



November 2023

# Newsletter

The LTTA (Learning, Teaching, and Training Activity) in Greece



The LTTA in Larissa, Greece, from October 9th to October 13th, 2023, was a significant activity for youth workers and young participants. The primary focus of this activity was to learn and test the Project Result (PR1) called the "**Brand Eco-Fashion Toolkit**" which aims at raising awareness about sustainable fashion.

The LTTA activities were organized around two main topics within the toolkit: "Be Aware" and "Be Prepared" that cover aspects of sustainable fashion education and practical tools for implementing sustainable fashion practices.

Overall, this initiative in Larissa, was evaluated as a successful effort to educate and raise awareness about sustainable fashion, and the availability of the toolkit on the Brand website ensures that the project's impact can reach even more people interested in sustainable fashion practices.



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# BRAND - Boosting youth towards Responsible and sustainAble choices in fashion industry



## Coming up...

What's next for the BRAND Project?

The Brand project has some exciting developments on the horizon. Soon, an E-Book featuring inspiring sustainable fashion stories will be available on the Brand website as part of PR2. This E-Book will provide readers with real-life narratives that showcase sustainable fashion practices and their positive impact. So stay tuned!

The project partners are thrilled about the positive outcomes achieved through the recently implemented LTTA in Greece. Building on this success, we are now directing our efforts toward the development of the next project activities. This includes the implementation of the PR3 "Brand E-Influencers" — digital role models who serve as sources of empowerment for young people. These E-Influencers will inspire and encourage the youth to embrace sustainable and responsible behaviors.



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