

Case: circular fashion

In this exercise, students:

- Learn how to analyse a sustainability problem
- Learn how to think in systems
- Learn how the triple P works in reality
- Learn how to make a business model more circular and sustainable

Part 1: Analysing the problem

Exercise 1 (10 minutes)

Students form groups of 4 or 5.

They have to discuss the following questions as a group:

- Where do you buy your clothes?
- What determines your clothing and shop selection?
- What kind of fashion retailers are successful today?
- What makes them so successful?
- What does their business model look like?

Reflection 1 (10 minutes)

Reflect with your students on the answers. The conclusion will probably be that most of the students buy their clothes in fast fashion retailers. Explain the business model of fast fashion.

Exercise 2 (10 minutes)

Students discuss the following questions in the group:

- What kind of problems are arising from this model of production and consumption? (5 min)
- Try to categorise the problems into people, planet, profit?
- Is there a link between the categories/problems?
- Is it useful to look at the problems separately?

Reflection 2 (10 minutes)

Listen to the problems that the students came up with. Categorise them in the 3 Ps or use the SDGs. Show a video to make clear that everything is linked and that they have to look at the whole lifecycle of a product.

[The life cycle of a T-shirt- Angel Wang](#)

Part 2: Solutions

Exercise 3 (20 minutes)

Students have to present their own sustainable clothing collection. Let them brainstorm about solutions to make a particular piece of clothing (T-shirt, jeans, sweater...) more sustainable. Focus on the whole life cycle. They can use the [Close the Loop Tool](#) for circular fashion to formulate their advice.



Presentations (30 minutes)

Students present their findings to each other in a short presentation (5 minutes). They can use Powerpoint, a moodboard or a poster.

Exercise 4 (30 minutes)

Now students consider [this article](#) on the social entrepreneur Tom Duhoux, founder of [HNST](#).

They list his actions for sustainable jeans.

They try to answer these questions:

- Why is Tom Duhoux a social entrepreneur?
- Which principles of the circular economy do you recognise in the business model of HNST?
- Can you fill in the business model canvas of Osterwalder?
- Give some advice to make the business model more sustainable.

Reflection 3 (20 minutes)

Compare together with the students the business model of a fast fashion clothing retailer and HNST jeans



