

# Partnership



## FOLLOW US



BRAND - Erasmus + Project



[brand.erasmusplus](https://www.instagram.com/brand.erasmusplus)



[brand.erasmus.site](https://brand.erasmus.site)

Check the website!



# BRAND

Boosting youth towards  
Responsible and sustainAble  
choices in fashion iNdustry

Project no: 2021-2-AT01-KA220-YOU-000050104

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Co-funded by  
the European Union

## Context

The BRAND priority goal is to take action towards a sustainable green Europe and the achievement of a society in which all young people are environmentally active, educated, and able to make a difference in their everyday lives.

## Target groups

- youth workers, social workers, coaches and mentors of young people
- young people aged from 15 to 25



## Project Results

### 1. ECO - FASHION TOOLKIT

An interactive Toolkit aims to present valuable information on the concept of eco-fashion

### 2. E- BOOK

A digital catalog containing success stories of ethical and sustainable initiatives from the fashion industry

### 3. E - NFLUENCERS

Digital role-models as figures of empowerment for young people to develop sustainable and responsible behaviors

### 4. fashionABLE APP

A mobile app with information on the environmental impact of fashion accessories and places for recycling of old garments



Co-funded by  
the European Union