

European Clothing Action Plan

Afterlife plan

December 2019



DanishFashionInstitute

Afterlife plan

The Afterlife plan's objective is to outline how the ECAP project, its partners and beneficiaries will continue to use its outputs to extend the work to drive circularity and close the loop in the clothing and textiles sector.

Strategies include:

- Dissemination of learnings from the ECAP project, through our partners' activities and relationships with projects and programmes with an interest in clothing circularity
- Maintaining the ECAP website to share the practical resources and information in an accessible and user-friendly way

The plan highlights the key channels and activities which will continue after the ECAP project ended in December 2019.

The information is set out by:

- ECAP website
- Extended activity by participants
- Love Not Landfill campaign & platform
- Knowledge platform - sustainable fibres
- Outputs
- Partner channels
- Environmental pressures
- Policy recommendations

For each, the plan summarises what will be done, by whom and for which audience.

This plan is not exhaustive but it provides an indication of how the work which ECAP has instigated, will continue to grow and have impact beyond the end of the project.



ECAP website – www.ecap.eu.com

Description

The ECAP website was created and developed as a hub for information, updates and outputs from the project – to share learning, materials and tools. The website will continue to be available for 5 years after the end of the project.

Audience

Designers, suppliers, manufacturers, retailers, brands, consumers, non-government organisations, charities, municipalities, policy makers, procurers, recyclers, collectors, influencers, academics, European Commission etc.

Responsibility

WRAP will continue to host and maintain the website with updates as required.

Timescales

January 2020– December 2025.

Measurement

Web traffic to the ECAP website can be measured on an ad-hoc basis.

Costing/budget

N/a

External support

The more traffic we can drive to the ECAP website, the more people will be aware of its work and practical outputs. Partners will promote the website in their activity and channels , providing links to the website on external sites where possible.



Extended activity by participants & partners

Description	Activities that were initiated in ECAP are expected to continue to be implemented by participants or be extended- This includes sustainable fibre strategies , developing products that incorporate recycled fibres , developing alternative business models . The availability of tools and support will enable more companies to commit to similar changes.
Audience	Retailers, brands, workwear suppliers, designers and textile recyclers and those involved in projects in circular fashion such as C&A Foundation project “Bridging the Gap”, the Dutch “Denim Deal”, WRAP’s future framework for collective action in textiles, Global Fashion Agenda’s 2020 Circular Fashion System Commitment, etc.
Responsibility	ECAP participants & partners (inc delivery partners such as ECAP contracted consultants)
Timescales	On-going – activity is not timebound
Measurement	Growth will be seen in the number of organisations that sign-up and implement sustainable fibre strategies, incorporate recycled fibres or launch alternative business models, or extend the work they do in these areas.
Costing/budget	No funding provision has been secured for this activity
External support	ECAP participants & partners will support this through networking or added dissemination (ie. outputs on their websites and in sustainability reporting) and through consultancy on new projects.



Design for Longevity platform

Description	As part of ECAP, the Danish Fashion Institute (now Global Fashion Agenda) developed the Design for Longevity platform to support designers and product development teams to design clothing with sustainability in mind. The platform hosts information, guidance and tools and will continue to be available to inspire post ECAP.
Audience	Designers, product developers and academics, etc.
Responsibility	Global Fashion Agenda (GFA)
Timescales	On-going - activity is not timebound
Measurement	Registrations to the DfL platform, more clothing being designed & produced to last longer
Costing/budget	Maintenance and hosting of the platform
External support	Support will be needed to drive traffic to the platform. Promotion of the DfL platform will be done by GFA, users, academics, researchers and other influencers - by word of mouth, reference to DfL's articles in literature, and other media platforms (e.g. Instagram) as well as in their work practices



Love Not Landfill campaign & platform

Description	As part of ECAP, the consumer campaign Love Not Landfill (LNL) was created to engage directly with 16-25-year-old London consumers on how to use and dispose of their garments. The campaign runs activities such as pop up shops, clothes swap & style events, school activities, bring banks, and is supported by social media and a website . LNL will continue post ECAP.
Audience	Consumers, retailers & brands, influencers, charities, collectors & recyclers etc.
Responsibility	London Waste and Recycling Board (LWARB)
Timescales	At least 1 year is confirmed
Measurement	LNL stats for social media, website & number of LNL events and attendees. Young consumers will report doing more “Buy second-hand”, “Care, mend and repair” and “Recycling of ALL clothes – nothing in the bin”
Costing/budget	Delivery of LNL campaign
External support	Support will be needed to promote LNL activities and drive traffic to the website . Promotion will be done by LWARB primarily but also by engaged users and partners via social media by word of mouth.



Knowledge platform – sustainable fibres

Description

A knowledge platform to raise awareness and discussion on the learnings of the sustainable fibre work to help inspire retailers and brands to consider positive changes in their fibre choice was delivered on [here](#) ECAP's website.

Audience

Retailers, brands, designers, suppliers & manufacturers.

Responsibility

WRAP will keep the ECAP website live for 5 years & partners and beneficiaries plan to continue to drive traffic to the platform.

Timescales

Available on the ECAP website until December 2025

Measurement

Users of ECAP website and visitors to the platform page. More retailers and brands will produce clothing with, or with more, sustainable fibres.

Costing/budget

N/A

External support

Partners and beneficiaries will continue to promote the knowledge platform and its practical outputs and tools.



Outputs

Description

ECAP delivered several outputs to share practical guidance, learnings and inspire organisations to take action. The project framework and outputs are [published](#) and include case studies, action plans, reports and guidance tools. There is also collateral which can be adapted and used by organisations outside the project, including social media and info-graphic templates, animated Gifs, posters and flyer templates, etc.

Audience

The audience includes designers, suppliers, manufacturers, retailers, brands, consumers, non-government organisations, charities, municipalities, policy makers, procurers, recyclers, collectors, influencers, academics etc.

Responsibility

WRAP will keep the ECAP website live for 5 years & partners and beneficiaries plan to continue to drive traffic to ECAP's Resources page.

Timescales

Available on the ECAP website until December 2025

Measurement

Users of ECAP website and visitors to particular web pages. There will be references and use of the ECAP outputs that will help drive more clothing circularity

Costing/budget

Costs related to adapt/use outputs (ie. Development of consumer campaign materials)

External support

Partners and beneficiaries will continue to promote the outputs and tools of the project – driving users to the ECAP website or making reference of their own adapted materials to help others make use of these.



Partner channels

Description	Throughout the project, partners have used their own networks and channels to help deliver their own actions, support wider actions and promote ECAP holistically. Partners plan to continue to work with their contacts on projects and programmes with an interest in clothing circularity and share the approach and work of ECAP.
Audience	Retailers, brands, suppliers, designers, academics, textile recyclers and those in projects such as Bridging the Gap, the Dutch “Denim Deal”, WRAP’s framework for collective action in textiles, GFA’s 2020 Circular Fashion System Commitment, EMF’s Making Fashion Circular, EPSRC Centre for Circular Textile Economies etc.
Responsibility	Across all partners
Timescales	On-going – activity is not timebound
Measurement	More projects, initiatives or programmes to do with clothing circularity and/or referencing the work of ECAP
Costing/budget	No funding provision has been secured for this activity
External support	As required by partners to promote their activity



Environmental pressure

Description

In the coming years, there will be an increase in pressure on organisations to be more sustainable and on consumers to change their ways and be more environmentally friendly. There will be more calls for policy to drive changes. The waste framework directive will also require the separate collection of textiles in place by 2025. This environmental pressure will drive more action in the work that ECAP has started.

Audience

Designers, suppliers, manufacturers, retailers, brands, consumers, non-government organisations, charities, municipalities, policy makers, procurers, recyclers, collectors etc

Responsibility

Environmental pressures generated from the public & from government.

Timescales

Ongoing

Measurement

More companies take-on ECAP activities; municipalities refer to the ECAP guidance for their textile collections ; more consumers report better behaviours re: washing / disposal of clothing;

Costing/budget

No funding provision has been secured for this activity

External support

The environmental pressures will gather momentum as the public & government acknowledge the importance of change regarding clothing environmental impact



Policy recommendations

Description

Several recommendations linked to policy for clothing and textiles have been derived from ECAP and have been shared with policy - this includes general recommendations to the European Commission (EC) based on ECAP learnings & sharing [CPP recommendations](#) to the Advisory Group Green Public Procurement (GPP) and at various [masterclasses](#) on government public procurement.

Audience

European Commission, local governments, policy makers & public procurers, & linked initiatives of projects (Interreg, Horizon 2020) and networks etc.

Responsibility

Across all partners

Timescales

Ongoing

Measurement

Incorporation or implementation of ECAP recommendations by the EC & governments, public procurers

Costing/budget

No funding provision has been secured for this activity

External support

ECAP partners will share the recommendations as part of the delivery of ECAP and assist governments where possible regarding these or other relevant topics (ie . Extended Producer Responsibility (EPR) for textiles). RWS plan to update the Circular Public Procurement criteria every year.