



# **Ethical Brands for High School Students**

**SGHN045**

**Yokohama Jogakuin Junior and Senior High school**

# Our Research Question

How can we spread ethical fashion brands to high school students?



# Why are we working on this theme?

- 1.To spread change to our local community.
- 2.Many global problems are related to SDGs.
- 3.We are interested in SDGs, especially the 12th goal.



# Ethical Fashion Background

- “Ethical Fashion” was first used in a specialized magazine in 1989.
- The fast-fashion industry caused one of the worst accidents in 2013.





Ethical fashion background

Awareness  
of ethical  
products is  
very low

- Ethical products are considerate of the global environment, people and society.
- Ethical products for high school students from the same generation to raise recognition.



# Inspection

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We conducted surveys mainly about ethical fashion to people close to us.

1. School-wide questionnaire.
2. At an ethical fashion brand store on Motomachi shopping street.

# School-wide questionnaire

What are your reasons for not buying ethical products?

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1. Didn't know about ethical products in the first place.

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2. Ethical products are not sold near me.

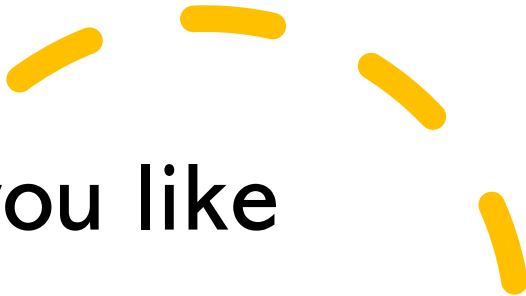
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3. They are expensive.





School-wide  
questionnaire



What price would you like  
to purchase ethical  
products?

1. About 1500 yen 75%
2. No idea 25%

## School-wide questionnaire

Average amount of pocket money  
for high school students (in  
months).

**1<sup>st</sup> year: 5013 yen**

**2<sup>nd</sup> year: 5518 yen**

**3<sup>rd</sup> year: 5759 yen**

**Average: 5582 yen**

# Our school has a PR DAY

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PR DAY is a day when we appeal the actions for SDGs of 23 shops on the shopping street near our school.





# Inspection

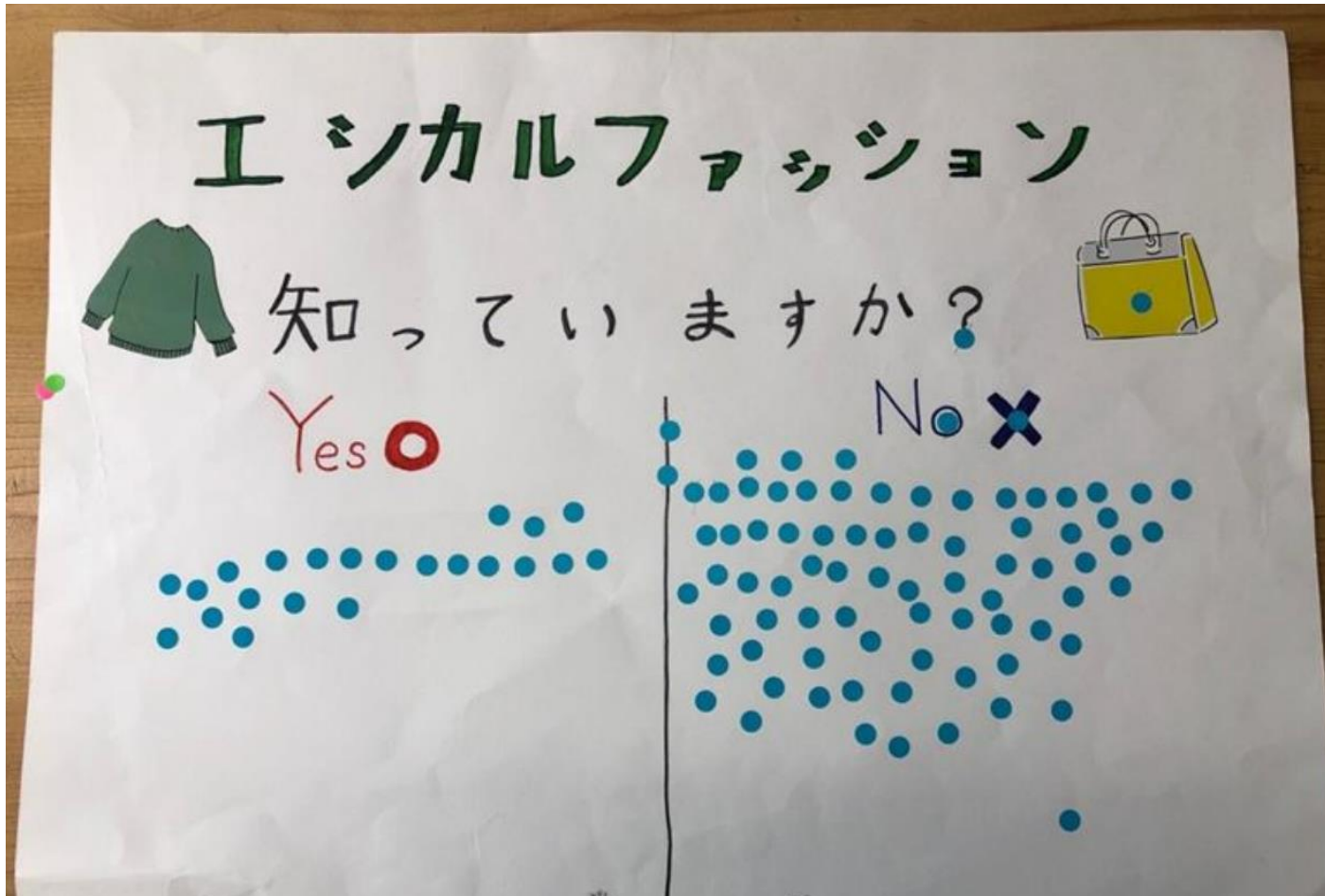
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Conducting surveys mainly about ethical to people close to us

1. school-wide questionnaire
2. at a shop of an ethical fashion brand on Motomachi shopping street



# PR DAY at an ethical fashion shop on Motomachi shopping street.



People who know about ethical fashion: **24**

People who don't know about ethical fashion: **79**

# We wish we had products like these!





**If there are no  
ethical products  
available?**

**Let's make it  
ourselves!**



This is a photo of us giving a presentation

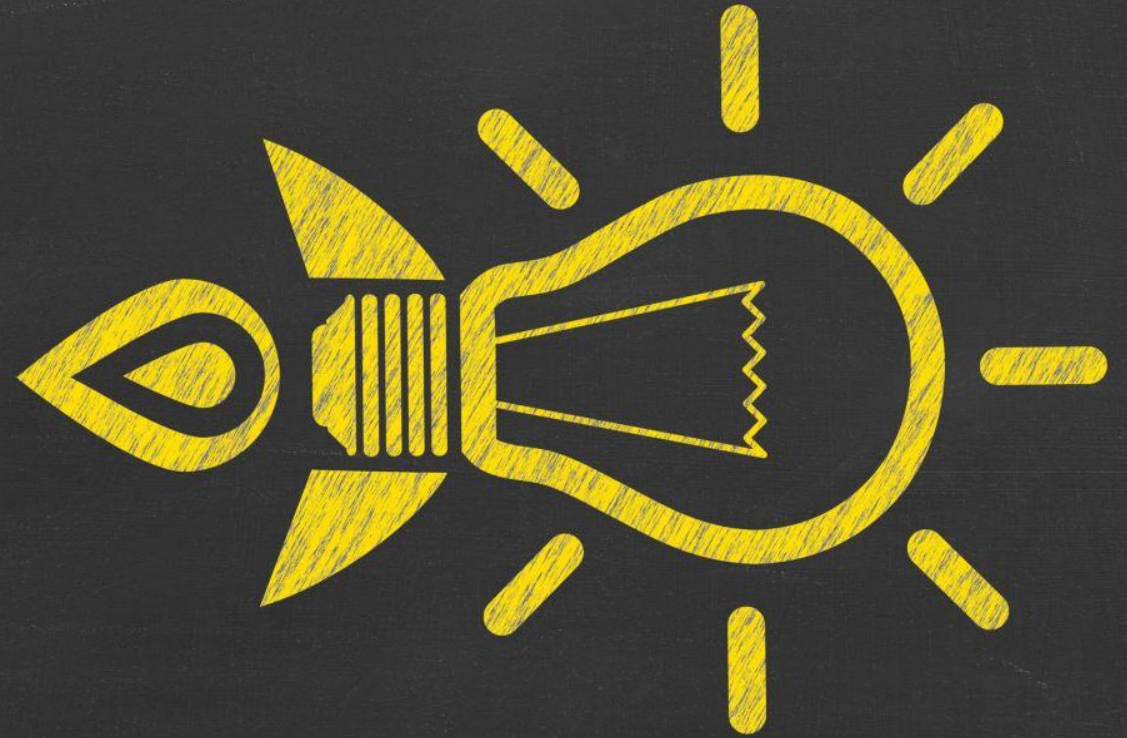




**The result is...**

**Our idea is under  
consideration.**

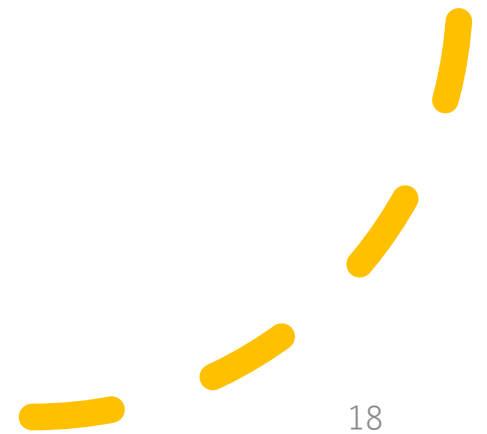
**New idea to raise  
awareness.**



A large, solid orange circle is positioned on the left side of the slide, partially overlapping the white background.

New Idea

# A workshop for ethical fashion



# Conclusion

By deepening the understanding of ethical problems among high school students who will be the future of our country, we can make a world where ethical products are naturally selected.

We should be able to solve various social problems.





**Thank you for listening**