AR4Reclothing

"Stimulating gender-based innovative training methods to promote CLOTHING REcycling through Augmented Reality"

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The Consortium

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Project Introduction

Recent research has depicted the linkage between environment-oriented activities and gender disparities. There is still a high level of gender inequality, women act as half of the world's resource managers, making their role crucial towards safeguarding the environment (Global Environment Facility, 2018). As upcycling of clothes is the new trend for green fashion, there has been no concrete initiative to promote women's active participation in upcycling practices for environmental sustainability.

The objective of the **AR4Reclothing** project is to engage textile professionals from all the fields to raise awareness about the environmental and social benefits of clothing upcycling through innovative training methods that better establish environmental sustainability utilizing the different role of women in eco-friendly activities.

Project Results

-A training material tailored to the real needs;
-An AR mobile application that promotes clothing upcycling activities utilizing a gender-based methodology;
- A certified and accredited system for validation and recognition of skills.

Project Main Beneficiaries

Textile professionals; VET & Textile experts; HEI and VET with Textile or Environmental departments; Public bodies/ Authorities/ NGOs/ Training centers; AR developers Developers/ Organizations willing to embrace innovative digital solutions.

Project Expectations

-Enhancement of ICT-enabled education and e-learning;
-A Personalized Hands-on Platform as a complete training course for textile establishment of women's active participation in clothing upcycling activities;
-An AR mobile application functioning as an assessment tool towards the retention of newly acquired knowledge and skills through the promotion of real-life scenarios;
-AR4ReClothing Club to serve as a dedicated online space providing live support to practitioners.