

Fair Fashion

Project Title: Fair Fashion

Date of Project: 05-02-2007

Specific need that the project will address:

Increase the demand for fair trade clothing and so improve the living situation for the workers in the country where the clothing is being made.

Target audience:

Young people, between the ages of 14 and 25, who are interested in fashion.

Learning objectives to be achieved by the participants:

The objective is to let the potential buyers know that fair trade is important.

Project description/overview:

Setting up a webshop where, payable, fashionable, fair trade clothes will be sold.

Project partners:

Sebastiaan Weerman, designer.

Measurability (pre/post tests):

1. Times site has been visited
2. Sold items
3. Gross turnover

Total students involved: 3

Total hours of student involvement: 40 per week per student

Judging Criteria:

1. Learn how to succeed as an entrepreneur
2. Develop the personal financial management skills necessary to achieve financial independence.
3. How successful did the team develop and execute a strategy to ensure the long-term sustainability of their team and educational programmes

Hours Contributed: 40 per week per student