

# AURORA

## ENTREPRENEURIALIS

**Un/Sustainable Fashion**  
**25 – 26 February 2025**

**Luleå**

# Welcome to Luleå!

The theme for our event is Un/Sustainable Fashion.

All of us have a relationship to clothes and fashion. Maybe it is our favourite pair of pyjamas, maybe it is the trendiest t-shirt, maybe it is that really cute dress, maybe it is our most comfortable worn-in jeans, or our most practical sports jacket. We use clothes to communicate who we are, to keep warm and dry, to look pretty, to stand out, and to fit in.

Whatever clothes mean to us, we need them, we often want them, and we – as a community – consume more and more of them.

This has a huge environmental and social cost. It affects nature, and it affects people all around the world. The rise of ultra-fast fashion brands like Shein and Temu is rapidly making the situation even worse.

We invite you all to Luleå to use your entrepreneurial skills of creativity, courage and collaboration. We want you to learn more and think deeply about environmental, economic and social sustainability issues related to clothing and fashion.

Teachers will be working in international teams with issues of teaching sustainability and cross-border collaboration. They will also be coaching student teams.

Students will be working in international teams with Swedish and Finnish students. We will make sure that you have one friend with you from your own school. We want you to come up with entrepreneurial solutions to this question: *How can we get people to use clothes in more sustainable ways?*

## Funded by



# Program

## Tue. 25th of February 2025

**Location: Quality Hotel, Storgatan 17, Luleå**

**11:00** Lunch, Quality Hotel, Storgatan 17, Luleå

**Location: Vetenskapens Hus, Storgatan 53, Luleå**

**12:00** *Welcome and introduction to the days in Luleå*, Linda Strandenhed & project staff

**12:15** *Fashion at all costs. Who's paying?* Veronica Wendin, Lumire

**13:15** Team Building Exercises (Mixed groups with Swedish and Finnish participants)

**13:45** Coffee break

**14:10** *From Shopaholic to Slow Fashionista*, Malin Åsén, Ung Företagsamhet

**14:30 – 17:30** Study visits in international teams. All participants rotate and get to visit all the places.

1) Lumire/Second Hand Shop Samlat, 2) Crafts and design center/Slöjd- och formcenter

3) Red Cross Norrbotten

Workshop for Students/Workshop for Teachers

Free time in Luleå

**17:30** Check-in at Elite Stadshotellet, Storgatan 15, Luleå

**18:30** Dinner, Quality Hotel, Storgatan 17, Luleå

## Wed. 26th of February 2025

**06:00 – 08:45** Breakfast

**08:45 – 09:00** Check out - those travelling with booked buses can leave any luggage they don't need during the day in their bus. (Other can leave their luggage at the hotel or at Vetenskapens Hus.)

**09:00 – 09:15** Walk to study visit

**09:15 – 09:45** Final study visit in groups (Continued from the day before.)

### Student Workshops

**Location: Vetenskapens Hus, Storgatan 53, Luleå**

**10:00** Student workshop, part 1: All student teams work on developing their ideas for how we can encourage people to use clothes in more sustainable ways.

**11:00 – 11:30** Students present their ideas to the teachers who will go from team to team and give feedback.

**11:30** Coffee at Vetenskapens Hus

**12:00** Student workshop, part 2: All student teams work on visualizing their ideas using bricolage.

**13:00** Deadline for students submitting their work.

### Teacher Workshops

**Location: Slöjd och formcenter, Shopping Galleria, first floor, Storgatan 51, Luleå**

**10:00** Teacher Seminar 1, Teaching sustainability, led by Raija Paasimaa, Karoliina Pietikäinen & Päivi Innala, Lappia.

**11:00 – 11:30** Coaching students at Vetenskapens Hus, Storgatan 53, Luleå.

**11:30** Coffee at Vetenskapens Hus

**12:00 – 13:00** Teacher Seminar 2, Cross-border collaboration, led by Pietu Niinimäki & Kati Ilkka, City of Oulu.

**13:30 – 14:30** Lunch, Bastard Burgers, Stationsgatan 29 or Storgatan 51

**14:45** Vernissage at Vetenskapens Hus, Storgatan 53, Luleå

**15:30** End of event and travelling home

## Important info and pack list

Here is a list of things that you should bring with you:

- A pen
- Comfortable shoes and warm clothes (for walking and being outside)
- Finnish participants, bring valid ID

We will be a big group and lots of people have similar coats. Please mark your coat or jacket so that you can find it again. (For example: tying a ribbon to it or putting something in your pocket.)

**Note to students:** You will be working in mixed groups with students from other schools. You will have to decide together as a group how you wish to keep in touch during the event. You need to exchange contact details so that you can find each other when you need to meet up. You could share phone numbers or – if you want – social media contact details.

## Preparatory Task

Before you come to Luleå, we'd like you to familiarise yourself with some of the questions.

This is a preparatory task for teachers and students. We offer the choice of a podcast (in Swedish) and a video (in English). If you understand Swedish at least somewhat, we recommend you choose the podcast. They are not covering the same materials, so you are very welcome to both listen to the podcast and watch the video if you want, but it is enough for us if you choose one of them.

Podcast: P3 Dystopia: Ultra fast fashion: Ultra fast fashion 27 mars 2024 - P3 Dystopia | Sveriges Radio [Ultra fast fashion 27 mars 2024 - P3 Dystopia | Sveriges Radio](#)



Unstitched – How the fashion industry is destroying the planet: UNSTITCHED: How the Fashion Industry is Destroying the Planet [UNSTITCHED: How the Fashion Industry is Destroying the Planet](#)



## Travel schedules

The bus schedules will be published in a separate email by group leaders:

Raija Paasimaa (participants from Torne Valley)

Kati Ilkka & Pietu Niinimäki (participants from Oulu region)

Swedish participants will get specific instructions from their teachers.

## Accommodation & Food

The event includes **free** accommodation and food.

### Elite Stadshotellet, Luleå

Adress: Storgatan 15, 972 32, Luleå

Phone: +46(0)920274000

Email: [info.lulea@elite.se](mailto:info.lulea@elite.se) Website: <https://www.elite.se/hotell/lulea/elite-stadshotellet-lulea/>

**Breakfast:** Buffet provided at the hotel at 06:00-09:00

## Emergencies

In all health-related situations, please consult your teacher and act according to the insurance policy of your school/institution.

### Emergency number in Sweden: 112

Health care advice helpline: When calling from a Swedish phone number, dial 1177, when calling from an international phone number, dial +46 771 11 77 00.

### The public emergency unit in Luleå:

Sunderby Hospital (Adress: Akutmottagningen Sunderby sjukhus, Sjukhusvägen 10, Södra Sunderby)

We want everyone to have a good time and feel welcome at our events. If you feel uncomfortable for any reason, please talk with any of the organisers and we will try our best to help you.

## Study visits

### Lumire & Second-Hand Shop Samlat

The second-hand shop Samlat is run by Lumire, Luleå's waste management service, together with several other actors. They want to inspire customers to reduce waste and achieve a reduced environmental impact by promoting second-hand shopping or other means of sharing, borrowing, or reusing clothes and items.

Veronica Wendin has a background as a middle school/high school teacher and work for Lumire as a sustainability strategist and environmental teacher. Her mission is, amongst other things, to work towards making Luleå a more sustainable city based on second hand and recycling. The mission is also to make people aware of the benefits of recycling, reusing, remaking and to make more sustainable choices both towards people in general but also students of all ages. She has a background in sustainable fashion and works with some styling.



*Francesca Mantea (left), Samlat and Veronica Wendin (right), Lumire*



## Craft and design center/The Future is Local Exhibition

Craft and design center is a three-year project (2023-2025) with the aim of strengthening and making the craft and design area visible and accessible in Norrbotten. During the project period, the goal is to establish a long-term, open and inclusive meeting place. The craft and design consultants who work there strive to strengthen, promote and develop the craft and design area in Norrbotten with a focus on craftsmanship and small-scale design.

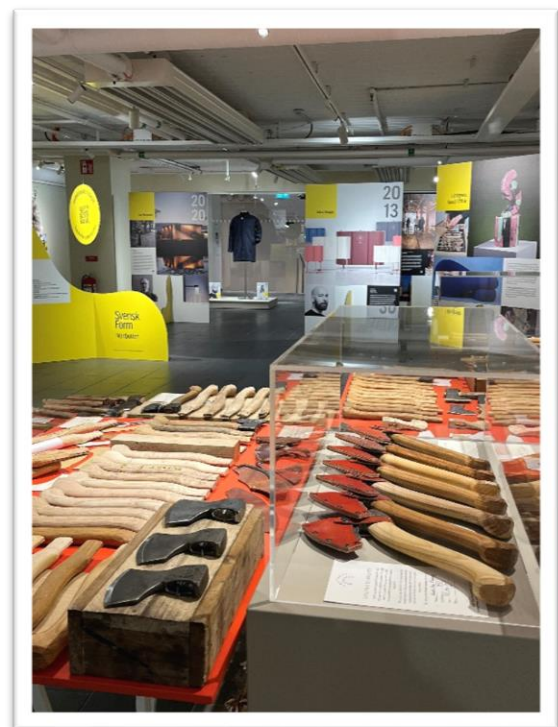
We will get to see the exhibition *The Future is Local* about two companies, the furniture company *Verk* and the clothing company *A New Sweden*, who strive to be sustainable and have very short value chains. They produce their products solely with materials from Sweden. The exhibition showcases their production from raw materials to finished product.



*Sofia Öberg and Linnea Nilsson, Craft and design center*



*Exhibitions at the Craft and design center*



## Red Cross Luleå

The Red Cross in Luleå work to alleviate and prevent human suffering, such as loneliness and social exclusion. They collect money to help people in disaster areas around the world. They have active members of all ages and a variety of volunteer activities, ranging from arranging social activities for elderly people, visiting inmates in prison, Swedish language café, practicing first aid at public events, and so on. The Red Cross in Luleå is a collection point for donated textiles from all around Norrbotten. They run a second-hand shop, which offers a wide selection of second-hand clothing, shoes and items, as well as products made from recycled textiles created by Red Cross volunteers in a sewing group.



## Project description

The Aurora Entrepreneurialis project works to develop entrepreneurship education in secondary-level schools. We focus on students and teachers, and we have three key themes: 1. Entrepreneurial culture in schools, 2. Sustainable entrepreneurship in education, and 3. Cross-border collaboration.

We organise collaboration between schools and exchange events like innovation camps, study visits and workshops. We also organise digital teacher training and create cross-border networks. We want to give young people skills and experiences to become enterprising citizens who can take advantage of opportunities to work, study and run sustainable enterprises and who are able to help create a more sustainable future.

Sustainability is an overarching theme of the project. We have a thematic focus on sustainable entrepreneurship, dealing with the ability to discover, create, and utilize entrepreneurial opportunities that help to build sustainable societies. The skills students learn while working with entrepreneurship, such as collaboration, initiative, courage, creativity, and responsibility, are useful when tackling complex wicked problems like social and environmental sustainability issues.

## Free time in Luleå

You will all have some free time to explore Luleå. Here are two suggestions for things to do.

### Ice Road in Luleå

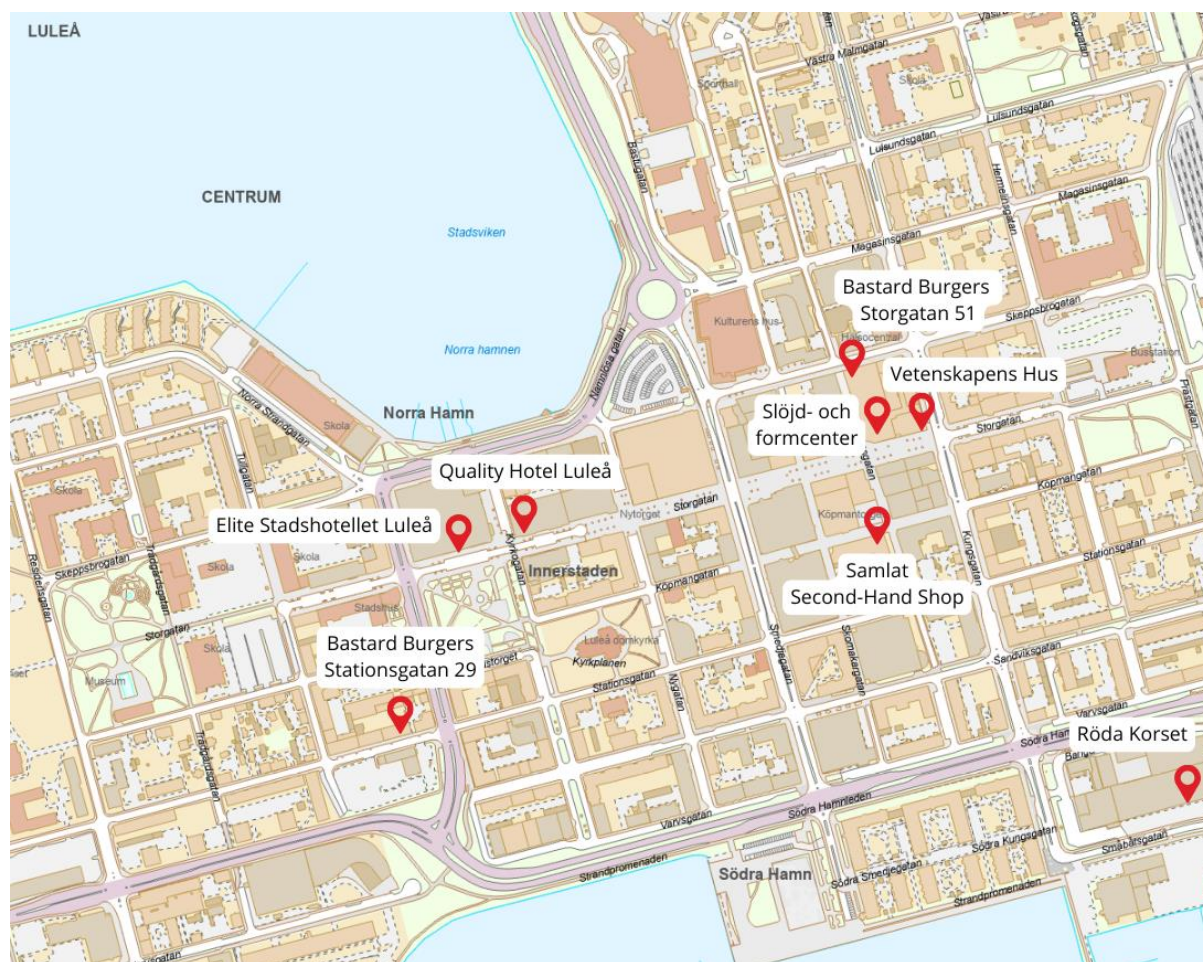
There is an ice road running from Norra Hamn to Södra Hamn and towards the small island of Gråsjälören. Skating, skiing, or walking along the ice road is a favorite winter pastime of the citizens of Luleå.

### Art Gallery in Kulturens Hus, Skeppsbrogatan 17

The art gallery in Kulturens Hus is free to visit and it is open between 10:00 – 17:00. Just walk through the entrance on the ground floor and through the building to find it.



# Map with important locations



## Contact information

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## Welcome to Luleå!