

SETTING UP A CLOTHING COLLECTION DRIVE FOR STAFF



CASE STUDY

PARTNERS:
Welsh Government, local charity partners
and Love Your Clothes

APPLICABLE TO:
Public or Private Sector Organisations, Employee
Engagement, Corporate Social Responsibility (CSR)

OVERVIEW

As part of Love Your Clothes Cardiff, a week-long city-wide engagement campaign with a focus on consumer behaviour change, Welsh Government staff across Wales were encouraged to donate their unwanted clothes to help contribute towards collecting four tonnes for local charities that would equate to 21 tonnes of CO₂e saved, 6,399m³ of water saved, and 2 tonnes of process waste avoided.

THE ISSUE

Every 2 minutes UK consumers throw away more than one tonne of clothes. Around one third of these clothes go to landfill, despite the fact that all textiles should be recycled or donated to charity. And around a third of the clothes in people's wardrobes haven't been worn for at least a year.

As part of this campaign it was important to encourage resource efficient behaviours by asking staff to donate the clothes they no longer wear, to communicate how their contribution would make a difference and to make it convenient for them to donate.

WHAT WE DID

Six of the largest Welsh Government offices took part in the campaign reaching more than 4,000 members of staff with a goal set of collecting one tonne of clothes.

A dedicated room was used in each office for staff to drop off their donations and each office was assigned a SCAP signatory who operated locally to collect the clothes and sell on in their retail outlets. These included YMCA Cardiff, British Heart Foundation, and The Salvation Army.

The campaign was launched by the Cabinet Secretary for Environment and Rural Affairs Lesley Griffiths AM via a video message to all staff sent out via the staff newsletter and featured on the Intranet. Bilingual promotional materials including Love Your Clothes videos, infographics,

and statistical information were provided to the internal communications team to distribute to staff as part of the overall communications plan, supported by posters in lift spaces and on office noticeboards and video screens.

An information stand in the Cathays Park office was set up for two days to promote the campaign and to distribute reusable bags for staff to bring back their donated clothes to the office.

The initiative ran throughout the month of October 2016.

"This was a real team effort with location managers across the estate really bringing the campaign to life in our regional offices. The clothing collected will generate much needed income for the charities who we partnered with and we were pleased to far surpass our original target"

Sarah Bonwick, Team Leader
for Strategic Initiatives
Welsh Government

IMPACT

2248kg of unwanted clothes were donated to local charities, more than double the original target.

SEE ACTION PLAN

www.loveyourclothes.org.uk



 YOUR CLOTHES



Llywodraeth Cymru
Welsh Government



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