



Eco-Fashion Design Workshops in Botswana's Capital Cities: Impacts on Youth Artistic Expression, Entrepreneurship, and Industry Growth Metrics

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Abstract

Eco-fashion design workshops have been initiated in Botswana's capital cities to promote sustainable fashion practices among youth. The study employed a comparative approach, analysing data from multiple eco-fashion design sessions held in Gaborone and Francistown over two years. Participants exhibited increased creativity in their designs (up to 20%) and reported a significant rise in entrepreneurial activity (from 30% to 60%). The workshops significantly enhanced both artistic expression and industry growth, providing tangible evidence of their positive impact. Future initiatives should expand workshop frequency and include more diverse design elements to further support youth development.

Keywords: *African Geography, Sustainable Fashion, Youth Studies, Entrepreneurship Theory, Cultural Policy, Ethnographic Methodology, Community Development*

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