Cecile Martin (WRAP)
Hannah Carter & Olivia Shaw (LWARB)

Engaging consumers
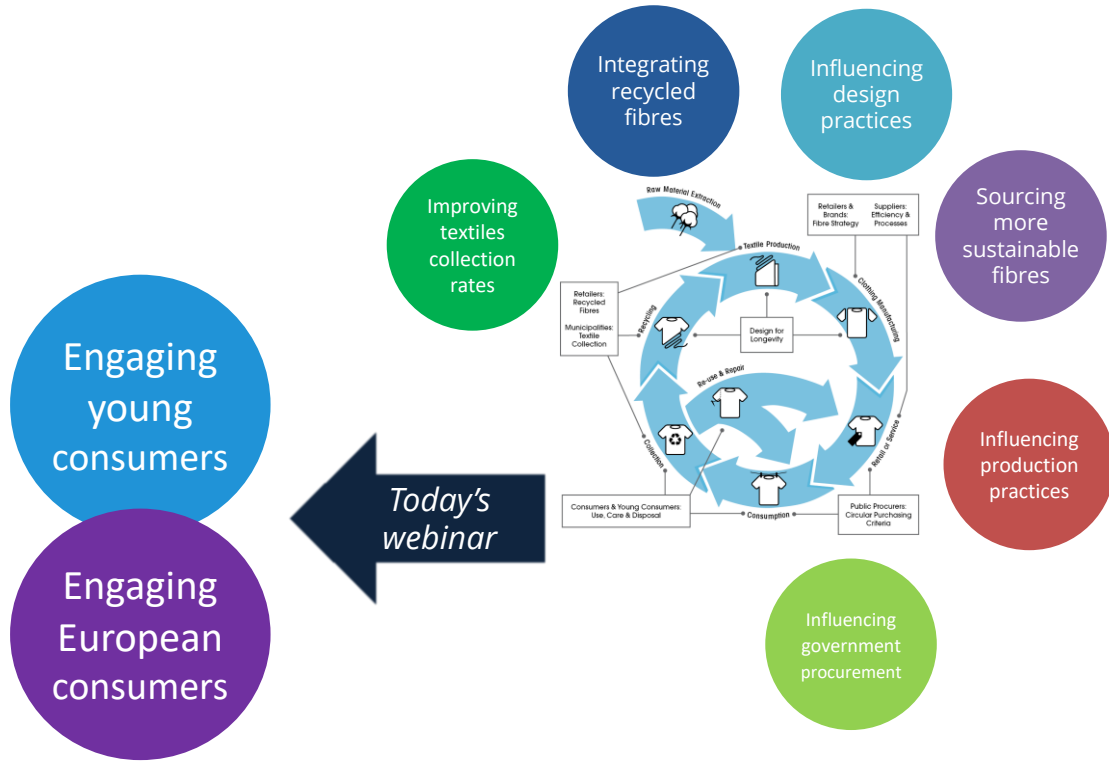
ECAP
european clothing action plan

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Photo Credit: Charity Fashion Live, Rachel Manns (Photographer)

- **Introducing ECAP**

- **Understanding clothing impacts**
  - Why should we adopt a circular approach to textiles?
  - Clothing waste disposal in Europe

- **Understanding consumer behaviours**
  - What our research tells us about consumer behaviour in relation to clothing across Europe

- **Influencing change**
  - What is a behaviour change campaign?
  - Case study from #LoveNotLandfill

- **Helping you make a change**
  - ECAP consumer engagement resources

- **Answering any questions**

Agenda

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ECAP and its actions

Clothing has the **4th largest environmental impact** after housing, transport and food

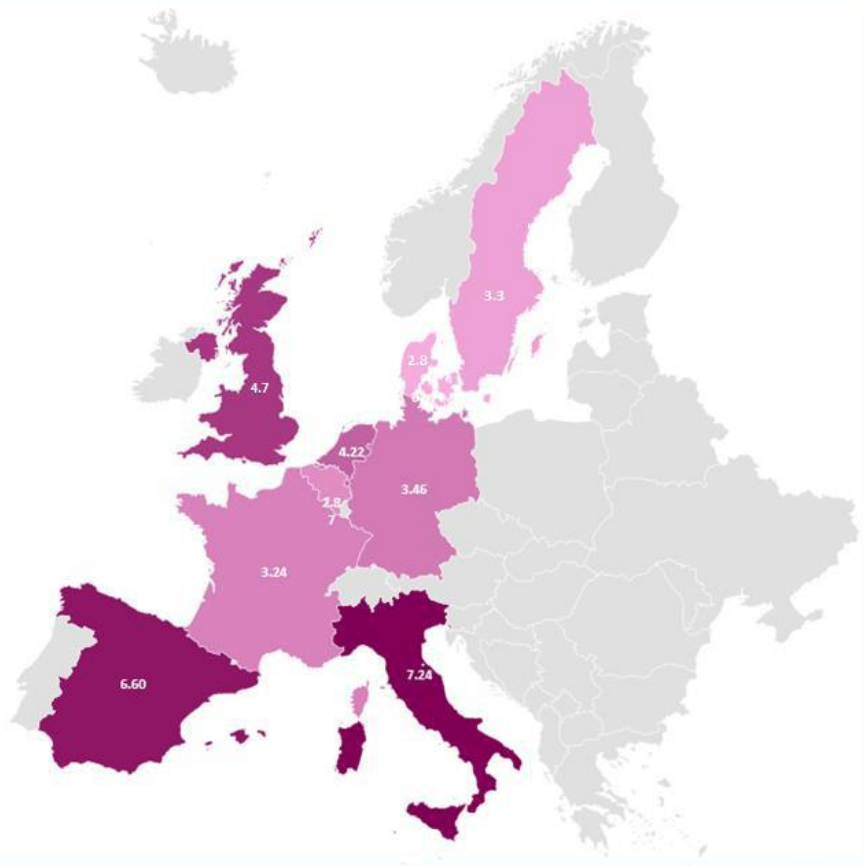More than **six million tonnes** of clothing were consumed in the EU in 2015

Water footprint of clothing consumed in 2015 in the EU is **46,400 million m³**

Carbon footprint of clothing consumed in one year, 2015, in the EU is **195 million tonnes CO$_2$e**

Why adopt a circular approach to textiles?

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Majority of clothing is going to landfill and incineration instead of being re-used or recycled

In many European countries only 30-50% of discarded textiles are collected. In large cities this is even lower.

The European Commission's Circular Economy package stresses the need for more recycling of municipal waste.

The aim is to improve textile recovery rates as part of meeting the targets of 60% in 2025 and 65% by 2030.

Clothing waste disposal in European countries

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The Netherlands: Most likely to own a tumble dryer. Least likely to want to learn repair skills.

Germany: Less likely to own a repaired item of clothing. Most likely to own clothes they wear less than fortnightly.
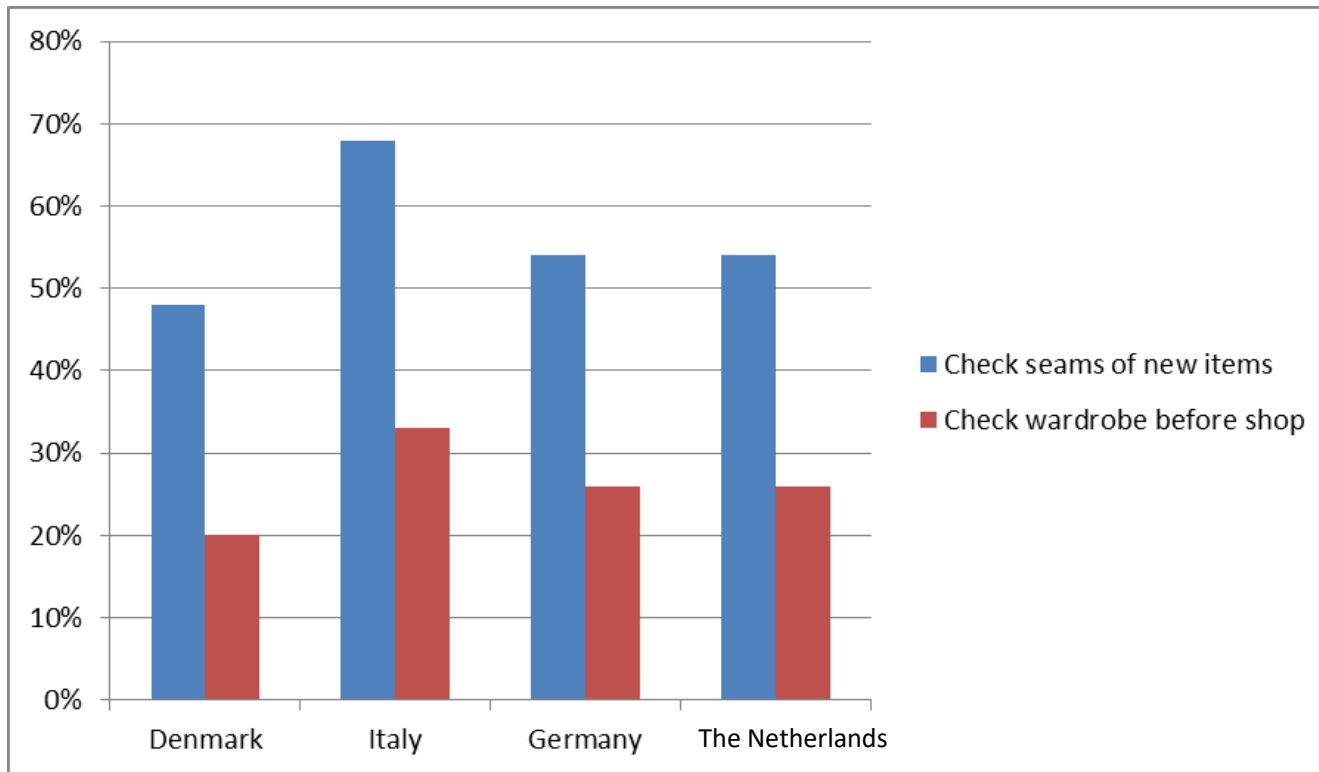
Denmark: Least likely to wash at 30°C. Less likely to check seams before purchase, yet expect clothes to last a year longer on average than other nations *(5.0 years average active lifespan)*.
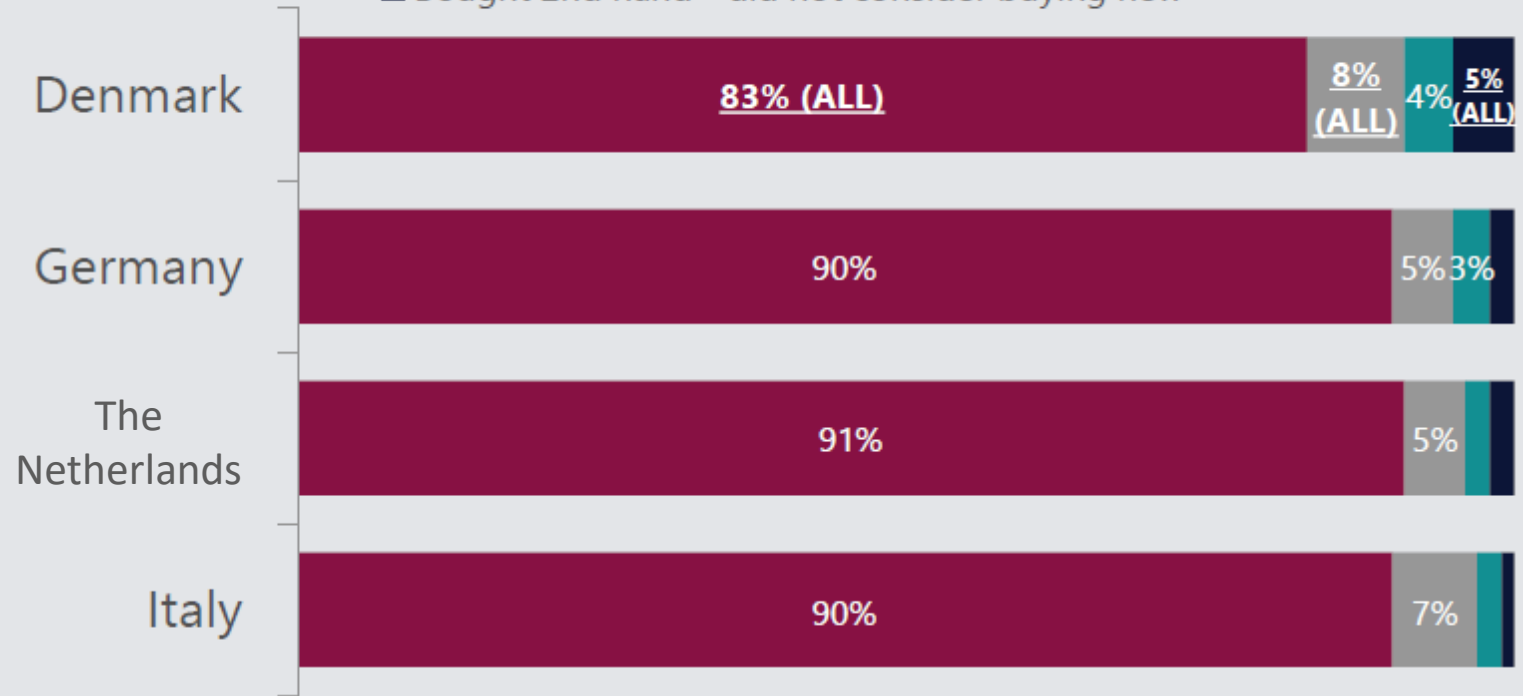
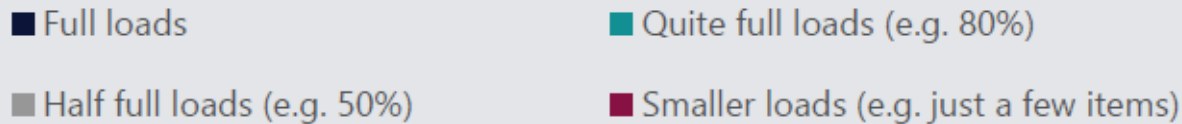**Italy:** Most likely to wash on cold setting, and to air dry. Most interested in learning repair skills.

EU Clothing Survey - Consumer insights

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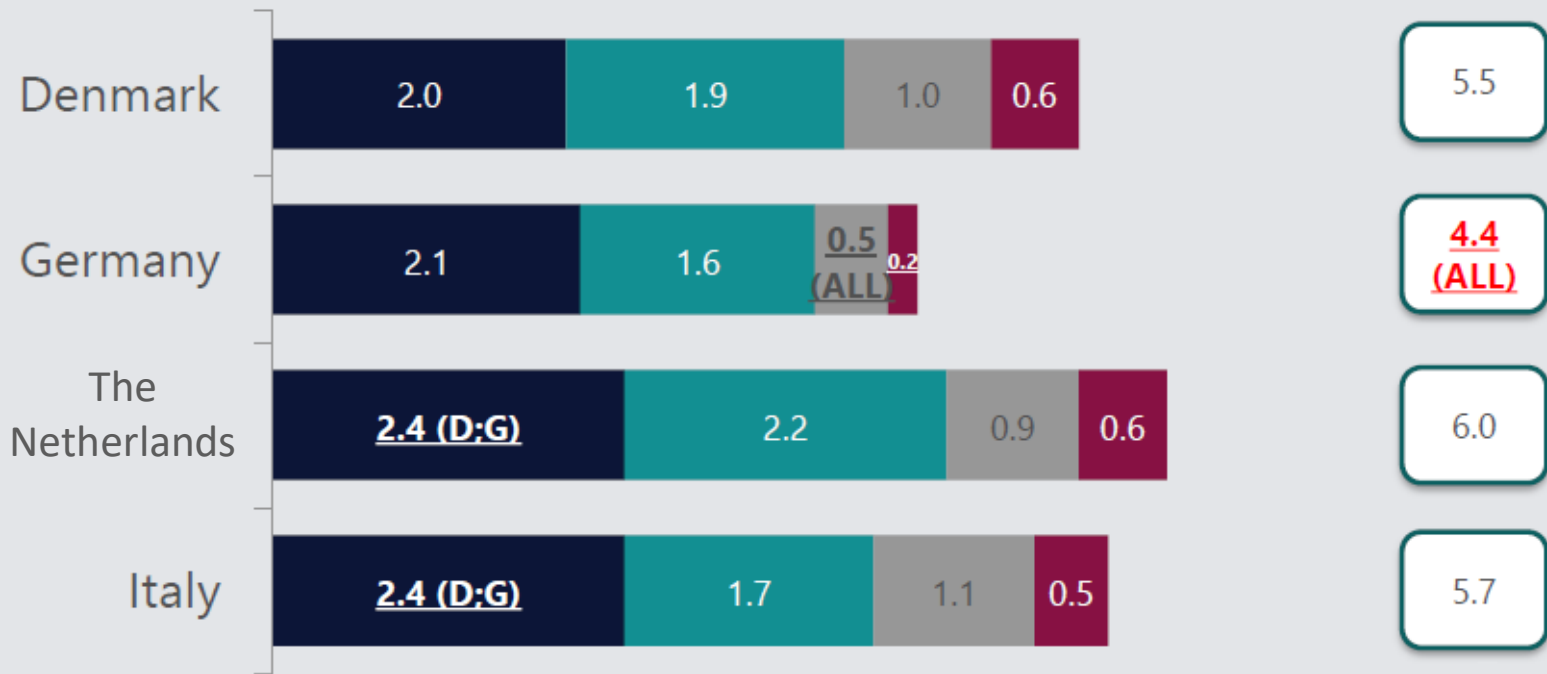EU Clothing Survey - Buying behaviours

Legend:
- Bought new - did not consider buying 2nd hand
- Bought new - considered buying 2nd hand
- Bought 2nd hand - considered buying new
- Bought 2nd hand - did not consider buying new

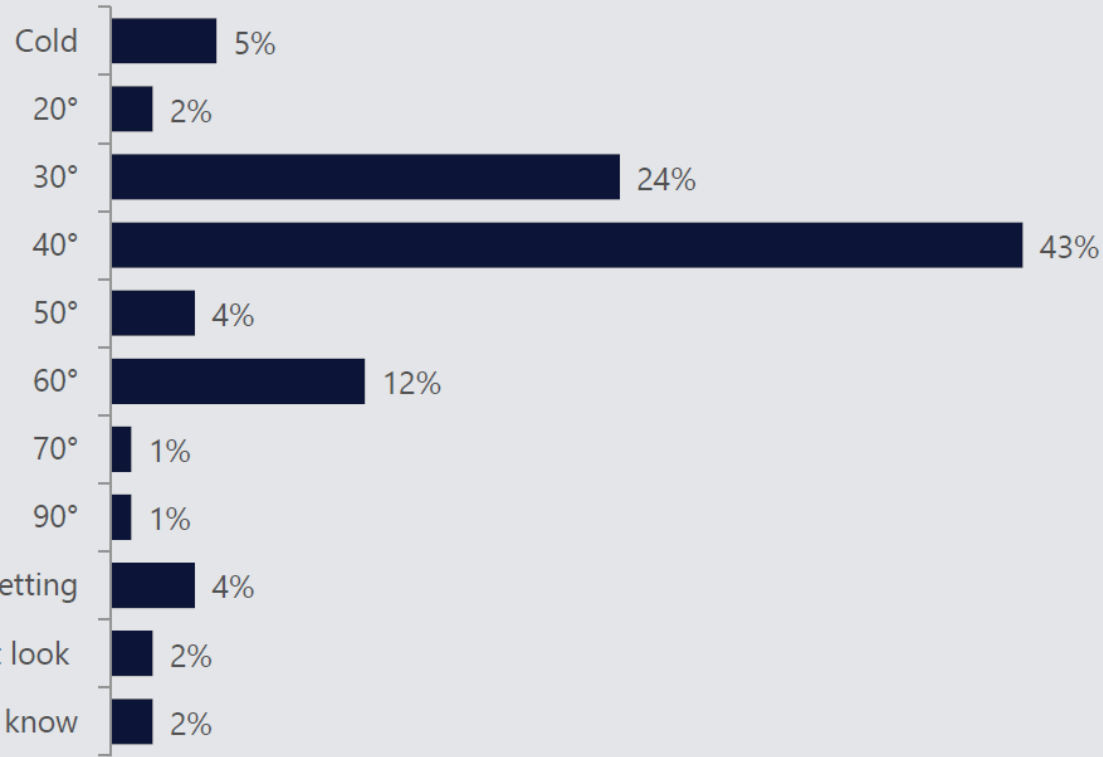| Country	Bought new – did not consider buying 2nd hand	Bought new – considered buying 2nd hand	Bought 2nd hand – considered buying new	Bought 2nd hand – did not consider buying new
Denmark	83% (ALL)	8% (ALL)	4%	5% (ALL)
Germany	90%	5%	3%	
The Netherlands	91%	5%		
Italy	90%	7%		

EU Clothing Survey - Buying behaviours

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EU Clothing Survey - Washing behaviours

Chart: EU Clothing Survey washing temperatures

- Cold — 5%
- 20° — 2%
- 30° — 24%
- 40° — 43%
- 50° — 4%
- 60° — 12%
- 70° — 1%
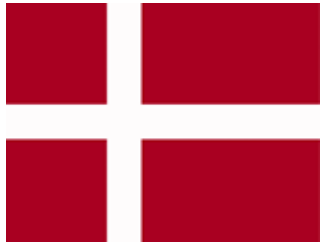- 90° — 1%
- A named setting — 4%
- Don't look — 2%
- Don't know — 2%

❑ Majority of 'most frequent' washes at 40°C

❑ 12% of most frequent washes are at 60°C

EU Clothing Survey - Washing behaviours (EU-28)

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The overall average active lifespan of clothes in:

5.0 years

4.1 years

3.8 years

3.8 years
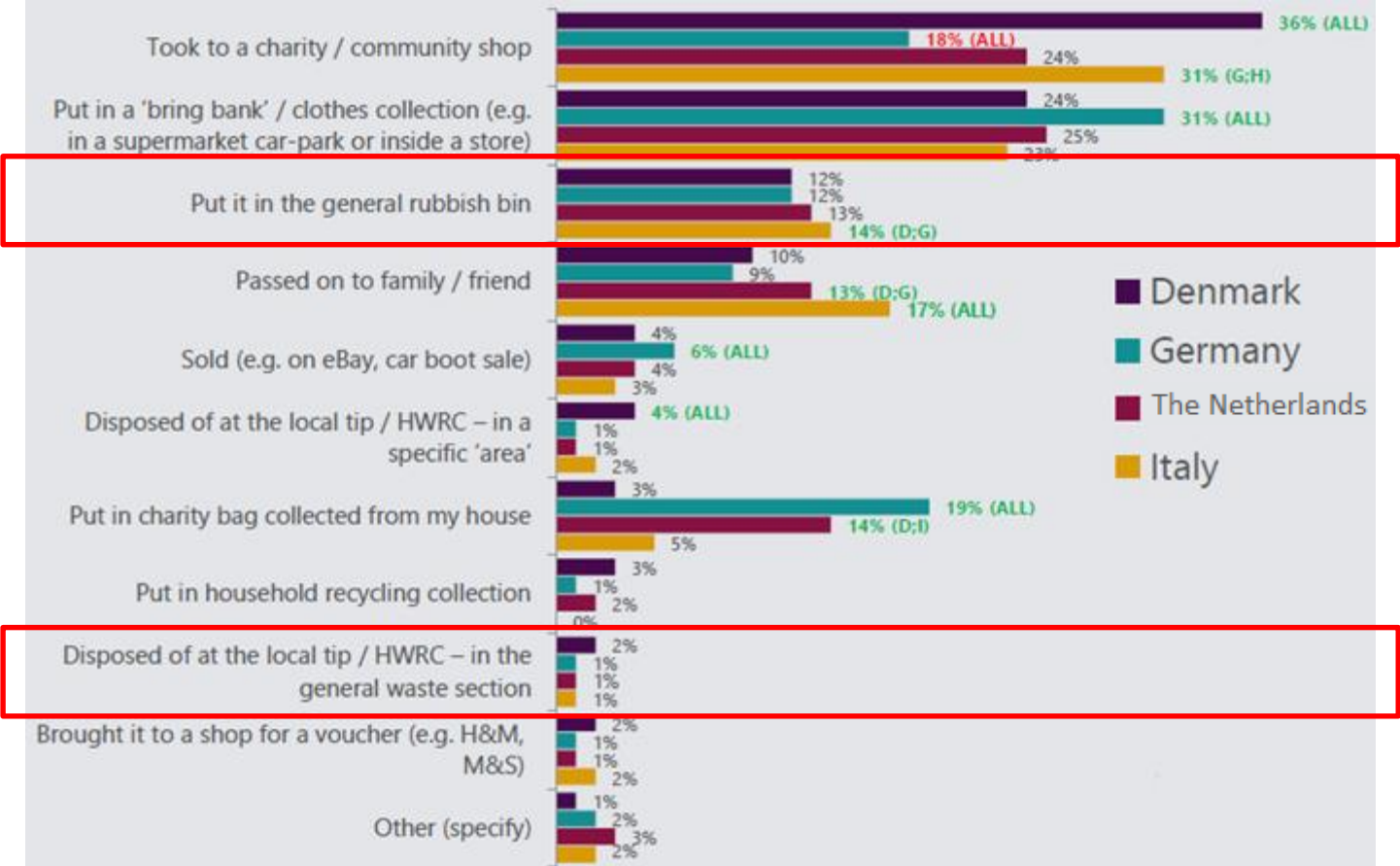
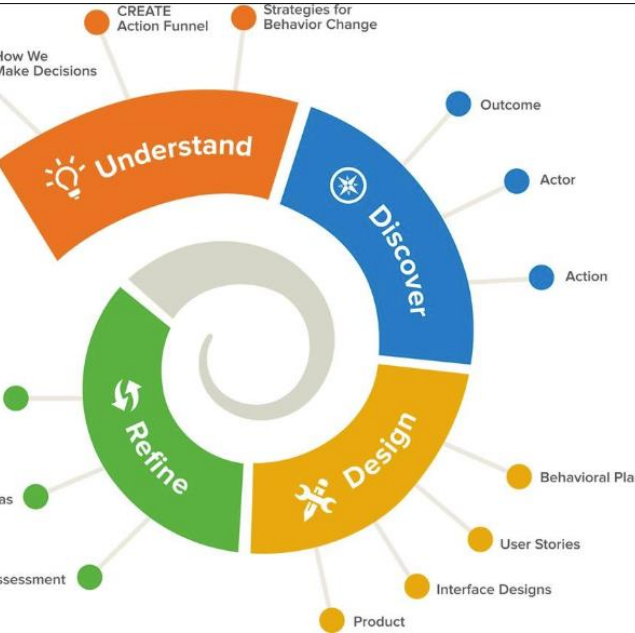# EU Clothing Survey - Disposal behaviours

Theme	Example behaviour	Example intervention
Buy	Choose clothes that are better made, easy to care for and made to last, or buy second-hand	Clothing swap event to highlight the value of second-hand clothing to people
Care & Repair	Look after your laundry, stain removal tips, repair or altering guidance	Care and repair advice available for consumers to read, in their native language
Dispose	Don't bin your clothes. Sell them on, upcycle, swap, donate or recycle	Kerbside collection leaflets to tell consumers what to do with their unwanted clothing

Behaviours and interventions
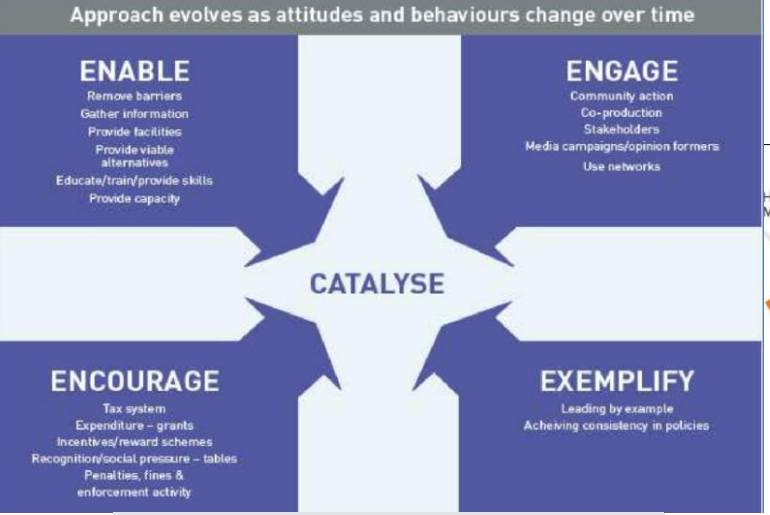
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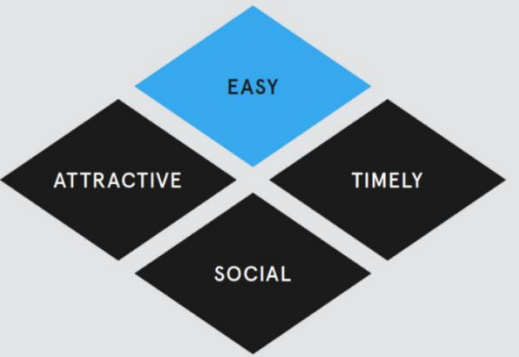
Behaviour change models

Aim	Audience	Channels	Messages	Testing	Call to Action	Evaluation
What is the objective of the campaign? What do you want to achieve?	Who's behaviour do we need to influence? How do we target them?	What channels can we use to fit our budget and reach the desired audience?	What are the key takeaways from the campaign? What are the top messages you want to get across?	How do you know you are reaching the target audience? How do you know the messages resonate?	Have a clear, concise action for people to take. What do you want them to do to achieve behaviour change?	Was the campaign a success? How many of the target audience did it reach? How many clicked through/ took the survey?

Behaviour change campaigns –
Key Considerations

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Behaviour change campaign – #LoveNotLandfill

Key strategies and messages

- **Strategy**
    - Engage young people in a series of events, initiatives and activities
    - Increase understanding of how clothes impact the environment
    - Make it easy to take action
    - Incentivise action on their level

- **Messages**
    - Buy 2nd hand
    - Care, mend and repair
    - Recycle ALL clothes – nothing in the bin
        - Use a clothes bank
        - Give to charity
        - Swap

Behaviour change campaign – #LoveNotLandfill

Our audience = converted, eco-curious and unaware

Behaviour change campaign – #LoveNotLandfill

Influencers

LOVE NOT LANDFILL

Behaviour change campaign – #LoveNotLandfill

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Partnerships

LOVE NOT LANDFILL

TOPSHOP **9.8 million (Instagram)**	depop **428 k (Instagram)**	SKYNNY DIP **582 k (Instagram)**
contiki **851 k (Facebook)**	EALING BROADWAY **15 million (Footfall)**	Westfield **37 million (Footfall)**

Behaviour change campaign – #LoveNotLandfill

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Strategies - events

LOVE NOT LANDFILL

FOLLOW US
#LOVENOTLANDFILL

We love fashion. We love style. We love clothes. We want to wear them, take care of them and share them; we want to buy them, sell them and pass them on. But most of all, we never want them to be thrown in the bin.
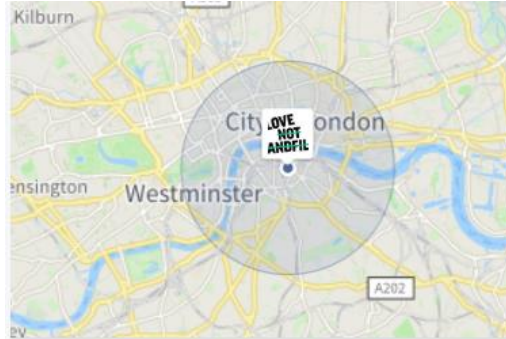
#LOVENOTLANDFILL

Behaviour change campaign – #LoveNotLandfill

Strategies - social

Boost posts through:
- Financial support
- Location targeting
- Audience targeting
- Timing
- Language

Behaviour change campaign – #LoveNotLandfill

Behaviour change campaign – #LoveNotLandfill

Jessica Pearson
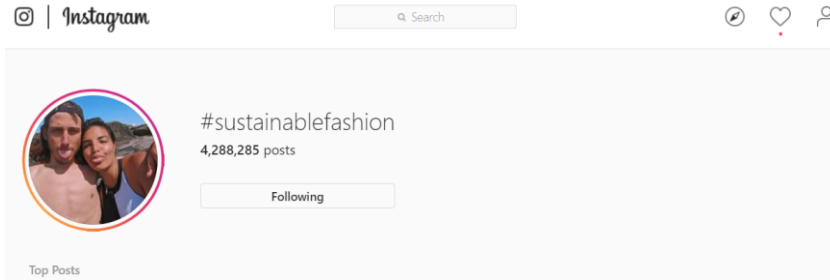
Behaviour change campaign – #LoveNotLandfill

Learnings – social

Instagram engagement: Organic vs Paid
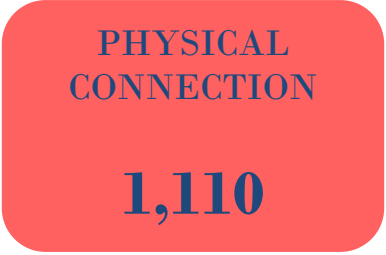
Campaign results

LOVE
NOT
LANDFILL

	REACH	ENGAGEMENT	PHYSICAL CONNECTION	FOLLOWERS
2018	2,599	3,395	2,271	2,065
2019	4,193	6,101	1,110	4,193

Behaviour change campaign – #LoveNotLandfill

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- Campaign report for ECAP
- #LoveNotLandfill 2019
- #LoveNotLandfill beyond 2019

Behaviour change campaign – #LoveNotLandfill

For resources to help you engage with your consumer audiences visit www.ecap.eu.com which includes resources such as:
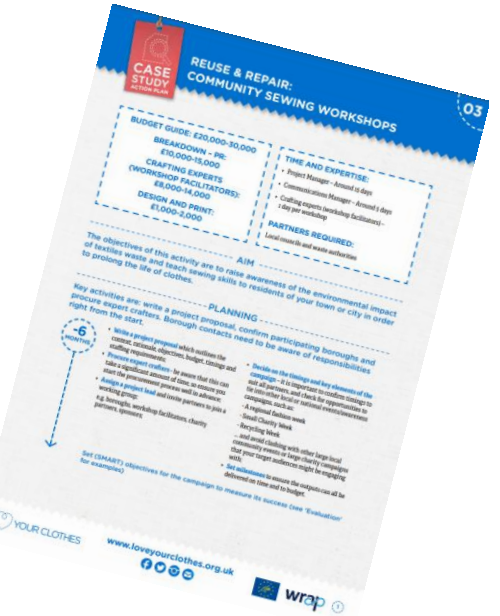
Resources – case studies from additional European activity

Thank you

Any questions?