

**Task #1**

Interview Bert van Son, Mud Jeans CEO.

Role A : interviewer / Role B: Bert. Pick out your roles.

The conversation will be about his perspectives for the future the firm, and the business opportunities for circular economy. Flash the QR code and use the following document to back up your ideas.



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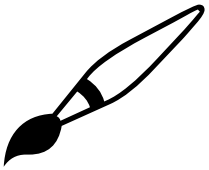


### **Task #2**

You are one of Mud co entrepreneurs. You take part in an important meeting for the firm. Around the table you discuss future strategies to develop, strategies to convince people to opt for leasing rather than buying, advertising campaigns, future potential clients, skilled people to recruit, ways to expand your business worldwide. Flash the QR code and use the following document to back up your ideas.



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### Task #3

Invent the new style of jeans for next year. What exactly will consumers find in garment shops?

- Draw your personal creation. (one for the whole group, or several ones, as you wish)
- Bring some precise explanations on the choices of your newly-designed style.

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#### Task #4

You are Julie Walters, a second-hand shop owner.

The mayor has recently told you he doesn't want you to open another second-hand shop in the city. He wants more stylish shops in his city.

Podcast your message to voice your anger about this unfair decision.

- Record your message. You must inform and be critical.
- Write down at least 5 ideas of your message.

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### Task #5

ROLEPLAY : share a conversation about ethical fashion. Pick out your roles.

Role A = you are a young person who leases his or her jeans rather than buying a new one each year. Show the advantages of leasing.

Role B = You are a fashion consumerist who loves to buy brand new jeans every season. You hate the idea of leasing and you also hate the idea of buying second-hand.

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### Task#6

Listen to this report

<https://www.youtube.com/watch?v=iMggkv2vxWo&t=4s>



What makes this concept innovative?

What did you learn about it?

Please list down your main ideas.

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### **TASK #7**

As a teenager, you copped 2 hours detention because you entered your highschool wearing tattered jeans. You decide to express yourself on a social network, telling what happened to you, showing how unfair it is, complaining about it and asking for a change of rules.

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