

Introducing ECAP – The European Clothing Action Plan

An exciting new project between clothing industry partners to cut carbon, water and waste, bringing environmental and economic benefit to the sector and supporting a circular economy.

ECAP reducing clothing waste across Europe

ECAP addresses the environmental challenges at every stage of the European clothing industry's life cycle. Delivered by a unique consortium of specialist organisations, supported by EU LIFE funding, this €3.6m project will run until March 2019.

Targets (2015 baseline)

- Divert 90,000 tonnes of clothing waste from landfill and incineration
- Save 1.6 million tonnes of CO_{2e}
- Make 588 million m³ of water savings

Creating a circular approach to fashion across Europe

ECAP is happening now

This new initiative, started in September 2015, is the only EU LIFE-funded project to address clothing sustainability.

Following the success of the Sustainable Clothing Action Plan in the UK, ECAP is developing a pan-European framework centred on a set of target-based actions that will:

- Reduce the carbon, water and waste footprints of clothing in Europe
- Ensure that fewer low grade textiles go to incineration and landfill
- Prevent waste in the clothing supply chain
- Encourage sector innovation and growth in resource-efficient design, recycling of textile fibres and service models
- Influence consumers to buy smarter and use clothing for longer

Pledge to the Plan

ECAP is looking for participants to commit to the Plan and make their own specific contributions:

Brands, retailers, suppliers and manufacturers in the European clothing industry

Designers and developers of materials and products

Workwear buyers across commercial, public and charitable sectors

Municipal clothing collectors and recyclers

Be a part of it

ECAP is a comprehensive campaign, encompassing sustainable design, production, public procurement, consumption, collection and recycling through to reprocessing.

Joining this exciting project will enable your organisation to:

Demonstrate leadership and be a champion of change in the European fashion sector

Collaborate in building a robust circular economy throughout Europe

European countries involved in ECAP

Denmark	Finland	France	Germany	Italy	Netherlands	Norway
Poland	Portugal	Romania	Spain	Sweden	United Kingdom	

+ selected producing countries in Asia

Working with ECAP partners could help you more specifically to:

- Reduce the overall footprint of individual garments and gain potential associated cost savings
- Support environmental and corporate responsibility targets
- Receive advice, training and tools from specialist industry organisations
- Become a recognised leader in the development and network of a European wide framework in sustainable clothing
- Achieve measurable, tangible reductions in carbon, water and waste impacts
- Develop case studies to communicate and build relations with customers, consumers, government and other partners

Key project outputs

- Project Management Board and Advisory Group established
- Baseline of clothing impacts across Europe measured and reported
- Annual evaluation report outlining collective progress against targets across ECAP
- Detailed progress report to EU LIFE
- Actions taken by participants leading to measurable impacts
- Evidence of cost savings from participants where appropriate
- Quarterly project e-newsletter
- Final ECAP detailed report
- After Life Business Plan including a feasibility study to prove the benefits of continuing activities
- Socio-economic impact assessment

Find out more

Contact ecap@wrap.org.uk

Visit www.ecap.eu.com



www.wrap.org.uk

Danish Fashion Institute

www.danishfashioninstitute.dk



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Ministerie van Infrastructuur en Milieu

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