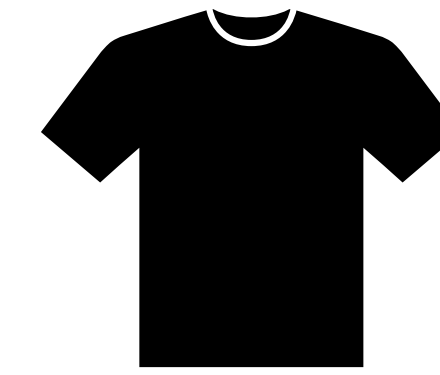


Social, Economical and environmental impact evaluation

Final Presentation - Fast Fashion School



Linnea Nordin 26/06/2023



100 billion garments produced per year

-92 million tonnes end up in landfills.

-To put things in perspective, this means that the equivalent of a rubbish truck full of clothes ends up on landfill sites every second



- In 2022 the fast fashion brand Sheine is the most popular fashion brand on the planet is an ultra fast fashion brand. Huge negative social and environmental footprint
- Fast Fashion School Application and platform was born to remind and educate the consumer how their purchasing power affects globally and nudge them to more positive purchasing behaviour



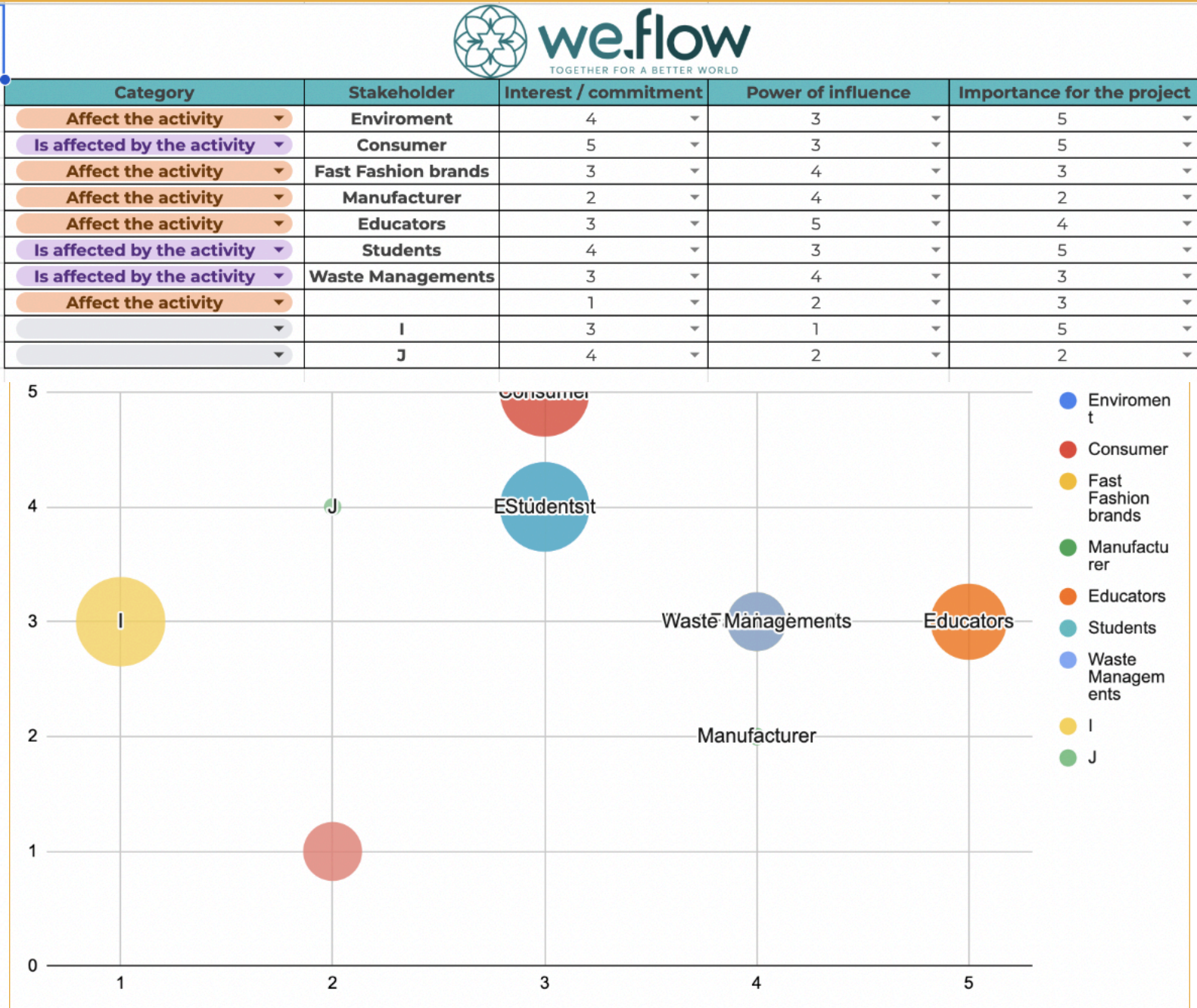
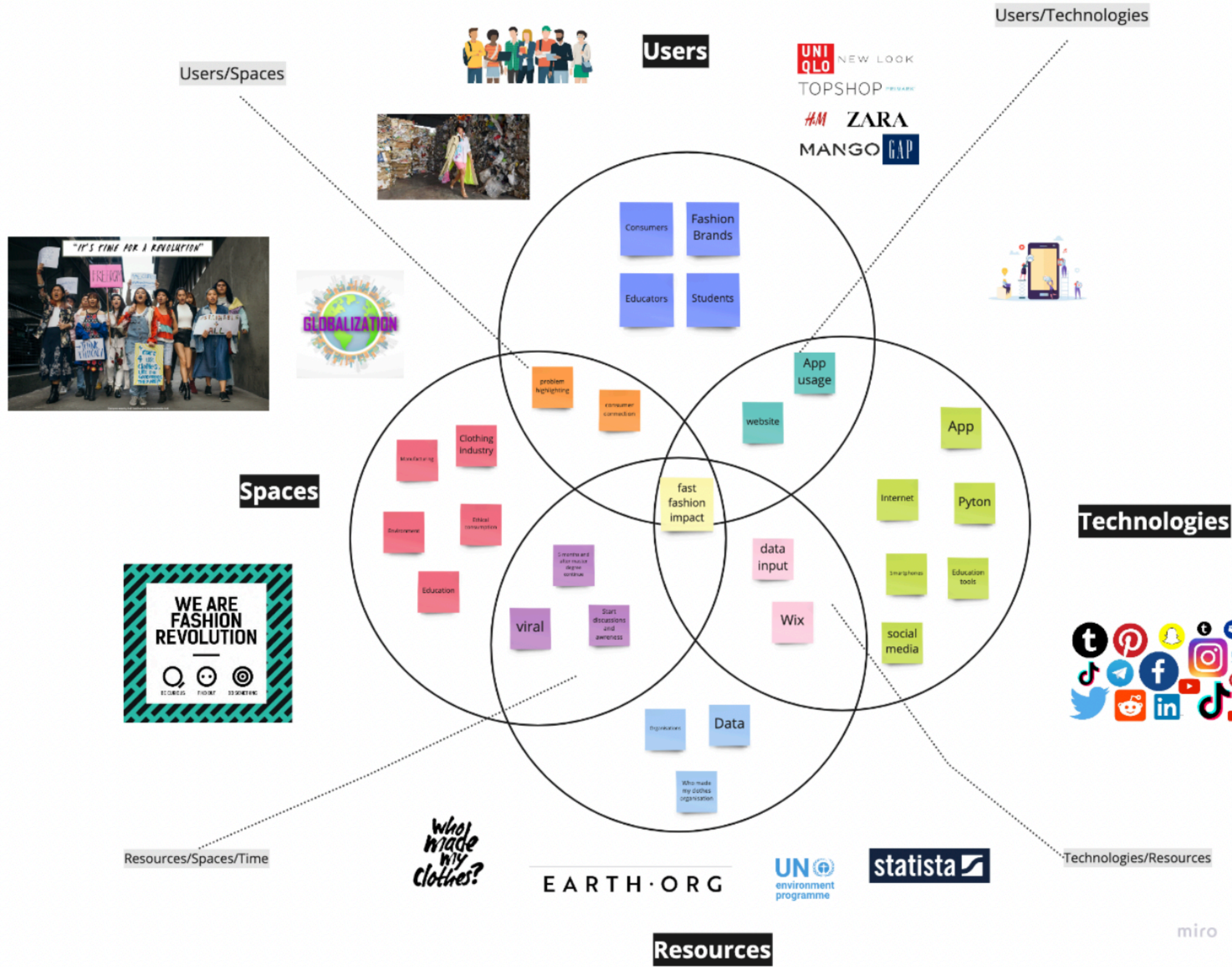
Photo Source:[gettyimages.com](https://www.gettyimages.com)

FAST FASHION SCHOOL 

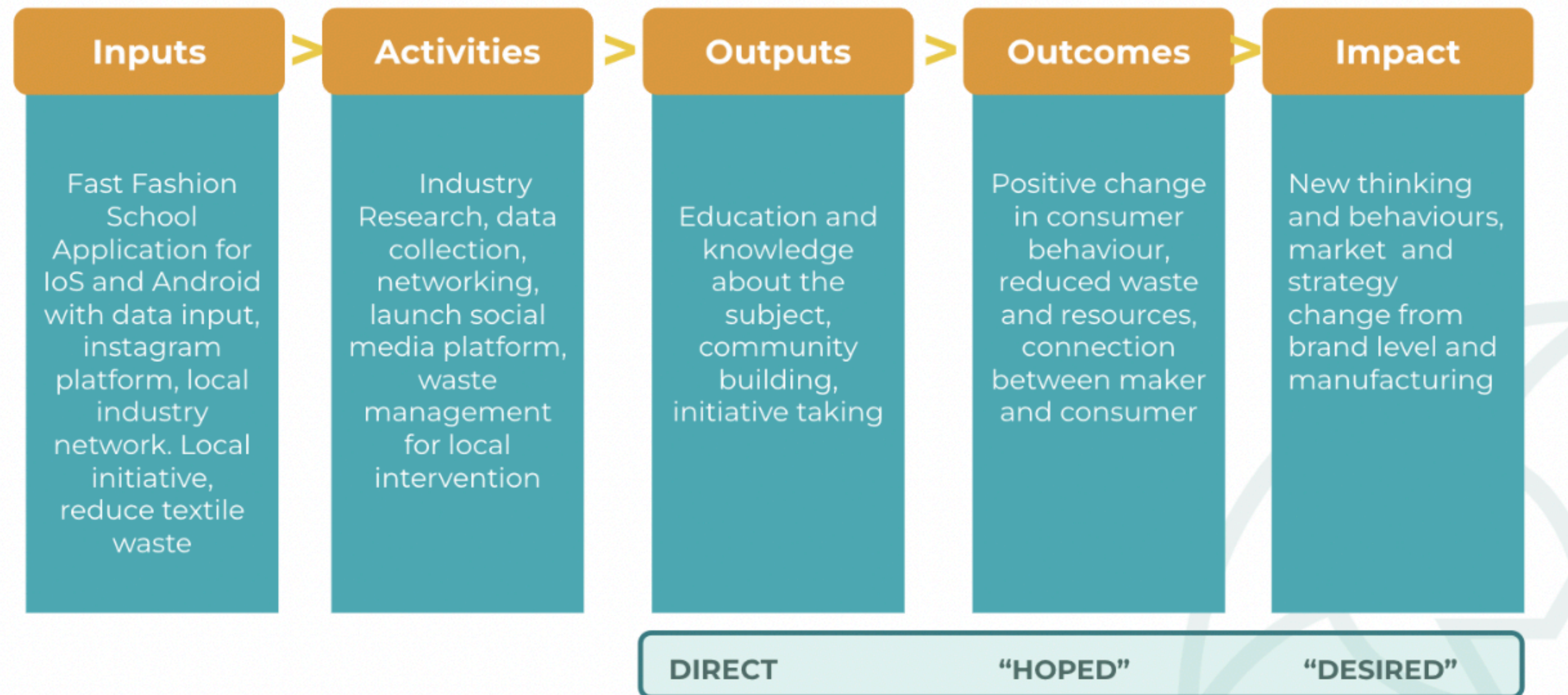
Impact Narrative



Stakeholders



0.4 Theory Of Change (ToC) Visual Format



Logical Framework

LOGICAL FRAMEWORK				
	DESCRIPTION	INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
IMPACT	Positive change in consumer behaviour, reduced waste and resources, connection between maker and consumer. New thinking and behaviours, market and strategy change from brand level and manufacturing	Encouraging user to reduce textile waste, leave comments on the social media platform how they did it. Local intervention measuring the waste that is getting recycled instead of going to household waste	analysis of student self reflection	small and big positive changes in awareness of consumption and waste
OUTCOMES	Education and knowledge about the subject, community building, initiative taking	App usage in school, can receive real live feedback on change of mindset and any actions coming from it	app user reviews, feedback on actions	project showing clear positive performance on all KPI's
OUTPUTS	Industry Research, data collection, networking, launch social media platform, waste management for local intervention	data input into app, KPI on app usage, social media engagement numbers of users of App, feedback, social media engagement,	documentation from engagement data	offline engagement through panels and platform, community building
ACTIVITIES	Fast Fashion School Application for iOS and Android with data input, instagram platform, local industry network. Local initiative, reduce textile waste	numbers of people going to offline workshop, textile waste measurement in residential buildings	reports on data collection from all KPI	offline engagement through panels and platform, community building

Data Collection Plan

CATEGORY	DESCRIPTION	INDICATORS	SOURCES OF VERIFICATION	TYPES AND TOOLS OF DATA COLLECTION	SAMPLING	DATA COLLECTION INSTRUMENT	RESPONSIBLE	DEADLINE	COST	RISKS
IMPACT	Positive change in consumer behaviour, reduced waste and resources, connection between maker and consumer. New thinking and behaviours, market and strategy change from brand level and manufacturing	Encouraging user to reduce textile waste, leave comments on the social media platform how they did it. Local intervention measuring the waste that is getting recycled instead of going to household waste	analysis of student self reflection	surveys, data points on local initiative on reduced textile waste, reported through platform initiative	app users + myself+ all engagement numbers	wix app platform analysis tool	myself	n/a . Not decided yet.	R\$ 0,00	Behaviour impact can be hard to measure during a set time, longer time is needed. Hard to measure in monetary values
OUTCOME	Education and knowledge about the subject, community building, initiative taking	App usage in school, can receive real live feedback on change of mindset and any actions coming from it	app user reviews, feedback on actions	initiatives discussed on forums on the app platform	app users + myself+ all engagement numbers	wix app platform analysis tool	myself	n/a . Not decided yet.	R\$ 0,00	Not all initiatives are recorded on app/social media platform
OUTPUT	Industry Research, data collection, networking, launch social media platform, waste management for local intervention	data input into app, KPI on app usage, social media engagement	documentation from engagement data	app analysis of user engagement	app users + all engagement	wix app platform analysis tool	myself	n/a. Not decided yet.	R\$ 0,00	Behaviour impact can be h
ACTIVITY	Fast Fashion School Application for iOS and Android with data input, instagram platform, local industry network. Local initiative, reduce textile waste	numbers of users of App, feedback, social media engagement, numbers of people going to offline workshop, textile waste measurement in residential buildings	reports on data collection from all KPI	app analysis of user engagement and social media engagement	app users + myself+ all engagement numbers	questionnaires + wix app platform analysis tool	myself	n/a. Not decided yet.	R\$ 0,00	Not all initiatives are record

Findings/Insights

- Hard to measure impact on online activities, not all actions are recorded for example- how do I measure a consumer thinking twice about buying a shirt. I don't know all variables, I don't know if my direct project made 3 people not buy Sheine
- Relying on surveys on data collection, and app and social media data.
- Important to still have initiatives like this even tho it can be hard to see direct results