

NO BIN IN FASHION

Company: WRAP

Project: BIG Closet Clear Out social media campaign

Sector: Not-for-profit

Company size: SME

Product or service: Behaviour change campaign

Key Facts:

- A social media behaviour change campaign in Wales which aimed to encourage the recycling of clothing, rather than putting clothes in the general rubbish bin
- The campaign directed the audience to the Recycle for Wales Recycling Locator, which advises the best way to recycle in local area
- It included enhanced amplification and support through local partners to encourage recycling at kerbside where possible
- Activity resulted in an increased number of clothing searches completed on our Recycling Locator.

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Overview

Campaign objective

Encourage citizens to recycle their clothing in Wales by running a The Big Closet Clear Out social media campaign.

Aims and measurements

- Engagement - Number of likes, shares and comments
- Increase recycling rates of clothes at kerbside (where available) - Monitor clothing collection tonnage data
- Encourage use of the Recycle for Wales Recycling Locator - Measuring link clicks, Recycling Locator searches for textile and clothes recycling
- To understand what could be achieved with limited external spend

Channels

Facebook – two posts per week

Twitter – two posts per week

Target audiences and call to action

- 1) All of Wales – recycle clothes (visit Recycling Locator to find out how)
- 2) Specific local authority residents – recycle clothes at kerbside



Recycling locator:

recyclenow.com/local-recycling

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ECAP
european clothing action plan

Project supported by LIFE funding

What we did

- Developed a plan (key messages, timings etc)
- Contacted Local Authorities who do kerbside collection in Wales to ask them to share to give the campaign momentum
- Developed social media posts (Inc. any relevant translation)
- Created tracked URLs to monitor performance
- Scheduled posts within social media platform
- Launched and monitored



Challenges

Limited targeted reach

- With limited external spend we had limited reach as we didn't have spend allocated to promotion
- As the campaign also went out via our existing Love Your Clothes UK-national channel so posts were reaching current Love Your Clothes followers who are more likely already recycling clothes, which could mean that impact on increasing recycling rate was limited.
- Our plan was also to use Local authorities who collect textiles at kerbside to share posts to give the activity momentum however response to this was low.

Differences in recycling schemes

- Clothes recycling options vary between local authorities, which could lead to confusion and minimise behaviour change.
- To counteract this, all posts were designed to direct consumers to the Recycle for Wales Recycling Locator, where they could enter their postcode to find out how to recycle where they live.

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Results and impact

- The campaign saw an uplift in the number of textile and clothing searches on the Recycling Locator
- Prior to the campaign, textile searches made up 13.8% of all searches, which rose to 20.1% during the campaign period

Learnings and next steps

- Given the success of the campaign in a relatively short period, without significant promotion, it's clear that this could be repeated – although it is advised that more specific targeting and budget
- Engage support as early as possible in the planning to allow them to prepare and plan support
- Next steps will be to assess how this campaign impacted on tonnage of clothing recycled at kerbside

	Same time frame previous to campaign	Campaign period
All textiles searches on Recycle for Wales Locator (clothing, linens, shoes etc.)	1,165	1,633
<i>Of which were just clothing</i>	669	933
Link clicks from campaign posts		
<i>From Facebook</i>	0	290
<i>From Twitter</i>	0	52



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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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