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$_2$e
- Make 588 million m$^3$ 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

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<th>Denmark</th>
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<th>France</th>
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+ 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

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