

Lesson Plan: Sustainable Fashion Business Development for Migrant Women

Trainer Audience | VET Trainers working with migrant women

Objective | Enable VET trainers to guide migrant women in building sustainable fashion businesses, with a focus on core principles, career guidance, and marketing analysis.

1. This **lesson plan is a possible roadmap for VET trainers** on how to teach their class. It serves as a guide to help the VET-Trainers to assist the migrant women on their career planning and allows participants to learn more about sustainable fashion at their own pace.
2. The **Materials** found in the self-learning platform should also be used for the VET-Trainers for a better understanding and can also be used in the teaching of the participants.
3. Roughly **the same structure of each module including chapters:**
Each module contains 3 chapters. Most of the chapter contain several subchapters:
 - Introduction Text
 - Video Tutorials
 - Deep Dive (Not Mandatory)
 - If applicable: Learning Reflection (“Learning Snacks”), Checklists, Worksheets, Work Assignments, additional recommendations etc.

Short Overview of the Modules and Chapters

MODULE 1: CORE PRINCIPLES OF SUSTAINABLE FASHION

- Chapter 1.1: Introduction to Sustainable Fashion
- Chapter 1.2.: Circular Economy & Waste Management in Fashion
- Chapter 1.3.: Identify Skills & Passion, dive into Business Ideas

MODULE 2: CAREER GUIDANCE & SHOWCASING BEST PRACTICES

- Chapter 2.1.a: Provide Career Guidance
- Chapter 2.2: Share Best Practices & Assess Knowledge
- Chapter 2.3. Analyze Competitors & Trends

MODULE 3: LEGAL INFORMATION

- Chapter 3.1: Checklist - Steps to register a business
- Chapter 3.2. Legal Frameworks
- Chapter 3.3: Networking Platforms

Module 1: Core Principles of Sustainable Fashion

Before teaching (class) visit Module 1 (Core Principles of Sustainable Fashion) in the [E-Learning Platform 'Zebis'](#). Visit and watch related videos for your knowledge enhancement in the field.

Chapter	Description	Resources	Activity	Learning Outcome
1. Introduction to Sustainable Fashion	Introduce participants to sustainable fashion and sustainable textiles.	Videos, articles, case studies on sustainable fashion.	Trainer facilitates a discussion on the environmental impact of fashion and sustainable alternatives.	Participants understand the importance and foundations of sustainable fashion.
2. Circular Economy & Waste Management in Fashion	Introduce participants to circular economy, and waste management. Focus on ethical, eco-friendly practices	Videos, articles, case studies on sustainable fashion,	Trainer facilitates a discussion on the environmental impact of fashion and sustainable alternatives.	Participants understand the importance and foundations of circular waste management in fashion.
2. Identify Skills & Passion, dive into Business Ideas	Participants reflect on their skills and passion for sustainable fashion. Encourage participants to think of ideas for founding their own sustainable textile business.	Trainers lead group discussion on participants' strengths, passions, and business ideas. Use digital tools like: Mentimeter , Miro , Padlet , mindmeister	Group brainstorming and individual reflection sessions. Trainers provide feedback on business ideas.	Participants identify their skills and passions, begin shaping sustainable business ideas. Trainers help participants clarify their direction and motivation for sustainable business.

Module 2: Career Guidance & Showcasing Best Practices

Before teaching, visit our [E-Learning Platform 'Zebis'](#) and finalize Module 2.

Step	Description	Resources	Activity	Learning Outcome
1. Provide Career Guidance	Offer tailored career advice based on participants' business ideas and gathered knowledge.	Module 2 resources: Worksheets, case studies.	Trainers provide personalized career planning sessions.	Participants receive career advice and guidance on sustainable fashion business development.
2. Share Best Practices & Assess Knowledge	Trainers present successful examples of sustainable fashion businesses, showcasing various models and approaches.	Module 2 resources: Videos, articles, case studies.	Trainers lead a presentation and Q&A session. Participants share and discuss already existing and successful sustainable fashion models.	Participants expand their knowledge of sustainable fashion and are inspired by real-world examples.
3. Analyze Competitors & Trends	Help participants analyze market trends and competitors within sustainable fashion. Introduce the concept of finding a niche. Introduce participants to identifying target markets, trends, and niche opportunities.	Market analysis resources from Module 2: Worksheets, articles, videos.	Trainers assist participants in researching competitors and defining market trends. Trainers guide participants through market analysis and niche identification exercises.	Participants can perform basic market analysis, identify niche opportunities in sustainable fashion and evaluate competitors in sustainable fashion.

Module 3: Legal Information

Before teaching, visit our [E-Learning Platform 'Zebis'](#) and finalize Module 3.

Step	Description	Resources	Activity	Learning Outcome
1. Local Business Resources	Provide information on local business resources relevant to fashion business development.	Videos, articles, worksheets on local resources.	Trainers explain how to use these resources to create actionable business plans.	How to access local business resources for their fashion enterprises.
2. Legal Frameworks	Overview of legal requirements for starting a business in the country they live in.	Legal guides, articles, videos from Module 3.	Trainers provide a walkthrough of legal frameworks, licenses, permits and regulations	Participants learn the legal requirements for starting and managing a business.
3. Networking Platforms	Introduce networking opportunities to help them connect with industry experts and potential collaborators.	Module 3: Worksheets, videos on networking.	Trainers present networking strategies and relevant platforms.	Participants gain insight into the importance of networking and how to build connections.

Lesson Recap & Final Steps

Step	Description	Activity	Learning Outcome
1. Review Key Concepts	Recap the key concepts from all modules to consolidate knowledge.	Group discussion and Q&A.	Participants feel confident in applying sustainable business principles.
2. Finalize Business Ideas	Help participants refine and finalize their sustainable fashion business ideas.	Trainers provide feedback.	Participants solidify their business strategies and prepare for future implementation.