



Company: Milieu Centraal

Project: Support guides

Sector: Textiles

Key Facts:

- Guides to make your wardrobe more sustainable including:
 - Step-by-step stain removal guides
 - Repair videos
 - Best Buy guides
- July – Dec 2018 achieved over 130,000 page views
- In 2018 Milieu Centraal appeared in 213 media items about clothing; which had a joint ad value of € 1,120,000
- Other media appearances included Reformatorisch Dagblad, Groot Nieuws Radio (Christian news station) RTL Nieuws and Algemeen Dagblad plus magazines Cosmopolitan, Vriendin and Quest
- Some Dutch influencers also wrote about the impact of clothing on the environment in relation to Milieu Centraal
- All the online posts on social media reached almost 50,000 people. More than 3,000 people engaged in the conversation about a sustainable wardrobe.

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Background to Milieu Centraal

Milieu Centraal Foundation started in 1998 to help people make sustainable choices.

Its financed in part by the government but is not a mouthpiece of the neither the government, environmental organizations or the business world. This is expressed in an independent board and an independent Scientific Advisory Board.

The board of Milieu Centraal employs seven people who come from different walks of life. The chairman of the board is Anne-Marie Rakhorst.

The scientific advisory board plays an important role in the quality assurance of the knowledge base. The chairman of the board is Kornelis Blok.

Aim of the project

WRAP and RWS invited Milieu Centraal to become a partner in the European Clothing Action Plan. Since May 2018 Milieu Centraal has become an official partner. In July Milieu Centraal launched the Dutch Love Your Clothes (LYC) campaign.

This campaign has aims to reduce the environmental impact of the clothing industry, using a step-by-step guides. The Dutch LYC campaign gives consumers advice when buying clothes, use clothes, re-use them and give them the best new purpose when you don't want to wear them yourself anymore.

KIJKEN, KIJKEN MINDER KOPEN

Er zit meer in je kledingkast dan je denkt



DUURZAMER KLEDING KOPEN

- ✓ Koop vaker tweedehands
- ✓ Toch nieuw?
 - ✓ Kies voor kwaliteit
 - ✓ Voorkom miskopen:
 - ✓ Investeer in stijl- en kleuradvies
 - ✓ Ga voor tijdloze items
 - ✓ Let op keurmerken en materialen



HEB JE KLEDING LIEF

- ✓ Repareren kun je leren
- ✓ Verwijder vlekken zo snel mogelijk
- ✓ Was alleen als het nodig is
- ✓ Was op lage temperaturen en droog aan de lucht



UPCYCLE!

MAAK VAN
OUDE KLEDING
WAT NIEUWS!



JE KLEDING IS GOUD WAARD

- ✓ Organiseer of bezoek een swap party
- ✓ Verkoop
- ✓ Is kleding kapot of vies?
Gooi kleding dan in de textielbak,
recycling is de volgende stap



Langer plezier van je kieren met onze tips: www.loveyourclothes.nl



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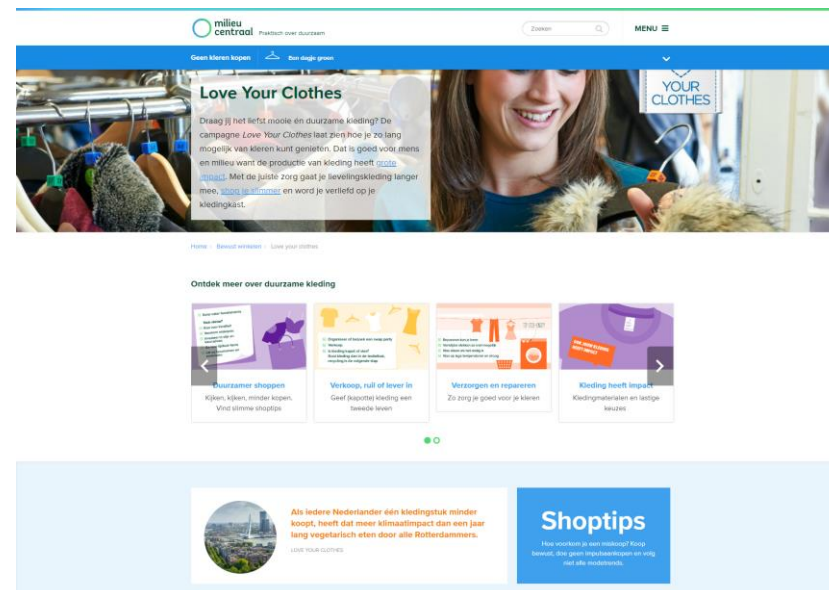
What we did

We took existing Love Your Clothes material then customised and translated for a Dutch audience. We selected various advice documents which showed ways to help compile a sustainable wardrobe. Infographics were also created to show each stage step by step and also included:

- Step-by-step stain removal guides
- Repair videos
- Best Buy guides

They were then promoted on the LYC website and social media platforms.

A new campaign site emerged: www.loveyourclothes.nl. To make sure Milieu Centraal was consistent with Love Your Clothes message, all the other existing pages about textile on milieucentraal.nl were adjusted to support the LYC campaign.



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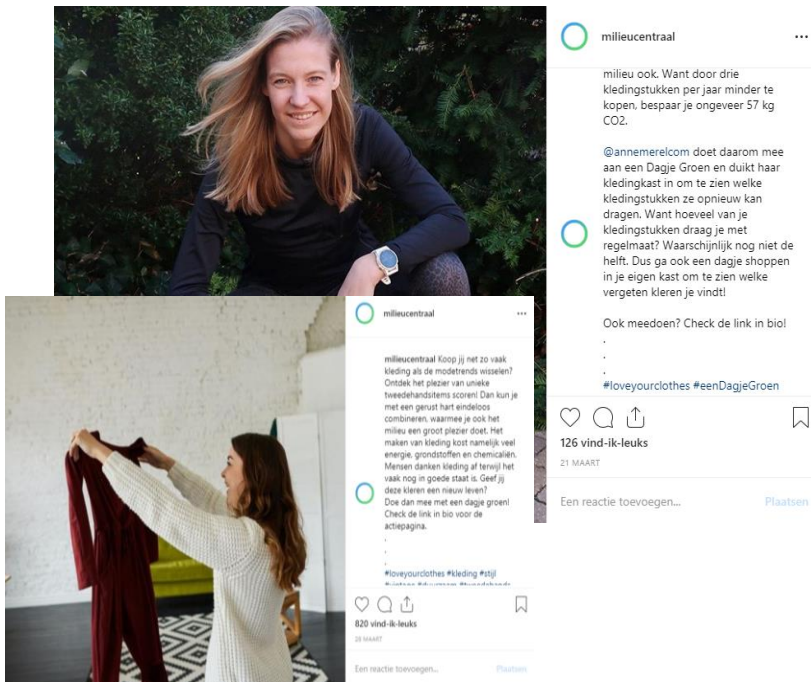
Results and impact



Results and impact

In the first 4 days after the launch, 2.000 unique visitors had visited the campaign pages. At the end of 2018 the pages about clothing gained almost 50.000 page views.

In 2019 Milieu Centraal continues the LYC campaign. In the first few months social media posts were promoted and a couple of online influencers promoted second hand clothing and shopping in your own wardrobe for forgotten items you can still perfectly wear. Here some examples of the social media posts:



Media and social media

In 2018 Milieu Centraal appeared in 137 media items about clothing; which had a joint ad value of € 770.000 euro.

Milieu Centraal awarded Metro the scoop of the press release. Metro is one of the Dutch newspapers nationwide, with a target audience of young adults. This resulted in half a page in the paper on July 12 2018 and an online article. They also appeared in:

- Reformatisch Dagblad
- Groot Nieuws Radio (Christian news station)
- RTL Nieuws
- Algemeen Dagblad

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ECAP is €3.6 million EU LIFE funded project which aims to reduce clothing waste across Europe and embed a circular economy approach.

ECAP mission

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

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