

Project Proposal form**Learner Name:****Learner number:****Center Name:****Centre Number:****Teacher Assessor:****Date: 19/10/2022****Unit: Higher Project Qualification**

Proposed project title Do accusations of greenwashing in the fast fashion industry affect consumerism

Section One: Title, objective, responsibilities

Title or working title of project (in the form of a question, commission or design brief)

Do accusations of greenwashing in the fast fashion industry affect consumerism

Project objectives (eg, what is the question you want to answer? What do you want to learn how to do? What do you want to find out?):

- How is a brand who greenwash are perceived now
- I want to explore the relationship between consumers and sustainability
- I would also research the relationship between consumers and brands after being accused of greenwashing
- I hope in the project to explore why companies greenwash
- I hope to explore the legality and greenwashing
- I also want to research how brand loyalty effects companies who greenwash

If it is a group project, what will your responsibilities be?

This is not a group project

Section Two: Reasons for choosing this project

Reasons for choosing the project (eg, links to other subjects you are studying, personal interest, future plans, knowledge/skills you want to improve, why the topic is important):

I am currently studying my textile GCSE and think this topic will be very beneficial for my development in this subject. I find this topic very interesting as we have spoken about recycling and sustainability in my textiles class and last year spent a term studying ways to upcycle and repurpose textiles in an attempt to become more sustainable. And this project will help me to develop my understanding of fast fashion. I would also like to be more aware of the companies that take part in Greenwashing so as to be more sustainable. This topic is very important because the fashion industry has a huge impact on the Environment especially with the rise of fast fashion and ever changing trends its important for consumers to know whether they are truly buying to be more sustainable and supporting good companies or are they being tricked into believing the industry is more environmentally friendly than it is.

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Section Three: Activities and timescales	
<p>Activities to be carried out during the project (eg, research, development and analysis of ideas, writing, data collection, numerical analysis, rehearsal techniques, production meetings, production of final outcome, administration, evaluation, preparing for the presentation, etc):</p> <p>Project Planning I am going to begin with some initial research and development of my question, by reading newspapers especially focusing on the environment section. I will have found my question before my first milestone meeting on the 5th September</p> <p>Research I am going to start using google scholar books and articles in my research and I will add notes to my recording sources google document and evaluate my sources while also add the sources to MyBib so as to able to reference them in my Essay later on</p> <p>Begin writing I am going to begin writing the introduction of my project Accumulating all the sources I have looked at over the course of my project</p> <p>Begin the discussion I am going to begin writing my discussion with all of my information and looking at different arguments</p> <p>Begin Conclusion I am going to begin writing my conclusion making sure i summarize all of the points I have discovered through my research and come to a conclusion</p> <p>Editing I need to edit and redraft my project in this time focusing on correcting mistakes, changing and developing my arguments Before my milestone meeting on the 16th January</p> <p>Presentation I need to plan my presentation and learn the information. I also need to rehearse my presentation and practice performing it to my friends and family.</p>	<p>How long this will take:</p> <p>3 weeks</p> <p>7 week</p> <p>1 week</p> <p>3 weeks</p> <p>1 week</p> <p>4 weeks</p> <p>1 week</p>

Milestone one: First Draft

Target date (set by tutor-assessor): 14 December 2022

Milestone two: Final draft

Target date (set by tutor-assessor): 8 February 2022

Section Four: Resources

What resources will you need for your research, write up and presentation (eg, libraries, books, journals, equipment, rehearsal space, technology and equipment, venue, physical resources, finance):

I will use documentaries to learn more in depth information about my project

I will also make use of google scholar to find precise information on my topic area and academic articles

I will also research case studies on my topic as well to use as evidence

What your areas of research will cover?

I will explore Greenwashing, the extent of greenwashing in the fashion industry

And also try to research successful fast fashion companies like H&M in attempt to find information on greenwashing

I am also going to try and explore how consumers want to be perceived in their sustainability and how they would actually act using experiments

And I want to find out whether consumers value sustainability

I want to find out about the legality around greenwashing

I want to find out why companies greenwash

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Comments and agreement from tutor-assessor

Is the learner taking this project as part of the Diploma? Yes/**No**

If yes, which Diploma are they taking?

Comments (optional):

Is a project derived from work which has been/will be submitted for another qualification? Yes/**No**

Which qualification (title and unit)?

Comments (optional):

I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate.

Agreed:

Comments and agreement from project proposal checker

Comments (optional):

I confirm that the project is appropriate.

Agreed: (name) (date)