



EDUCATOR WORKSHOP

REDRESS DESIGN AWARD 2021

29 JUNE 2021
INTERNATIONAL SESSION



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(video recording + slides)

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Head to <https://youtu.be/MbDI19wSjBg>

WHAT'S NEW WITH THE REDRESS DESIGN AWARD?



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REDRESS DESIGN AWARD EDUCATION IMPACT REPORT

NOVEMBER 2020



Read the report [here](#)

“The Redress Design Award has established itself as a recognized brand in the sustainable fashion design community by educating emerging fashion designers in order to drive growth towards a similar fashion system.”



VICTOR TSANG
Head of Creative Hong Kong The Government of the Hong Kong Special Administrative Region

50,000*

Over 50,000 reached globally with our education

140*

Supported by 140+ educational institutions worldwide, including The Hong Kong Polytechnic University (HKU), Bunka Gakuen University (Japan), Donghua University (Mainland China), Aalto University (Finland), Sheffield Hallam University (UK), Parsons School of Design (USA), ESMOD (France), Central Saint Martins (UK), and more

218 ALUMNI | **38 REGIONS**

Ongoing support for our 218 talented competition alumni from 38 regions, empowering these change-makers and their work to transform fashion and join our educational efforts in their own regions

NORTH AMERICA

14 UNIVERSITY PARTNERS

56 REGIONS

Applications from designers across 56 countries and regions since the inaugural cycle

EUROPE

53 UNIVERSITY PARTNERS

CENTRAL & SOUTH AMERICA

3 UNIVERSITY PARTNERS

AFRICA

4 UNIVERSITY PARTNERS

OCEANIA

10 UNIVERSITY PARTNERS

ASIA

63 UNIVERSITY PARTNERS



WHAT'S NEW WITH THE REDRESS DESIGN AWARD?

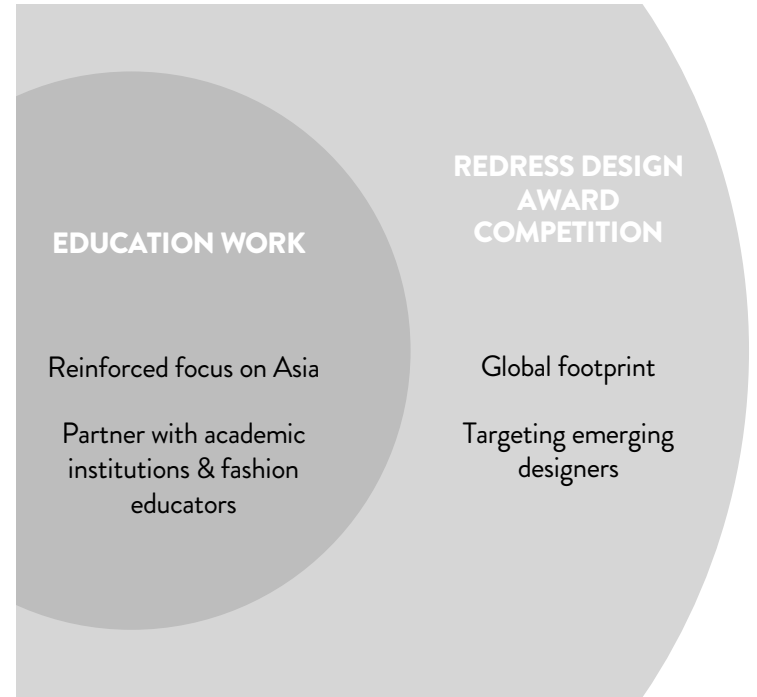
TWO PILLARS OF WORK

Fashion students & individuals Education work

1. Provide fashion industry students and individuals with **free & easy to access educational content**
2. Support academic institutions in their sustainability education journey and provide them with **tools and resources to enhance their teaching content**

The Redress Design Award Competition

1. **Showcase to the global fashion industry** successful ways of applying circular strategies
2. Empower **designers to transform** the global fashion industry



WHAT'S NEW WITH THE REDRESS DESIGN AWARD?

BECOME A SUPPORTING ACADEMIC INSTITUTION

Your benefits as a partner to the redress design award

- **Community:** Join a network of like minded industry experts, academia and Redress Design Award Alumni
- **Educator Workshops & Student Academies:** Gain exclusive access to Redress' platform for educators and students to meet and exchange knowledge via our annual workshops and academies.
- **University Talks:** Benefit from Redress' supporting talks on sustainable and circular fashion available for student groups

Your commitments as a partner to the Redress Design Award

In return, your academic institution commits to supporting us in promoting our activities and encouraging your students and alumni to take part in our annual competition, the Redress Design Award, in class and through your promotional channels.



OVER 150 PARTNERS
ACROSS THE WORLD
JOIN THEM!



Visit the webpage [here](#)

WHAT'S NEW WITH THE REDRESS DESIGN AWARD?

RELAUNCH OF THE EDUCATOR RESOURCES PAGE

EDUCATOR RESOURCES

SUSTAINABLE FASHION EDUCATOR PACK



The Sustainable Fashion Educator Pack is an entry-level resource developed for educators in higher education to deliver the message of sustainable fashion to their students and includes introductions, case studies, project briefs and more. The Pack is updated every year with new relevant content.

Available in English, Chinese (simplified and traditional) and French.

[REGISTER FOR FREE ACCESS HERE](#)

JOIN AN EVENT



Every year, Redress organises free-to-attend events for fashion educators in Hong Kong, Asia and across the world. The Workshops are focused on knowledge exchange and experience sharing in developing sustainable fashion education. It's a great opportunity to connect with like-minded educators across the world.

[I AM INTERESTED!](#)



Check out the webpages [here](#)

WELCOME TO THE EDUCATOR SPACE



The Sustainable Fashion Educator Pack was designed after many years, consulting with educators and students from varying levels of research and development in sustainable fashion. We have created a compilation of materials including lectures, case studies, exercises and project briefs along with videos and further reading resources for your use.

We hope this will enable you to easily introduce these important subject areas to students across a variety of fashion-related disciplines, whether as a first step into the subject, or to supplement your existing teaching around sustainability and circularity.

[MORE ABOUT THE PACK](#)

The Pack is free to download, but a small donation will help us to expand our educational work further. Thank you!

[DONATE ONLINE](#)

WHY IS SUSTAINABLE KNOWLEDGE ESSENTIAL FOR STUDENTS?

Students need to understand how to cope with the vast, negative impacts of fashion as they launch their careers but they also need to know how to make a positive impact.

History tells us that crises lead to innovation and opportunity – and we want fashion students today to learn how to overcome these crises and challenges.

Large fashion brands are looking for employees who understand sustainable and circular practices, so these students who graduate with such knowledge have a competitive advantage over many others for their future careers. Both to understand how to adapt their design technique to become sustainable designers, or simply to be ready to adapt to future challenges.

A GARMENT'S LIFECYCLE



OVERVIEW & INTRODUCTION
CASE STUDIES
EXERCISES
PROJECT BRIEFS
SOURCES
SLIDESHOW MATERIALS

[DOWNLOAD THE FULL PACK](#)

ZERO-WASTE



OVERVIEW & INTRODUCTION
CASE STUDIES
EXERCISES
PROJECT BRIEFS
SOURCES
SLIDESHOW MATERIALS

[DOWNLOAD THE FULL PACK](#)

UPCYCLING



OVERVIEW & INTRODUCTION
CASE STUDIES
EXERCISES
PROJECT BRIEFS
SOURCES
SLIDESHOW MATERIALS

[DOWNLOAD THE FULL PACK](#)

RECONSTRUCTION



OVERVIEW & INTRODUCTION
CASE STUDIES
EXERCISES
PROJECT BRIEF
SOURCES
SLIDESHOW MATERIALS

[DOWNLOAD THE FULL PACK](#)



PART II

EDUCATOR WORKSHOP - REDRESS DESIGN AWARD 2021

DESIGN THINKING WORKSHOP

HOW CAN REDRESS SUPPORT YOU TO TEACH ABOUT SUSTAINABLE FASHION?

EXECUTIVE SUMMARY

The following design thinking workshop was conducted on the 29 June 2021 with a diverse group of educators coming from Hong Kong, Sri Lanka, South Africa and Italy.

The outcome of the workshop is three concepts responding to the question “How can Redress support you to teach about sustainable fashion?”:

- A supplier directory
- Brainstorming workshops
- A pledge initiative

As a results of the workshop, Redress will explore these concepts, assessing potential impact and feasibility of implementation.

Sixty six percent of global millennials are willing to spend more on brands that are sustainable, according to the State of Fashion 2018 report by BoF & McKinsey.

While actual sales data is hard to come by, only 34 percent of millennials say they are driven to make a fashion purchase because a product was sustainable, according to LIM College.

Why the gap? Do millennials simply say they care about sustainable fashion but lack the genuine conviction to follow through in what they buy? Or is there something more nuanced at play here?

Product availability and lack of clear marketing seem to be the main issues.

First, the fashion industry is not providing millennials with sufficient sustainable fashion choices that also meet their most important criteria for making a purchase: ease of purchase, price and value.

Extracted from

<https://www.businessoffashion.com/opinions/sustainability/op-ed-millennials-say-they-care-about-sustainability-so-why-dont-they-dont-shop-this-way>

Surveys indicate that when students ask if the environmental considerations affect their fashion design work only 50% said to a great extent and only 45% of them say that it is because of what their school teaches which is too less, hence, the motivation and encouragement from schools is vital

Data extracted from

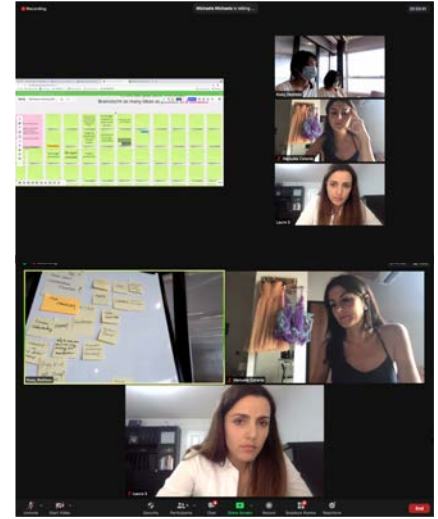
https://www.researchgate.net/publication/323430426_From_planet_to_people_-_How_fashion_education_can_contribute_to_a_more_ethical_and_sustainable_fashion_future

WHY IS SUSTAINABLE KNOWLEDGE ESSENTIAL FOR STUDENTS?

- Large fashion brands are looking for employees who understand sustainable and circular practices
- Students who graduate with such knowledge have a competitive advantage over many others for their future

WHY SHOULD YOUR INSTITUTION TEACH SUSTAINABILITY?

- Prior to the UN’s COP21 conference in Paris, a network of over 10,000 universities, colleges and student organisations demanded that more research and education on addressing climate change was needed ([read here](#)).
- A survey by Redress found that 97% of emerging fashion designers and students in Asia and Europe believed that sustainable fashion education is critical for fashion designers.
- Finally, you can contribute to drive change within the current fashion industry. We believe that everyone can be a catalyst for change!



DESIGN THINKING WORKSHOP

HOW CAN REDRESS SUPPORT YOU TO TEACH ABOUT SUSTAINABLE FASHION?

How can we solve this issue? Proposing 3 solutions

MONEY (AVAILABLE RESOURCES)

Contact from the industry – off cuts etc

Directory of suppliers

Resources -> Contact

Market

AWARENESS

Be open minded

Encourage discussions

"Unpick" perspectives

think before you buy

Creating a community of sustainable thinkers, all humans can create design just using what they have at home e making knots of fabrics

top brands to encourage sustainability

multiculturalism as main guide

fashion shows / events supporting sustainability

taught at schools and educate people

encourage students to think out of the box

CHANGE RESISTANCE IN ACADEMIC TEAM

internships at sustainable brands/companies

student driven events/projects

More access to successful student work from other institutes

ban the word "sustainability" from conversations!

Fire anyone who doesn't incorporate it in their teaching ethos! :P

Can redress be the curator of knowledge sharing between different institutes?

inspire students to ask for more

FMCG sector still seem to be trying to resolve this issue of awareness

collaborations / competition briefs set by sustainability/ circularity oriented companies

exchange programs for tutors

exchange programs with other institutes

collab with other institutions ahead of the pack

mandatory sustainable angle in collections

Collaborations with industry partners regarding resources

A pledge the institutes need to take for incorporating sustainability in their curriculums.

curriculum based not only on the fashion industries sustainability but other industries aswell!

An integrated Curriculum

academic team training

training the trainers

find what motivates team members

minimum requirement of all projects to have an element of sustainable/responsible design practice

Explore what other streams institutes have and what collaboration can be done with sustainability in fashion with them.

Let the students lead/ design parts of the curriculum

Change the perception of the taught "perfect figure"

redevelop the curriculum from scratch!

DESIGN THINKING WORKSHOP

HOW CAN REDRESS SUPPORT YOU TO TEACH ABOUT SUSTAINABLE FASHION?

The 3 solutions proposed, in more details

SUPPLIER DIRECTORY

Redress to offer a supplier directory

- Aim: address the lack of resources available (including money) to educators and by extension their students
- Target user: educators/institutions & their students
- Directory would not just contain the contact information of suppliers but also detail other necessary information such as type of fabric available, shipping time, cost, colour or even information about the sustainability of the fabric
- This directory should be as simple as possible and could initially just be in the form of a pdf maintained by a network of universities (potentially via Redress) but could later be developed into a proper website or even a mobile app

BRAINSTORMING WORKSHOPS

Redress to offer brainstorming workshops

- Aim: raise awareness about the need for change in the fashion industry. For students & educators: accelerate the integration of sustainability in the curriculum. For general public: accelerate the adoption of sustainable clothing and grow the market. For Redress: collecting more data
- Target: students from different backgrounds, as well as general public
- Topics: Do you know where your fashion comes from? What are sustainable practices?
- Format: interactive sessions, included visuals, showcase of successes (with styling) + sharing back key takeaways

MAKE A PLEDGE

Redress to propose to Academic institutions to make a pledge about their sustainability practices/education

- Aim: act as catalyser to inspire academic institutions to improve the sustainability in the curriculum / within the institution
- Target: higher education academic institutions delivering fashion curriculum, on any sustainability spectrum
- Pledge could be based off the UN SDGs, and/or reflective of Redress (eg. 4 core circular design strategies)
- As a complement with the pledge, Redress could offer a rating system (not public, tbc) / a certification
- Redress could act as the party to offer a base assessment for the institution / and then on require the institution to submit an annual report with measurable KPIs to continually assess the institutions
- The rating/certification would act as motivation and inspiration for the institutions to keep on improving their sustainability practices + could be good PR for the institutions

DESIGN THINKING WORKSHOP

HOW CAN REDRESS SUPPORT YOU TO TEACH ABOUT SUSTAINABLE FASHION?

Next steps

- Redress will continue to work closely with educators on the currently existing tools and resources that can be found on our LEARN & Educator platforms
- Redress will explore the three solutions, assessing potential impact and feasibility of implementation
- Redress will follow-up with educators with any potential further development and implementation of the solutions
- Reach out to education@redress.com.hk if you would like to be part of this work!



LEARN MORE ABOUT SUSTAINABLE FASHION

www.redressdesignaward.com/learn



/RedressAsia
/RedressDesignAward



GetRedressed



Redress_Asia



RedressAsia

Enquiries: apply@redress.com.hk

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