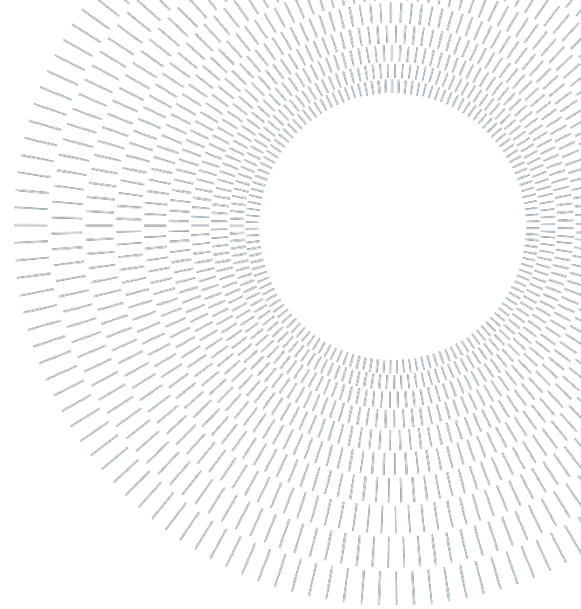




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EXECUTIVE SUMMARY OF THE THESIS

Consumers' Education on Fashion Sustainability

TESI MAGISTRALE IN MANAGEMENT ENGINEERING – INGEGNERIA GESTIONALE

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1. Introduction

Everything we use comes from natural resources, but many of them are being used faster than they can be replenished. Fashion, including textile, mass fashion and high-end fashion, is one of the main industries having negative environmental and social impacts around the world.

From the environmental perspective, it is responsible for approximately 8-10% of global emissions, the release of over a third of microplastics into the oceans, 20% of industrial water contamination and more than 92,000 tons of textile waste every year, which are not properly managed due to the lack of apparel waste management systems. (Stallard, 2022)

Concerning the social impact, garment workers are often underpaid, and this keeps them in a cycle of poverty and increases the pressure to

accept very scarce working conditions and to work long overtime hours, which has an impact on productivity, health, and safety.

On the other hand, despite worker exploitation, textile and clothing production is a major contributor to gross domestic product (GDP) for low and middle-income countries. Properly regulated, it has the potential to provide jobs and lift people out of poverty. This is why discussing about sustainable fashion and finding solutions to implement it is fundamental from a practical point of view.

The fashion industry has such huge impacts because of actions from both the offer and the demand parties.

On the business side, companies look for convenience in terms of labour and materials used and often suffer from lack of supply chain traceability.

Referring to the demand, each person in the world is somehow a customer of the fashion and textile industries, but while some people are passionate and even fight for the development of initiatives to promote environmental and social sustainability in the fashion world, others passively get carried away by events because of a mix of individualism, ignorance and laziness, leading to a lack of sustainable fashion interest and awareness.

So, although sustainability and sustainable fashion have been relevant topics for years, and although there are various projects underway and experts involved, sustainability is a complex theme to address, sustainable options are not always available or easy to use, and information is often contaminated by greenwashing and fake news.

Raising awareness and educating everybody about sustainable fashion is the first step to make a change, but the current education system on fashion sustainability is very basic, characterized by gaps and disorganization. This underscores the critical importance of this subject, not only in practical terms but also from an academic perspective.

2. Objectives and Methodology

2.1. Research objectives

This work intends to address the lack of implementation methods for Sustainable Development Goal (SDG) 12 Responsible Consumption and Production in the Fashion Industry. Given that manufacturers are reactive to customer demand and ready to implement more sustainable production practices, today's priority is to increase consumers' knowledge and steer them toward more ethical consumption.

Focusing on the demand side, as part of the Multilayered Urban Sustainability Action (MUSA) project, this thesis objective is to assess consumers' present level of fashion

sustainability education, with a focus on Italian consumers, give a rundown of the currently available educational resources, and identify a logical sequence to follow in order to educate, help, guide and incentivize consumers towards fashion sustainable choices.

Finally, a framework of proposals is designed to suggest practical solutions to address each step of the path to lead consumers in the transition towards responsible consumption habits.

2.2. Research Questions

Three research questions will be answered along the dissertation:

1. *What is the real level of knowledge and interest of consumers regarding sustainable fashion?*
2. *What tools are currently being used in spreading fashion sustainability? How?*
3. *What are the drivers to focus on in order to spread awareness about the right fashion sustainable habits? Which tools should be adopted to create an educational base rooted in the mentality of Italians?*

2.3. Research Methodology

This is a **longitudinal study** since the data was collected at multiple points in time in order to find the right next steps leveraging on the latest discoveries, and, in this way, to build a coherent path.

The approach is a mixed one, resorting, as needed, to **qualitative methods** such as interviews, focus groups, analysis of available divulgation papers and interesting cases, **and quantitative methods** like surveys and analytics of existing datasets. Data and information were gathered from available online articles, websites, papers and books, and chosen considering the **source reliability** and the **publication date**.

Through an **exploratory approach**, consisting in past **cases** and **experts' interviews conducted by us**, all the available tools to educate consumers about sustainable fashion were examined. The interviews were performed through online meetings with professionals specialized on specific topics or working in particular areas.

Thanks to the in-depth knowledge of the fashion industry and the current levels of awareness and education of today's consumers about sustainable fashion, built step by step through the methodology outlined above, a **framework** has been developed that aims at a wide-ranging sustainable fashion education, being composed of **six proposals targeting different needs of different types of consumers**.

Each proposal is presented following the same process. First, there is a description of the context of placement and a description of one or more interesting cases in the fashion industry or in a non-adjacent industry, in some cases enriched through experts' interviews. Then, the target is identified (also considering a classification between the level of fashion sustainability knowledge possessed by consumers, divided in Basics, Amateurs, Experts and Negationists), a general model of the solution is presented and, for the first four, a possible implementation suggested. For each proposal, its limits are discussed and the potential impact on the target is forecasted, thanks to online questionnaires, and analyzed.

The strategy and proposals validation happened through a workshop with 7 experts, who were selected basing on their experience and knowledge in different sectors:

- Alessandro Brun, Full Professor at Politecnico di Milano.
- Giorgio Burini, PhD candidate of the Supply Chain Management research group at Politecnico di Milano.
- Federica Celeste, PhD candidate of the Fashion, Luxury and Design Supply Chain Sustainability research group at Politecnico

di Milano and Content Creator for Fabiana Andreani.

- Margherita Emma Paola Pero, Associate Professor at Politecnico di Milano.
- Selena Russo, Senior Event Manager & Communication Specialist.
- Gianluca Tedaldi, Assistant Professor at Politecnico di Milano.
- Jinou Xu, Assistant Professor at Politecnico di Milano.

The online meeting lasted one hour and a half and it was structured following the Delphi method.

After a detailed explanation of the framework and all the solutions proposed, specifying the objectives, models, suggested implementation, target and forecasted impacted target, the experts were asked to answer a Google Forms questionnaire. Five questions for each proposal covered the fundamental topics of efficacy, efficiency, potentiality, and limits. The questions were related to the experts' opinions and the possible answers for each question were:

- 1- Totally Disagree
- 2- Partially Disagree
- 3- Indifferent
- 4- Partially Agree
- 5- Totally Agree

The validation happened in two phases. First, the respondents answered the five questions related to a solution, then the facilitator shared a summary of the anonymous answers and whenever the results were different, the participants were left free to discuss and comment on them, influencing each other's answers to the same questions in the next phase. This happened for each solution separately.

In the second phase, the participants were asked to answer the same questionnaires again. After the second phase, the convergence of opinions determined the final results.

2.4. Clarifications

A significant clarification concerns the **use of the word "Sustainability"**. Although the term

traditionally refers to the three spheres of environmental, social and economic sustainability, in the following thesis its general form refers to the environmental and social sustainability, while when more specificity is needed the sphere is specified.

It is also important to point out that, when referring to the “Fashion Industry”, all the activities of both **high-end fashion, mass fashion, and textile production** are included. Consequently, everybody can be considered a consumer of the fashion industry when it is intended as defined before.

3. Structure of the content

The **first chapter** has the goal of presenting the thesis objective, structure and research methodology used, in order to clarify the procedure followed and identify a fil rouge throughout the whole work.

In the **second chapter**, the concepts of Sustainability Triple Bottom Line with its trade-offs and SDGs with their limits are introduced, followed by a focus on the Fashion Industry environmental, social and economic impacts.

The relationships between both fast and luxury fashion firms and sustainability are examined, reporting also theoretical sustainability strategies solutions firms may adopt, which were inspired by the works of Renato J. Orsato and Martin Geissdoerfer, and their possible practical implementation. This part helps to define the current sustainability landscape and identify the conditions of the fashion industry production side.

Then, the concept of greenwashing is explained and the relationship between governments and sustainability, which largely concerns firms’ information disclosure and sustainable performance evaluation methods, analyzed.

The **third chapter** addresses the first research question (*What is the real level of knowledge and interest of consumers regarding sustainable fashion?*) since it evaluates the relationship between education and

sustainability today. Starting from the fundamental concept that, even though individual commitment alone is not enough and must be supported by firms and government actions, it still has the power to influence the fashion industry path, it is clear that the general rethink of the fashion design processes, and business models should be matched by a correct consumers’ education.

Merged data from Max Roser and Esteban Ortiz-Ospina’s, IIASA, UNESCO, Card’s, and OECD reports show that education equips people with the knowledge, means and mindset to make proper sustainable choices, in particular for conscious consumption.

Focusing on fashion consumption awareness in Italy, the results of a survey we carried out over a sample of 200 Italians about their knowledge of sustainable fashion and purchasing and disposal habits are shown. They support the conclusion that people are more and more aware of the sustainability issues, also in the fashion industry, but informational obesity, fake or incorrect news, the complexity of the topic and the scarcity of the education prevent most consumers from knowing more and making the right choice.

The **fourth chapter** addresses the second research question (*What tools are currently being used in spreading fashion sustainability? How?*) since it examines the current initiatives and tools to promote consumers education and awareness, including NGOs, events, laboratories, documentaries, movies, series, ted talks, podcasts, books, apps, and social platforms. Their peculiar meanings, targets, benefits, and limits are analyzed, also with the contribution of some expert we interviewed, and examples of their implementation to support Sustainable Fashion are listed.

As showed in the fourth chapter, there are several existing initiatives and tools to spread fashion sustainability, but they reach an already partially aware and educated target. In fact, the current version of the fashion sustainability education system excludes three different groups of people:

- A portion which is not educated in the proper way on fashion sustainability correct habits, the impacts of fast-fashion and the social and environmental consequences of the current purchasing behaviors.
- A portion of the correctly educated people, who don't have access to the right means to make the most sustainable choices due to a lack of external initiatives and opportunities.
- A portion of the correctly educated people, who has access to the right means but still gives more value to personal and short-term rather than collective and long-term convenience.

The **fifth chapter** addresses the third research question (*What are the drivers to focus on in order to spread awareness about the right fashion sustainable habits? Which tools should be adopted to create an educational base rooted in the mentality of Italians?*) since it presents a framework of proposals to complete the current sustainability education system and support it with an environment that makes it easier for consumers to make sustainable fashion choices. Its final objective is to highlight the areas of needed intervention, identify the specific order to follow in order to reach in a holistic way different targets of the population, particularly the currently excluded ones, and suggest a solution example for each step of the path. The six proposals are, in fact, intended as voluntarily general possible models to address each target and their specific deficiencies and needs, to drive sustainability in the mainstream. The framework objectives and its logic are presented and supported by the current needs for a sustainable fashion industry highlighted in Endelea's Case and Francesca De Gottardo's interview.

The proposals, mixing both pull and push approaches and aiming to educate, help, guide and incentivize consumers towards fashion sustainable choices are presented in Executive Summary Table 1.

Proposal	Description
Ad Hoc Lessons for young students	A model of 1/2 hours lessons to children from 5 to 14 years old to raise awareness and educate younger generations on sustainable fashion and their possible contribute to build a better world.
Educational Social Media Plan	A model of Social Media Plan, including livestreaming events and, when possible, ER tools, to merge consumers' sustainable fashion education with the interest of brands to improve their reputation.
Educational Visual Labels	A model of labels that customers of all ages can find on clothes to get information about the level of sustainability of the cloth itself, its origin and materials, its impact and use and disposal modalities.
GoodToWearMe App	An evolution of the WearMe App prototype that intends to help customers in changing their everyday routines through user-and-user and user-and-businesses cooperation, knowledge sharing, gamification, and encouragement with rewards.
End Of Life Wardrobe	A model of garment waste bin, installed outside stores or malls, to collect clothes at the end of their life, based on a system of incentives and rewards for users.
End Of Life Excise Tax	A model of excise tax on garments, leveled on each product social and environmental type of impact, in order to reduce their uncontrolled production and purchase habits. This way, the end-of-life cost of these products is partially direct also to the consumers.

Executive Summary Table 1- Framework of proposals' description

In the **sixth chapter**, all the proposals are validated using a Delphi method in two rounds with a group of experts from different sectors.

In the **seventh chapter**, the thesis discusses its final results, highlighting the importance of consumer choices in driving fashion industry sustainability. It highlights the challenges of limited education and incentives reaching some population segments. Three excluded consumer groups are identified: those with inadequate education, well-informed but limited opportunities, and educated but convenience-focused individuals. The proposed strategy, validated by experts, includes Ad Hoc Lessons, Educational Visual Labels, End Of Life (EOL) Wardrobe, and End Of Life (EOL) Excise Tax as promising options, with further research needed for the Educational Social Media Plan and GoodToWearMe App.

In the **eighth chapter**, the thesis concludes by addressing the research questions, highlighting its novel contributions, recognizing potential limitations, and exploring future opportunities based on the insights gained.

4. Framework of Proposals

The framework of proposals is based on the idea that, in order to achieve a sufficient level of education on fashion sustainability and see changes in this world, it is necessary an holistic approach, tackling different targets of different generations and attitudes towards the topic in a very specific order. It must be clarified that the sequence in which proposals are presented is the logic order in which they were ideated.

Anyway, the logic order is not strictly related to the chronological order of implementation, because implementing the proposals all together, without following the logic order, would strengthen and not diminish their impact.

The logic order initially aims to lay the foundation for sustainable fashion education in the very young generation, and then also in the older segments of the population. Additionally, facilitators and positive motivators would increase the interest of consumers, both properly educated and not, and practically guide them in their everyday choices. Finally, a coercive measure would affect all people, including both the portion of the correctly educated people, who has access to the right means but still gives more value to personal and short-term rather than collective and long-term convenience.

For each step of the path, general proposal models are suggested in order to give an idea of how to address each of these aspects from a practical point of view.

Children will be the future purchasing generations, who will have to value hopefully certain characteristics in terms of ethical, social and environmental standards of the goods during the shopping process. The first proposal is, in fact, the creation of lesson models for students of different ages about fashion sustainability topics. The goal is to build a more conscious generation, but also to let this younger slice of population positively influence

the older one through the scholar system and children's renown fresh point of view.

Proposal 1	Ad Hoc Lessons for young students
Objective	Realize a model of lesson to be performed once every year to educate young students about the topic of sustainable fashion and sensitize both the young generations and their close acquaintances. The approach must be both informative and emotional but not traumatizing.
Target Reach	Children and students between 5-14 years old.
From	Government; Independent organizations
Impacted Target	Among a sample of 36 students who followed the lecture trial, 94.4% are willing to put in practice what they learnt and 41.7% actually remember information from one lesson experience, a percentage that is likely to increase with the number of lessons students attend in their life (once every year).

Executive Summary Table 2- Ad Hoc Lessons summary

The second proposal exploits the always increasing power of social-network, the full-connectivity trend and the potentials of digitalization and new technologies, like livestreaming features and ER tools, to foster the current interest of people on fashion sustainable topics, strengthening the educational base of users.

Proposal 2	Educational Social Media Plan
Objective	Realize a model for social media plan, including livestreaming events and, when possible, ER tools, for brands to educate consumers about sustainable fashion and to increase their level of interest on the topic, sharing and reinforcing additional information about brands' values, materials used and activities performed. The communication approach can be either informative, emotional or a mix of the two.
Target Reach	Brand clients between 14-60 years old that are using social media and other social media account owners that could be reached directly on the platform. Mostly Amateurs and Experts, but partially also Basics.
From	Brands
Impacted Target	Among a sample of 43 respondents, 46.5% believe that a social educational campaign aimed at spreading transparency about the sustainability practices used by brands could have a sufficient positive impact. Only 30.4% and 11.6% would respectively follow livestreaming sessions on Instagram or Twitch. In general, the impacted target will consist mainly of consumers between 18-30 years old, who use social platforms more and are open-minded and mature to care about the topic, learn, engage, and act.

Executive Summary Table 3- Educational Social Media Plan summary

The third proposal is a more visual and easier tool to enter in contact with for every target, since it is about the introduction of visual educational labels on the internal and external part of every garment, showing in a simplified way basic information potentially needed by every customer. It can be resembled to a facilitator that aims at helping consumers to making conscious and aware choices.

Proposal 3	Educational Visual Labels
Objective	Realize a model of educational and visual labels to be associated to every garment to guide consumers in making conscious choices easily and effectively, by showing information from what and how garments are made but also, how they can be cared for, reused and the impact they have on society and the planet. The communication approach should be informative.
Target Reach	Any consumer of the brand's products before, during and after the purchasing process that would read the label, so Basics, Amateurs and Experts.
From	Brands, both spontaneously or pushed by Government
Impacted Target	Among a sample of 59 people, 72.9% would feel positively impacted by the use of Educational Visual labels in their purchasing habits (positive score > 5 in a range from 1 to 10). Around 45.8% would be directly influenced in their purchase by additional information about the product level of sustainability on the label. 67.8% of respondents showed interest in reading additional information about material origins, worker conditions, instructions for use, washing and recycling, and other initiatives by the brand through QR codes on the labels.

Executive Summary Table 4- Educational Visual Labels summary

The fourth and the fifth proposals have the objective to motivate consumers with positive incentives to respectively acquire the right purchasing habits and to dispose of clothes at the end of their life.

The fourth proposal is an app leveraging gamification and focusing on the always increasing importance of the phone in shaping our lives and our daily habits.

Proposal 4	GoodToWearMe App
Objective	Implement new functionalities to an already existing prototype, called WEAR ME App, to help consumers improve their daily habits through the share of information and the collaboration among users and between users and businesses. The communication approach should be informative, while the interaction should be both motivating and entertaining.
Target Reach	All 4 categories fashion of consumers: Basics, Amateurs, Experts and Negationists.
From	Private Entity
Impacted Target	Among a sample of 34 people, 57.6% would appreciate the application, believing it could have a positive impact on their daily habits. 63.3% of them would use the app to get specific detailed information, while only 6.1% would use the app daily. Probably as the personal wardrobe features develop and the social network grows, it will have a higher appeal.

Executive Summary Table 5- GoodToWearMe App summary

The fifth proposal offers a new and motivating way to take care of the clothes at the end of their lifespan, thanks to the introduction of garment waste bin which rewards in different ways the good gesture of putting in it clothes, that have reached their end of life.

Proposal 5	End Of Life Wardrobe
Objective	Implement a network of garment waste bins, which could be installed outside stores or malls, in order to incentivize consumers to properly take care of the disposal of clothes in their end-of-life phase, thanks to a system of rewards. The communication approach should be educational in order to let consumers understand the real purpose of this tool, while the interaction should be both motivating and incentivizing.
Target Reach	All 4 categories of fashion consumers: Basics, Amateurs, Experts and Negationists. In particular, all first-hand clothes buyers.
From	Government; Organizations; Private Entity
Impacted Target	Among a sample of 48 respondents, 84% would appreciate and would get a positive impact on solving the daily problem of end-of-life garment disposal from the introduction of the EOL Wardrobe. The type of incentive that works best would be discounts to be used in shopping centers or in pools of participating shops, followed by a monetary reward in the range of cents or a few euros.

Executive Summary Table 6- EOL Wardrobe summary

Finally, the sixth proposal introduces an excise tax on clothes computed basing on their production and disposal social and

environmental impacts. It has the goal of making the fashion market more homogeneous in terms of price for sustainable and fast-fashion clothes and could be able to reduce the overproduction and purchasing of non-needed garments.

Proposal 6	End Of Life Excise Tax
Objective	Impose a range of excise taxes on garments, leveled on each product type's production and disposal impact, as a coercive measure. The aim is to create a more homogeneous fashion market, to reduce the uncontrolled purchase and production, and to partially reallocate the end-of-life cost of these products to the consumers. The communication approach should be educational in order to let consumers understand the real purpose of this tax.
Target Reach	All 4 categories of fashion consumers: Basics, Amateurs, Experts and Negationists. In particular, all first-hand clothes buyers.
From	Government
Impacted Target	Among a sample of 48 respondents, 58.4% would understand the reasons behind the tax and redirect their purchases towards more sustainable garments.

Executive Summary Table 7- EOL Excise Tax summary

In the sustainable fashion world, we can consider three key role players: **consumers**, **firms** and **governments**, to which the action of other independent entities, like NGOs, adds.

The first lever to lead the fashion industry in a more sustainable direction is to educate consumers, who must have the right tools to make their own evaluations. This way, to address the demand, brands will inevitably be forced to produce less and more consciously. On the other hand, it is the firm's responsibility to create the right environment where consumers have access to the opportunities to make the right choices. The government can intervene on both sides by supporting filling the gaps of the current consumers' education system and by incentivizing both consumers' and brands' sustainable conduct avoiding greenwashing, while also providing equal operating and monitoring conditions for firms. Below, a synthesized presentation of the proposals is provided.

4.1. Creating the proper conditions to implement the proposals

While the Ad Hoc Lesson for young students and the Educational Social Media Plan are standalone proposals to directly educate large portions of the population depending on the specific target and don't need much preparation, the other proposals should be implemented in a properly organized system.

In order to give an example of this system, it is possible to merge the Educational Visual Labels, the GoodToWearMe App, the EOL Wardrobe, and the EOL Excise Tax solutions so that consumers will receive both positive and negative incentives to act in an ethical way in a context that makes sustainable choices possible, easy and even profitable.

The proposal consists in selling clothes in store with a specific markup related to the EOL Excise Tax depending on the production and disposal impact of the product itself. When it is brought back to the EOL Wardrobe by the user, the machine could pay back, with money or discounts, the part of the overcharge linked to the disposal impacts, also considering the time lapse between the purchase and the disposal, which could be identified through the informational label of the product, and the number of times the product was used, which can be identified connecting the consumer's profile on the GoodToWearMe App.

The system created in this way is too complex to be described in detail and needs a specific ad hoc study.

4.2 Results

The journey through this thesis has led us to intriguing discoveries, as we navigated the logical order of our proposed solutions and assessed their impact and feasibility.

Among these solutions, the Ad Hoc Lessons emerged as a powerful tool for instilling sustainability awareness in younger generations. However, our findings suggest that, in the short term, they might be best suited as an external educational program, specifically

on fashion sustainability, or as an integral part of a more comprehensive sustainability-focused curriculum.

On the other end of the spectrum, the Educational Social Media Plan exhibited considerable potential in educating older generations. Yet, we encountered a challenge; its cost-effectiveness for brands lacking essential data or a solid sustainable value proposition might pose hurdles to its widespread adoption.

In the midst of these considerations, the Educational Visual Labels stand out as a beacon of promise. Their ability to influence consumer choices in both the short and long term makes them a pragmatic and likely-to-be-implemented solution.

The GoodToWearMe App, with its undeniable impact on consumption, nevertheless faces the hard challenge of securing long-term profitability for its owner and retaining its user base.

The EOL Wardrobe, a compelling influencer of consumption patterns, shows promise in terms of profitability for participating stores. However, the realization of its potential hinges on the establishment of a multifaceted network of collaborations and a logistical system for the collection and disposal of garments, a long-term endeavor.

Lastly, the EOL Excise Tax emerges as a powerful force in influencing consumption and presenting profitability prospects for the government. Yet, its realization in practice necessitates complex computations based on fashion sustainability data that are not yet fully accessible today. Moreover, it demands adaptability to the ever-evolving economic and geopolitical landscape. It's worth noting that while it may curb overconsumption, it doesn't inherently address the issue of overproduction.

To sum up, Ad Hoc Lessons, Educational Visual Labels, EOL Wardrobe, and EOL Excise Tax proved to be promising tools for the

promotion of sustainable fashion. On the other hand, the Educational Social Media Plan and GoodToWearMe App require further refinement and revision in future research endeavors to bolster their efficacy and feasibility.

5. Conclusions

The dissertation begins by answering the first research question. In fact, it delves into the relationship between education, sustainability, and conscious consumption, emphasizing education's role in shaping values and behaviors. The research reveals that while global awareness of sustainability in fashion is on the rise, translating this awareness into action faces challenges. Consumers express a need for further education on sustainability and point out barriers like misinformation, perceived excessive costs, and skepticism about individual impact. Finally, it is underlined the significance of education and awareness in promoting sustainability within the fashion industry.

The second research question investigates the tools and initiatives used to promote fashion sustainability and consumers' education. The research highlights a gap in targeting individuals who are already aware of sustainability concepts, leaving out children, teenagers, and those unfamiliar with sustainability.

The first part of the final research question identifies education and incentives as key drivers for raising awareness about sustainable fashion habits. The dissertation outlines a comprehensive strategy for addressing different segments of the population, presenting a framework of six initiatives. This strategy begins with educating the younger generation and extends to older ones, with facilitator and motivator tools to guide consumers towards sustainable choices. Additionally, a coercive measure is proposed to influence everyone, regardless of their level of education. These initiatives range from Ad Hoc

lessons for students to an EOL Excise Tax on clothes based on their environmental impact.

5.1 Novel Contributions

This thesis makes several significant contributions to the field of fashion sustainability education. It begins by meticulously researching, analyzing, and reorganizing existing data and literature related to fashion sustainability, forming a solid foundation for subsequent developments. The central contribution is the proposal of a systematic, holistic approach to enhance fashion sustainability education. This approach includes targeted strategies tailored to diverse demographic groups, starting with the youngest generation to instill lifelong sustainability values. The thesis emphasizes the role of facilitator and positive motivator tools, as well as the potential use of coercive measures to drive sustainability. It concludes with a practical framework to guide stakeholders in implementing sustainable fashion education.

5.2 Limits

Recognizing its limitations, this thesis acknowledges a relatively short research duration, reliance on foreign research due to limited local data, and the use of online surveys with small sample sizes. These limitations affect the ability to capture long-term trends and behaviors, the direct applicability of foreign research to the Italian context, and the representativeness of survey responses. These limitations should be taken into account when interpreting the findings and inspire future research to delve deeper into these areas for a more comprehensive understanding of fashion sustainability education in Italy.

5.3 Future Perspective

Looking ahead, future research in fashion sustainability education should focus on deeper exploration of each step in the proposed logical order, refining and expanding existing models, rigorously testing proposed solutions in real-world scenarios, and identifying effective professional implementation models. An

iterative approach, interdisciplinary collaboration, and long-term impact assessments are essential to keep up with the dynamic nature of fashion sustainability. By addressing these areas, researchers can contribute to a more sustainable and responsible fashion industry for future generations, ensuring lasting positive effects on consumer behavior and industry practices.

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