



TexUnite

Project: 2024-1-DE01-KA220-HED-000253935 – TexUnite - Service Learning on Sustainability in Textile and Fashion Education

SL Project Title: Future Fashion Walk Freiburg

Partner University: University of Education Freiburg, Germany

Name of the Stakeholder: Outfit, Freiburg, Germany

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Executive Summary

As part of the Erasmus+ TexUnite project, twenty-eight lower-secondary teacher education students participated in a service-learning (SL) initiative focused on sustainability in fashion. The project explored the social and environmental impacts of fast fashion along the entire textile value chain. Activities involved exploring sustainable shopping options in Freiburg, engaging in a virtual exchange with the University of Ljubljana, and taking part in community-based events. The students created the *Future Fashion Walk Freiburg* shopping guide, published both as a booklet on Instagram and as an open educational resource (OER). Pre- and post-project assessments indicated improved sustainability awareness among the students.

Background and Context

The textile and fashion industry has profound environmental and social impacts, including resource-intensive production, the use of harmful chemicals, and problematic working conditions across global supply chains. This project engaged students in examining these challenges and investigating how sustainable alternatives can be identified locally in Freiburg, connecting academic learning with real-world perspectives and community engagement.

Objectives

- ❖ Analyse the environmental and social impacts of fast fashion across the textile value chain.
- ❖ Identify and evaluate sustainable shopping alternatives in Freiburg (e.g., second-hand shops, rental services, fair and eco-certified fashion).
- ❖ Engage with local actors through interviews, store visits, and community-oriented research activities.
- ❖ Create and disseminate the *Future Fashion Walk Freiburg* guide to promote sustainable consumption and raise awareness via social media and OER.

Methodology

The project combined a brief theoretical introduction with practice-based research in Freiburg, Germany. After exploring key sustainability concepts, students investigated local fashion alternatives through online research and selected twelve relevant stores and initiatives for further study. Working in small teams, they contacted local partners, conducted on-site visits and interviews, and documented their findings. These materials informed the text and media production for the *Future Fashion Walk Freiburg*, which presented both the selected locations and broader sustainability themes. A pre- and post-assessment provided insights into students' sustainability-related attitudes and their reflections on the overall project experience.

Implementation Details

The project was conducted within the seminar *Fashion and the Fashion Market* with 28 lower-secondary teacher education students from the Department of Everyday Culture, Sport and Health. It took place over 13 sessions during the summer semester 2025 (23 April–23 July 2025).

- ❖ Theoretical Part: Students were introduced to key challenges in the textile industry, principles of the circular economy, and SL methods. This was followed by discussions and preparatory research on sustainable fashion.
- ❖ Practical Part: Students explored sustainable fashion options in Freiburg through store visits, interviews, and documentation. Their findings, covering locations such as vintage shops, fair-fashion stores, rental concepts, and upcycling-oriented boutiques, were compiled into the *Future Fashion Walk Freiburg* and shared on social media to promote sustainable consumption.

Results and Impact

- ❖ Students strengthened their understanding of sustainability challenges in the textile and fashion sector and developed greater critical awareness of fast-fashion consumption and local alternatives.
- ❖ A *Future Fashion Walk Freiburg* guide was created and published, presenting sustainable shopping options and background information on responsible fashion practices. <https://texunite.eu/wp-content/uploads/2025/11/FutureFashionWalkFreiburg.pdf>
- ❖ Public awareness was enhanced through the dissemination of the guide on social media, encouraging consumers in Freiburg to engage with more sustainable fashion choices.

Challenges and Lessons Learned

Coordinating store visits and documentation proved challenging, and some interview requests were declined. The limited seminar timeframe added pressure and increased students' workload. Overall, the project highlighted the importance of clear structure, realistic planning, and visible outcomes to ensure effective implementation.

Reflection and Feedback

Students appreciated linking theory with practical insights into Freiburg's sustainable fashion scene and expressed interest in comparable projects in the future.

Future Directions

The OER packages will be finalised and uploaded to the ZOERR and EPALE repositories for open access.