
Help young Londoners wear it well

Love Not Landfill – brought to you by Love Your Clothes

The London Waste and Recycling Board (LWARB) will run the London-based Love Not Landfill campaign targeted at younger consumers. Activities will include student collections, workshops and events in 6th forms and universities, the redesigning and positioning of textile recycling banks and a pop up shop. All actions will aim to share knowledge and encourage behaviour change in the fast fashion generation.

Love Not Landfill will act under the Love Your Clothes brand promoting the same messages of buying consciously, caring for clothes to extend their life and disposing of them responsibly. Love Your Clothes is a consumer campaign delivered and managed by WRAP which works in partnership with organisations such as retailers, brands, charities, local authorities and others to reach out to consumers with an important message about the way we buy, care of, use and dispose of clothes.

In addition to the Love Not Landfill campaign LWARB will be working with a selected retailer to put into place a pilot scheme that works by either leasing or incentivising returns.

European Clothing Action Plan (ECAP) and working with consumers

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.

Help ECAP drive sustainable fashion activities across Europe and move the industry towards a more circular economy.

Creating a circular approach to fashion across Europe

Work with ECAP through Love Not Landfill

What young people in London do with their clothes (both unwanted and in terms of care and repair) can play a crucial part in reducing clothing waste.

As a retailer, brand, charity, local authority or educational institution, you can encourage consumers to take simple steps to extend the useful life of clothes and contribute to ECAP's targeted reduction of 90,000 tonnes of clothing from landfill or incineration in Europe:

- **Buy smarter:** Invest in quality, consider second-hand and thinking about easy care fabrics
- **Make them last:** Extend the life of clothes through care, repair, up-cycling and recycling
- **Discard well:** Deal with unwanted clothing by sharing, donating and disposing of it responsibly

Interested?

If you're interested in reaching out to young people in London to reduce.... Rest stays the same.

- Use the Love Not Landfill logo and hashtag (#lovenotlandfill) and other campaign materials such as key messages, images and social media content
- Tap into the Love Not Landfill team's experience and expertise with the ability to tailor the campaign content to your country and needs.
- Update your business model: consider leasing or renting clothes to consumers
- Work together with a network of like-minded European organisations towards a common goal
- Engage your customers and enhance your brand

Milestones - Young Consumers

- December 2017 – Youth Panel in place
- February 2018 – Household collections across London boroughs
- April 2018 – social media platforms and website set up
- April 2018 - Develop and use of social media to engage with young consumers
- June 2018 - Redesign bring banks across London plus social media campaign
- June – October 2018 - Engagement with schools and universities
- November 2018 - Charity pop up shop

Milestones - Business pilot

- February 2018 - International company confirmed to trial business model pilot
- February 2018 - Sign NDA with company
- May 2018 - Develop and agree business model to be undertaken by company
- May 2018 - Launch of leasing model pilot with successful coverage
- May 2018 - Develop plan for leasing model pilot

How are you going to get involved? Be an active participant

If you're 16-24 years old and live in London then join the Love Not Landfill Youth Panel. You'll advise on the look and feel of the campaign, the planned activities and take on a more involved role if you have time.

If you're a brand, retailer, charity selling clothes, 6th form or university then contact the Love Not Landfill team to talk about how you can support or get involved in the campaign activities.

Show your public support

Use the hashtag #lovenotlandfill across all social media. Follow our social media channels and share our content.

Register your interest, discuss what you want from working with us and help us shape future activity in this exciting project.

Find out more

Visit: www.ecap.eu.com

Contact: WRAP - valerie.leney@wrap.org.uk

LWARB - hannah.carter@resourcelondon.org (London activity)

LWARB - clare.ollerenshaw@lwarb.gov.uk (business pilot)