

Remember: Your project is worth **20%** of your final mark, as valuable as a full essay that you complete in the exam. But, you are not marked on the quality of the project, but on the quality of the **REPORT** that you complete about the project. Examiners are actively looking to see how you reflected on your learning. The suggestions here are only a guide!

Citizenship Projects 2020 - 2021 Pitfalls & Suggestions

Using this handout: This is not a “stand-alone” guide. It should be used in conjunction with the information in the SEC report booklet and ‘Project Brief’ (the doc with the titles), but also with the Section A, B, & C handouts and screencasts. Ultimately, the project is your responsibility and is unique to you!!

Title 1

Break down the title to see what you really need to be doing:

Research the environmental impact of ‘Fast Fashion’. Use your findings to raise awareness of this problem by holding an event to promote environmentally sustainable fashion.

Section A – Research

This is a clear section of the project in this title. Remember, you’re not asked to research ‘Fast Fashion’ itself, but rather the ‘**environmental impact**’ of ‘Fast Fashion’. Obviously, to do this, you’ll need to do the following:

1. Get a general overview of what ‘Fast Fashion’ is and how it works
2. Consider the different types of environmental impact you might encounter
 - a. Impact at the point of production
 - b. Impact of transportation “Carbon Footprint”
 - c. Impact of packaging in country where the products are sold
 - d. Speed of ‘disintegration’ of the product ‘vs’ more robustly constructed products
 - e. Other relevant perspectives
3. Keep a record of all sites that you have visited that provide have information (I recommend a Google Docs tab – or equivalent - that you can keep open while browsing and copy the ‘url’ straight across)
4. Use this document to form the backbone of your ‘Bibliography’. Consider breaking
5. Draw together your ‘**Key Research Findings**’ from what you have discovered during your research
6. A key element here is that you need to be able to explain how the information that you found during the research process **INFORMED** the choice of action.

Most Frequent Mistake in this section: Many students assume that because they have completed a lot of research, that this must be part of their “action”. You won’t be writing about research process in Section B.

An important consideration: There are many other impacts of ‘Fast Fashion’, particularly a socio-economic element that is highly relevant to the general topic, but NOT to this project title. An informed student might well ask “well, if you’re really poor, how can you afford ‘environmentally sustainable fashion’, which is invariably more expensive?” Similarly, they might ask, do policies that increase the price of fast fashion garments only serve to make life more difficult for both the lower-paid workers in the factories that produce those goods and the economically marginalized families in Ireland who depend on cheaper clothing to survive day-to-day? Interesting, but not the core of your investigation.

Section B – The Action

Once you have established the direct connection between what you have researched and what you are going to actually DO, you need to execute (carry out) the action. As ever, return to the specific wording of the Project Brief: “**to raise awareness of this problem by holding an event to promote environmentally sustainable fashion**”. Your action, therefore must do **TWO** things.

Firstly, you must hold **AN EVENT**. (of any kind)

Secondly, you must clearly demonstrate that the goal of the event is to “**RAISE AWARENESS**” and “Promote” environmentally sustainable fashion.

Obviously, many of the ideas that you may have considered in pre-Covid times are now infeasible. This is not a significant issue. Your event can take place in a digital/virtual/social media setting, providing that you **justify** why your choice.

It is important to remember that nobody is expecting this to be a perfect project, so you should try and anticipate and keep record of any of the specific challenges that you faced. Given that 15% of your marks for the Project Report are specifically allocated to your ability to ‘critically analyse the action plan’. This basically means that, no matter how well the project went, you **MUST** identify a challenge you face **AND** identify how you overcame that challenge. Consider the formulation: “One challenge I face was X, and I overcame it by doing Y”. “One challenge I faced that I could only partially resolve was...”. “One challenge that I was unable to overcome was the limitations placed on me by the Covid-19 restrictions.” This will make it easier for the examiner to see where the marks should be allocated.

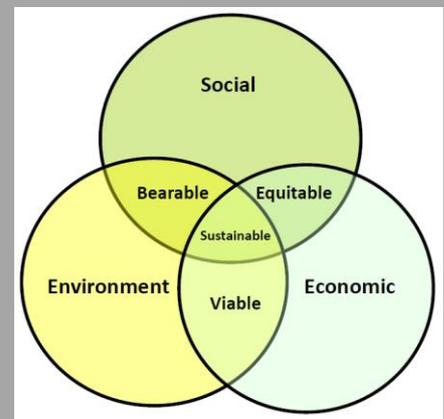
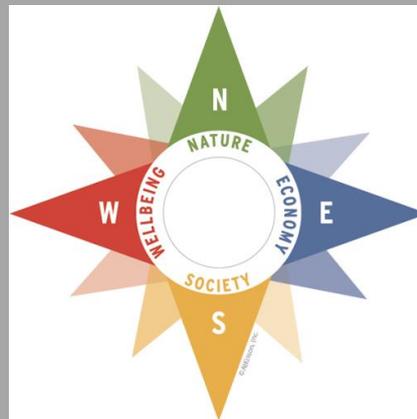
Section B – The Action – (Continued)

You must also be able to demonstrate HOW what you do will be designed to raise awareness. One way of doing this that has been looked upon favourably in previous 'awareness raising projects' is the idea of seeing what you can measure. Consider doing an 'Entry & Exit' survey (on Google Forms or Survey Monkey) that will help you to track the direct impact of your action. More importantly, it will demonstrate to your examiner that you have considered the idea of efficacy. It might be all well and good to organize a big fashion show, or to organize a 'recycled fashion' designer competition, or even to take a very practical 'bring-and-buy/swap shop' approach, but unless you can see a difference between what happened before the event and what happened after, it will be hard to prove that awareness has, in fact, been raised. This will be critical for writing an effective 'description of the outcomes of the project', worth 15% of your report's marks!

Section C – The Review

This is the area where you find you run out of word-count the quickest. You can see on the sample handout how the marks are divided in general, but in relation to this specific topic, it's worth returning to the idea here that while there are big environmental concerns, the solutions aren't as infantile as just 'banning' certain kinds of products, or imposing heavy tariffs or taxes on them. It will be essential to engage with the 'Compass Rose of Sustainability' and/or the Venn Diagram below to see how these factors interact. Don't worry if you are unfamiliar with these ideas, we'll cover them in class very soon!

Ultimately, it should become evident that the 'sustainable development' model encourages you to look beyond simply considering problems as just fitting into the 'environmental' category, but also needs the solutions to be 'equitable' for all involved if you are to really get to grips with a 'sustainable' solution.



Bibliography – some indicative sources to get you started!

To find relevant articles that I've been sharing for a while, look back over the 'feed' of the @khpolsoc twitter feed. You'll find lots of little gems there. Ultimately, though, if you're only relying on these articles, your research won't look unique, so you MUST locate some relevant articles of your own!

Newspaper Articles:

<https://www.theguardian.com/fashion/2020/jul/14/fast-fashion-20-ways-stop-buying-new-clothes-fair-wage-wardrobes>

<https://www.theguardian.com/commentisfree/2020/jul/07/fast-fashion-clothing-brands-leicester-boohoo-consumers>

<https://www.nytimes.com/2019/09/03/books/review/how-fast-fashion-is-destroying-the-planet.html>

<https://www.nytimes.com/2019/12/24/insider/vanessa-friedman-fast-fashion.html>

<https://www.irishtimes.com/life-and-style/fashion/not-so-fast-fashion-is-it-time-for-the-industry-s-blue-planet-moment-1.3953940>

<https://www.thejournal.ie/readme/saoirse-mchugh-fast-fashion-bad-for-environment-4846920-Oct2019/>

Government/NGO/International Reports:

<https://sustainabledevelopment.un.org/partnership/?p=28041> (relevant data & critique from the UN SDGs)

https://www.unece.org/fileadmin/DAM/RCM/Website/RFSD_2018_Side_event_sustainable_fashion.pdf A short intro on the SDGs and Fashion

<https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/1952.pdf> (from the UK gov)

<https://www.mywaste.ie/news/fixing-fashion-clothing-consumption-and-sustainability-report-summary/>

<https://www.developmentperspectives.ie/ResourcesPDFS/Stepping%20stones%20for%20SDGs.pdf>

Scholarly Journals: - a starting point only...

<https://www.mdpi.com/2071-1050/9/12/2256/pdf>

<https://ehjournal.biomedcentral.com/articles/10.1186/s12940-018-0433-7>