

ECAP – The European Clothing Action Plan

Working together to drive resource efficiency across the European clothing sector to cut carbon, water and waste, and to support a circular economy.

ECAP – the European Clothing Action Plan – is an exciting new project that will bring environmental and economic benefit to the clothing sector.

Its holistic approach encompasses sustainable design, production, public procurement, consumption, collection and recycling through to reprocessing. The project focuses on the clothing supply chain specifically to reduce waste and to bring about effective waste recovery.

This new initiative is happening now and it is the only EU LIFE funded project to address clothing sustainability. Leading organisations from the UK, the Netherlands and Denmark are responsible for the delivery of this €3.6 million project that was launched in September 2015. It runs for 3½ years, ending March 2019.

How it works

The focus is to develop a pan-European framework, similar to the successful UK model ‘the Sustainable Clothing Action Plan’ (www.wrap.org.uk/clothing), which centres on a set of target-based actions that will:

- Reduce the carbon, water and waste footprints of clothing in Europe.
- Ensure that fewer low grade textiles go to incineration and landfill.

- Prevent waste in the clothing supply chain.
- Encourage innovation in resource-efficient design, recycling of textile fibres and service models to encourage business growth in the sector.
- Influence consumers to buy smarter and use clothing for longer by using the [Love Your Clothes](#) consumer campaign.

Countries involved in ECAP may include:

Denmark	Poland
Finland	Portugal
France	Romania
Germany	Spain
Italy	Sweden
Netherlands	United Kingdom
Norway	

+ selected producing countries in Asia

The project has important synergies with existing and upcoming sector activities and will support these to deliver best practice.

They include specific sustainability goals set by European Commission initiatives such as Product Environmental Footprint, EU Garment Initiative and the Circular Economy Package, Government led National Action Plans and Industry Associations.

It also includes the sustainable development agenda of the United Nations and the Organisation for Economic Co-operation and Development.

Who needs to get involved?

Designers, retailers, brands, suppliers, the public sector, re-use, recycling and charity organisations are all being encouraged to join ECAP.

Engagement is with all sizes of business from multi-national retailers and brands to small and medium companies (SMEs), particularly given their prevalence in the sector's production and retail supply chains.

By joining ECAP, participants will make their own specific contributions towards meeting the Plan's target-based actions. The aggregated results of all stakeholders, who have pledged their commitment, will go towards achieving the overall targets.

ECAP's targets – by March 2019

The overall objective is to adopt a circular approach across Europe to:

- Divert 90,000 tonnes per year of clothing waste from landfill and incineration
- Save 1.6 million tonnes of CO_{2e}
- Make 588 million m³ of water savings
(2015 baseline)

Why get involved?

Being a part of this exciting project will enable participants to:

- Achieve measurable, tangible reductions in water, waste and carbon impacts which will support environmental and corporate responsibility targets.

- Gain knowledge and share learning and experience with organisations in the ECAP network.
- Receive advice, training and tools from specialist industry organisations.
- Develop case studies to communicate and build relations with customers, consumers, government and other partners.
- Become a recognised leader in the development of a European wide framework in sustainable clothing.
- Build a robust circular economy throughout Europe that will support job creation and the environment.

Project partners



Fashion with respect
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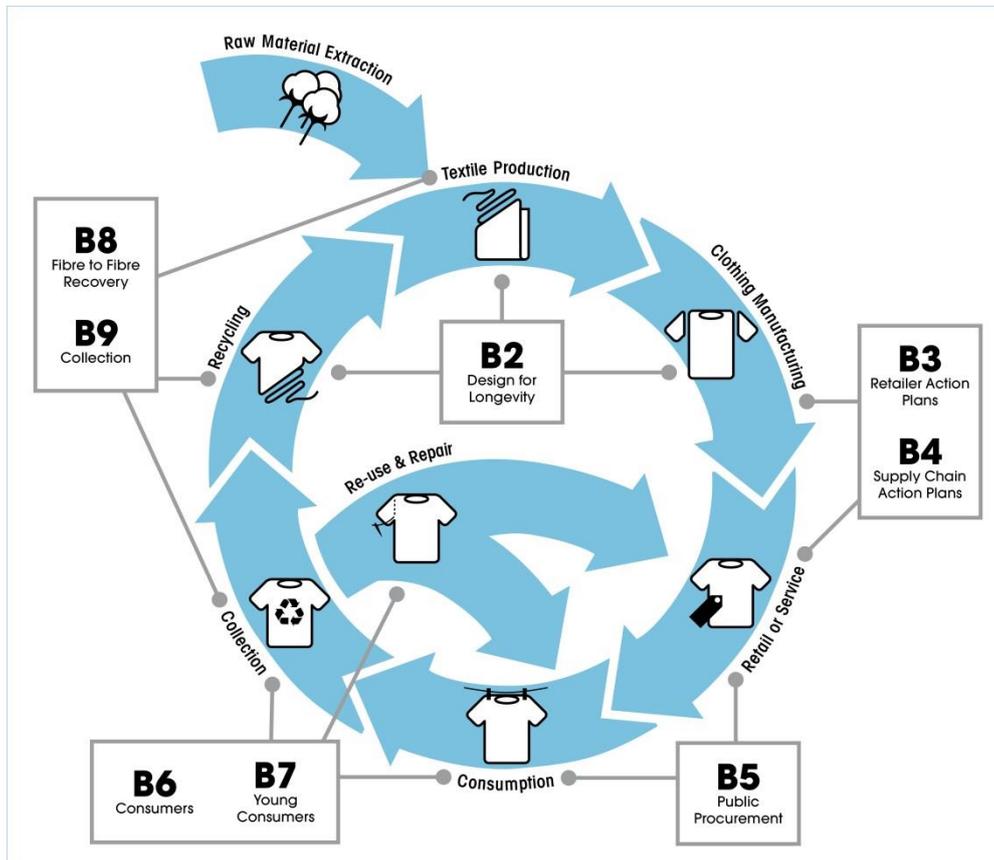
Rijkswaterstaat
Ministerie van Infrastructuur en Milieu



Danish Fashion Institute

- Danish Fashion Institute (DAFI) (www.danishfashioninstitute.dk)
- London Waste and Recycling Board (www.lwarb.gov.uk)
- MADE-BY (www.made-by.org)
- Rijkswaterstaat (part of the Dutch Ministry of Infrastructure and the Environment) (www.rwsenvironment.eu)
- WRAP (project co-ordinator) (www.wrap.org.uk)

Building a circular economy



ECAP comprises a set of actions that the project partners are responsible for delivering. Each stage is a building block and there are nine steps to achieve the project targets. These are:

The Action Plan (B1)

WRAP is the project co-ordinator and is managing the development of ECAP's framework, including governance, reporting, delivery and evaluation.

WRAP contact: ecap@wrap.org.uk

Design for longevity & lower impact (B2)

DAFI will develop an online course programme. This will equip designers and

product development teams with tools and knowledge to influence an extended life of clothing through changes to current design practices. The focus is to:

- Extend the useful life of clothes and reduce the environmental impact of clothing in use through changes to current product and service design practices.
- Take options for re-use and recycling into account through product design and services to recover maximum value from used clothing.
- Reduce the environmental footprint of clothing through fibre and fabric selection.

- Investigate how actions in design influence the environmental footprint of processes throughout the supply chain.
- Develop effective messaging to influence key consumer behaviours which will reduce the environmental footprint of clothing.

DAFI contact:

tobias@danishfashioninstitute.dk

Retailer and Brands Action Plans (B3)

MADE-BY will support 50 retailers and brands to reduce the carbon, waste and water impacts of their products through:

- Established industry tools and guidance for base lining specific environmental footprints of clothing production, and measuring improvements.
- Bespoke workshops and strategies for reducing environmental impacts.
- Specific training and advice from sustainability specialists to implement the strategy.
- Events and hubs to share the learning across participants, and promotion of best practice across the industry.

MADE-BY contact: info@made-by.org

Supply Chain Action Plans (B4)

MADE-BY will engage with 10 European and non-European suppliers and manufacturers to reduce the carbon, waste and water impacts of their operations and processes through:

- Established industry tools and guidance for base lining specific environmental footprints of operations and processes, and measuring improvements.
- Bespoke action plans for reducing environmental impacts.

- Links to local projects that enable environmental impact reduction.
- Events and hubs to share learning across participants, and promotion of best practice across the industry.

MADE-BY contact: info@made-by.org

Public Procurement Actions (B5)

Rijkswaterstaat will develop green public procurement criteria for work wear. To do this, they will:

- Carry out a desk study in sustainable procurement of work wear to identify existing case studies.
- Engage suppliers of work wear clothing to develop Supply Chain Action Plans and focus on recovery and recycling.
- Develop sustainable and circular public procurement criteria for work wear.

Rijkswaterstaat contact:

emile.bruls@rws.nl

Consumers (B6)

WRAP will develop a consumer campaign strategy for the [Love Your Clothes](#) (LYC) brand across Europe and will:

- Develop materials, guidance and case studies as a blue print for delivering LYC campaigns in major European cities.
- Design and test consumer messages through focus groups linked to four target countries.
- Disseminate results and guidance to enable key partners to adopt LYC activities within our four target countries.

WRAP contact: ecap@wrap.org.uk

Young Consumers (B7)

LWARB will engage with young consumers on clothing and will:

- Develop consumer messaging to influence 16-25 year olds in London and disseminate across other European cities.
- Create consumer action plans.
- Develop case studies presenting alternative leasing models.

LWARB contact:

ali.moore@resourcelondon.org

Fibre 2 Fibre (f2f) Recovery (B8)

Rijkswaterstaat will contribute to closing the loop with recycled textile materials in new clothes and fashion. To achieve this, they will:

- Support retailers and brands that are willing to develop demonstration projects in three different European countries.
- Pilot, in co-operation with companies, clothes with recycled content in nine retailer shops.
- Design a web based tool for brands to use recycled content in their collection themselves.

Rijkswaterstaat contact:

hanneke.opden.brouw@rws.nl

Increasing Clothing Recovery Rates (B9)

Rijkswaterstaat will support municipalities, collectors and retailers to increase recovery rates of disposed clothing. To deliver on this, they will:

- Develop guidance on business case development for recovering clothing and share it with key stakeholders.
- Engage with local governments in Europe to set up trial projects for increasing recovery rates.

- Focus on sorting high and low grade textiles and report key findings.

Rijkswaterstaat contact:

emile.bruls@rws.nl

Visit www.ecap.eu.com to find out more about the project. On the website you can register to receive our e-newsletter for updates.

Twitter @ecap_eu

General project enquiries to

ecap@wrap.org.uk

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