

Marcus Gover

WRAP

Creating a circular approach
to fashion across Europe



Project supported by LIFE funding

In UK we spend £44 billion on over 1 million tonnes of clothes every year

Then we don't wear them! Our wardrobes are full of garments we don't wear - worth £30 billion

Eventually we throw them away, over 300,000 tonnes every year



Sustainable fashion?

Global footprint of UK consumption of clothing

Global footprint per household

Household footprint equivalent to

Carbon

38 million tonnes
CO₂e

1.5 tonnes of CO₂e
emissions each year

Driving a car
6,000 miles

Water

6,300 million m³
of water

More than 200,000
litres each year

Filling over 1,000
bathtubs to capacity

Waste

1.8 million
tonnes of material

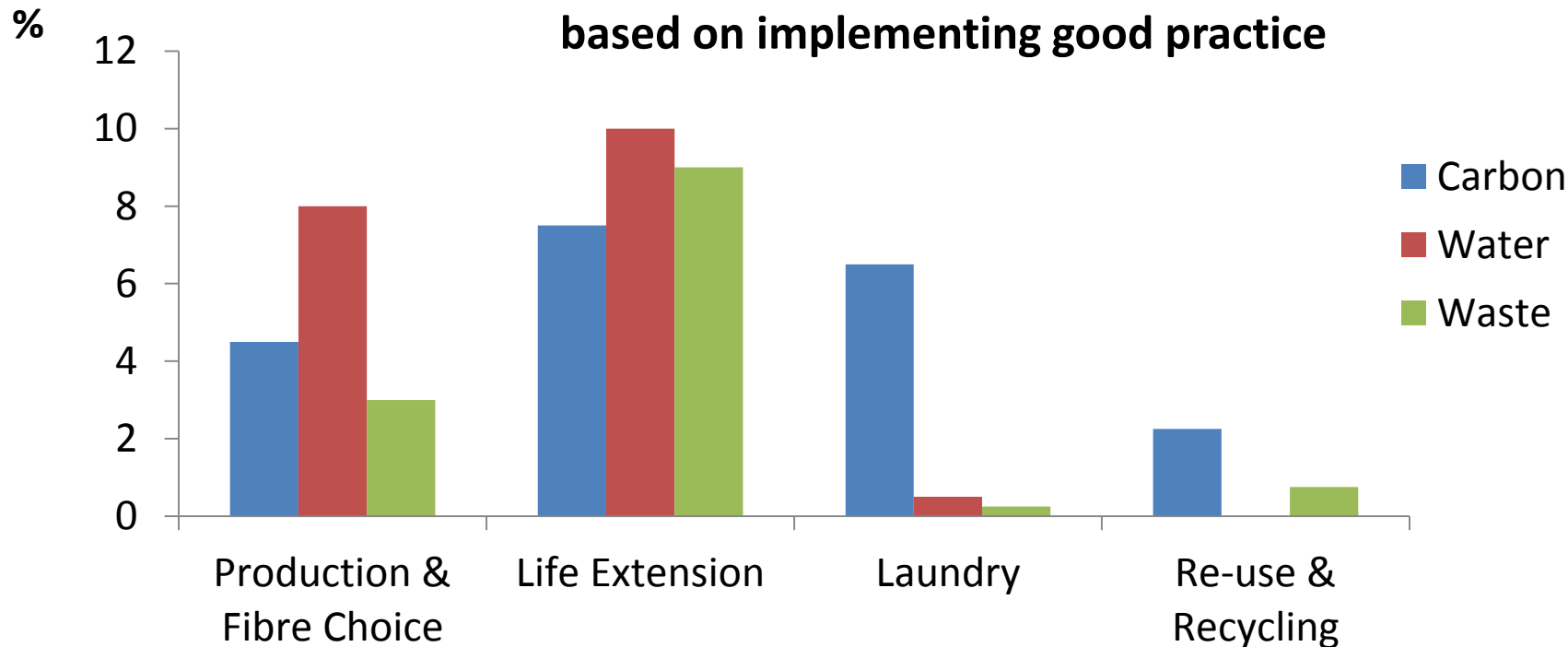
70 kg each year

Weight of over 100
pairs of jeans

Sustainable fashion?



Projected % reductions in carbon, water and waste footprints based on implementing good practice



Sustainable fashion?

European Clothing Action Plan (ECAP)

EU Life project - Creating a circular approach to fashion across Europe.



DanishFashionInstitute



Rijkswaterstaat
Ministry of Infrastructure and the
Environment



Fashion with respect
for people and planet

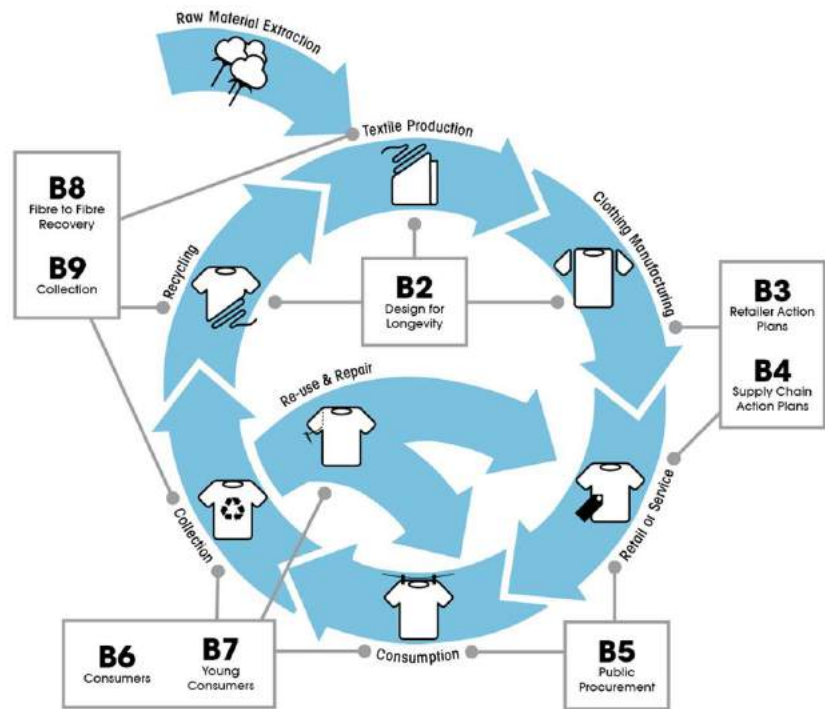
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European Clothing Action Plan (ECAP)

Cutting the environmental impact across the clothing supply chain and generating value for business through collaboration, measuring and sharing best practice.



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ECAP Targets

The overall objective is to adopt a circular approach across Europe to:

90k

tonnes of clothing
waste diverted
from landfill and
incineration

1.6m

tonnes
CO₂e
savings

588m

m³ of
water
savings

(2015 baseline)

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Why get involved - business benefits?

- Reduce clothing footprint and potential cost savings
- Support environmental targets
- Receive advice/ tools
- Become a leader and join a European network
- Work collaboratively

Join us ...





“we are developing an online platform with the aim to raise awareness and inspire designers to create sustainable change through their decisions in the design phase.”

Danish Fashion Institute

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Design for Longevity ...

“ ... enables designers & product developers to fulfil their potential to create sustainable change.”

“ ... makes a major impact on the volume of resource consumed and waste generated by prolonging the lifespan of garments.”

“... provides an online platform to raise awareness and inspire creatives to design for longevity.”

“... engages a wide range of brands, retailers, research institutions and other stakeholders.”



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Fibre strategy and implementation

AIM

50 European retailers and brands

Real improvements to the environmental footprint of clothing

10% reduction in their water, waste and carbon footprints

20% of the European clothing market

Best practice - inspire and influence

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Fibre strategy and implementation



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Suppliers efficiency and processes

AIM

20 of the largest manufacturers
in Europe and Asia

Real reductions in the environmental footprint of
clothing production

Improvements in resource efficiency and
processes

Link to specialised local programmes for high
impact

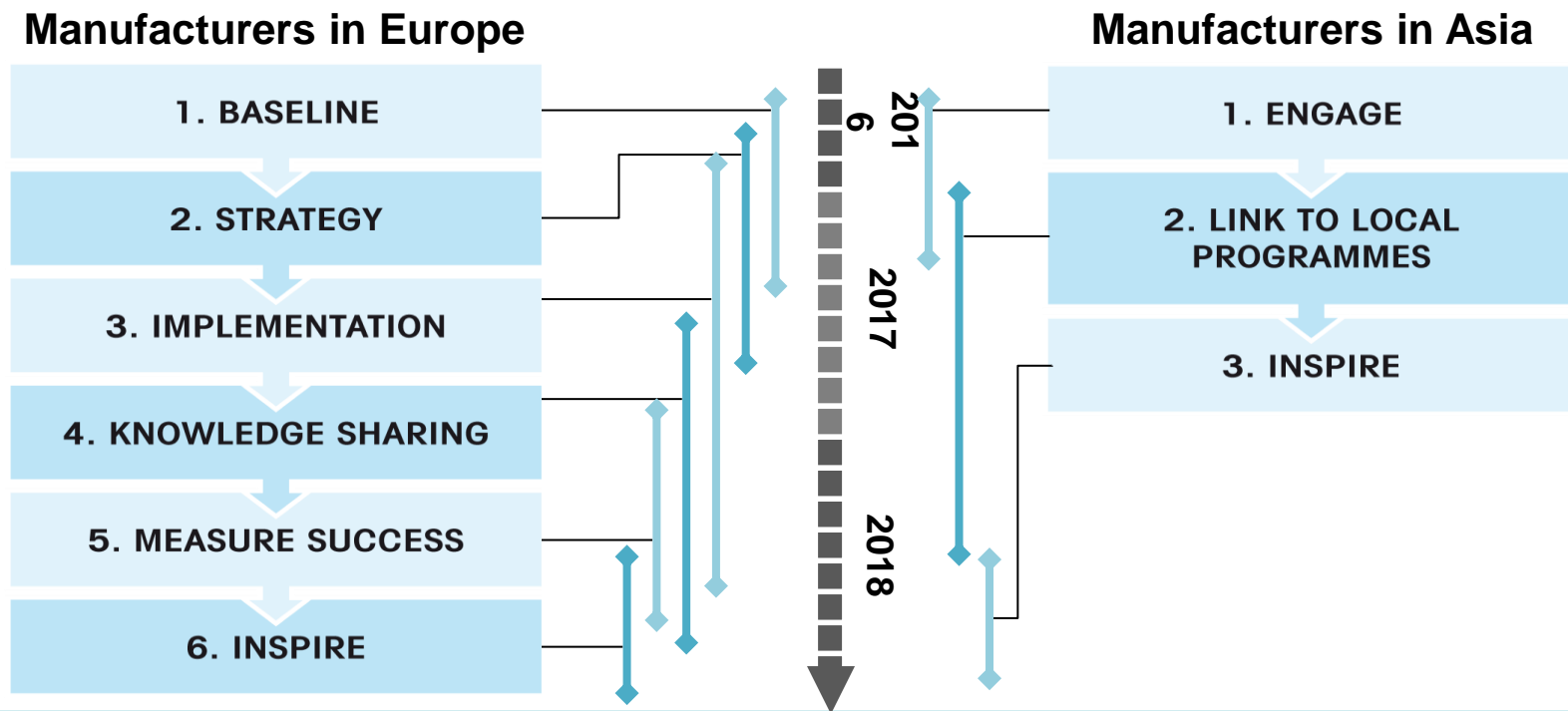
Best practice - inspire and influence

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Suppliers efficiency and processes



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Consumer engagement

wrap

ECAP
european clothing action plan


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Consumer engagement

- Work across four European countries
- Define key regions or cities within each country for consumer behavioural change work
- Create support materials, for partners to use to influence consumer behaviour
- Work across key audiences to build delivery partners and empower change



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Targeting young consumers 16-24 year olds with:

- Online and 'real world' **campaigns**
- Targeted **PR** and publication support
- **Skills development** – sewing, repair and upcycling
- London-based **leasing** or **incentivised return** scheme pilot



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London – partners & collaborators

- Stylists, bloggers, fashion insiders
- Education providers
- Makers, crafters, pop-ups
- Business partners – manufacturing or retail

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Take the lead – set the trend on workwear!

Public procurers are able to take a key role in the development of sustainable workwear. Setting an example to other buyers and contribute to reducing the environmental impact of clothes.

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Get involved

- to learn from others and share experiences across Europe
- to develop criteria for circular public procurement
- to implement strategies for circular procurement
- to join masterclass-sessions in European network meetings

Suppliers of workwear are invited to join us with the development of criteria

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Feed the Fibre Cycle

– Be part of the circular approach of ECAP

We invite you to start a pilot to make use of postconsumer recycled fibre in your product. We offer you support to organise a Fibre to Fibre pilot.

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Feed the Fibre Cycle

– Pilot your sector, we offer you:

- Collaboration with like-minded companies
- Learning from sharing knowledge and experiences with other ECAP participants
- ECAP-wide communication and PR

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Recovery of Textiles – Your city, your expertise

Too much textile waste is going to landfill and incineration. Opportunity for European cities to explore how to get better results from textile recovery.

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Recovery of Textiles

– Collaborate to collect textiles

- Improve textile recovery
- Learn from good practices in other countries
- Develop business case for low grade textiles
- Improve communication messages to support textile recycling

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Want to be part of the solution?

- Go to our website **ecap.eu.com** and sign up to our project e-newsletter for updates.

Contact ECAP

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Join us ...



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