through the Multiplier Events of Open Studios that will take place at each partner's region at the end of the project. Trainees will receive a Certification of their acquired skills.



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