

Belgian Schoolchildren to Learn Sustainability Through Free Fashion Lessons

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In a pioneering step for fashion education, **Belgian primary school children** can now explore the environmental and social impact of fashion through a free lesson package titled *“Do Trousers Grow on Trees?”*. Supported by retailer **JBC**, the program aims to raise awareness about sustainability from a young age.

“At JBC, we believe in the power of young generations,” said Anaïs Claes, sustainability manager at JBC. “We not only want to clothe them, but also make them aware of the story behind each garment. With this lesson package, we want to bring sustainability to classrooms in an accessible way.”

Available in **Dutch and French**, the lesson material guides pupils through every stage of a garment’s journey—from sourcing materials to production, distribution, and eventual care in the wardrobe. The program combines **presentations, interactive quizzes, creative assignments, and lesson sheets**, making sustainability learning both engaging and educational.

This initiative represents a growing trend of integrating **sustainable fashion education** into school curricula, ensuring that the next generation is more conscious of the impact of clothing choices on the environment and society.