



Lesson Plan: The Footprint of My Closet

Subject: Fashion, Water Pollution, and Sustainability **Target Audience:** Erasmus+ International Student Teams **Duration:** Approx. 60–90 minutes **Project Lead:** Carlota Molina Frontán

Lesson Overview

In this session, you will explore the environmental impact of the fashion industry, specifically focusing on water pollution and waste. By the end of the class, your goal is to collaborate in your international teams to design and film an engaging 60-second video campaign for students across Europe.

Learning Objectives

- **Analyze** the lifecycle of clothing by identifying origins and materials.
- **Understand** the environmental costs of fashion, including water scarcity, toxic runoff, and microplastics.
- **Propose** sustainable solutions for both production and consumption.
- **Create** a persuasive digital campaign using a powerful slogan.

Detailed Activities

1. Introduction: Watch and Learn (10 mins)

- **Objective:** Get inspired by effective communication styles.
- **Action:** Watch selected TikTok examples to see how fashion impact is communicated through short-form video.

2. Activity 1: Label Detectives (15 mins)

- **Objective:** Connect your own wardrobe to global production.
- **Action:**
 - Check the labels on the clothes you are wearing today.
 - Identify the manufacturing country.
 - Analyze the materials (e.g., 100% cashmere, cotton, polyester).

3. Activity 2: Deep Dive (20 mins)

- **Objective:** Examine the "hidden" environmental costs of a single garment.
- **Action:** Discuss the following impact areas in your teams:
 - **Scarcity:** The high irrigation costs of textile crops.
 - **Dyes:** The toxic runoff from coloring fabrics.
 - **Plastics:** The release of synthetic microfibers into the water supply.

4. Activity 3: Solutions (15 mins)

- **Objective:** Transition from identifying problems to advocating for change.



- **Action:** Brainstorm ways to improve the industry through:
 - **Production:** Natural dyes and recycling.
 - **Consumption:** Slow fashion and buying second-hand.

5. Final Action: Awareness Campaign (30 mins)

- **Objective:** Synthesize learning into a creative output.
- **Action:**
 - Work as a European team to draft a script.
 - Choose a **powerful slogan**.
 - **Film a 60-second awareness clip** designed to resonate with your peers across Europe.