



The Gloucestershire Resources and Waste Partnership launched 'Wear Not Waste' on the 2nd of September 2024. The campaign aimed to highlight waste from fashion and to increase reuse of garments.

What methods were used?

GCC encouraged and promoted clothes swap events

- Jolt 10 attendees, 15 items swapped (19/09)
- GCC clothes swap 65 attendees, 75 garments swapped (25/09)
- Stroud Valley's Project 40 attendees, 150 items swapped (21/09)
- Gloucestershire Youth Climate Group, 10 attendees, 15 swaps (28/09)
- Stroud Brewery -100 people attended, 100 items swapped 4th November)
- Winchcombe markets days 23rd November, 5th & 6th December – pending figures
- GCC festive clothes swap 87 items swapped and 43 people attended

Running total of items 442 X 0.023 tonnes carbon = 10.16

Socials reach

- **Instagram reel** – 38 likes - Likes: 38, Comments: 4, Saves: 6, Views: 1,317, Total, Reach: 813, Accounts engaged: 40
- **Organic posts** – 17 posts in total across X, FB and Instagram. 88 clicks, reached 11,010 people. The most successful was the launch post on FB with 25 clicks and reached 2172 people.
- **Paid for posts** – 3x adverts:

Competition advert (4th-30th Sept)

- Reach: 146,128
- Total spend £200
- Impressions: 206,397
- Cost per 1,000 people reached: £0.97
- Post clicks: 225
- Cost per click: 89p

Promotion of clothes swap kit/clothes swap (ran for 1 week)

- Reach: 107,207
- Total spend £100
- Impressions: 110,269

- Cost per 1,000 people reached: £0.93
- Total clicks: 148
- Post engagements: 110
- Cost per click: 96p

Launch post to web pages (ran for 1 week)

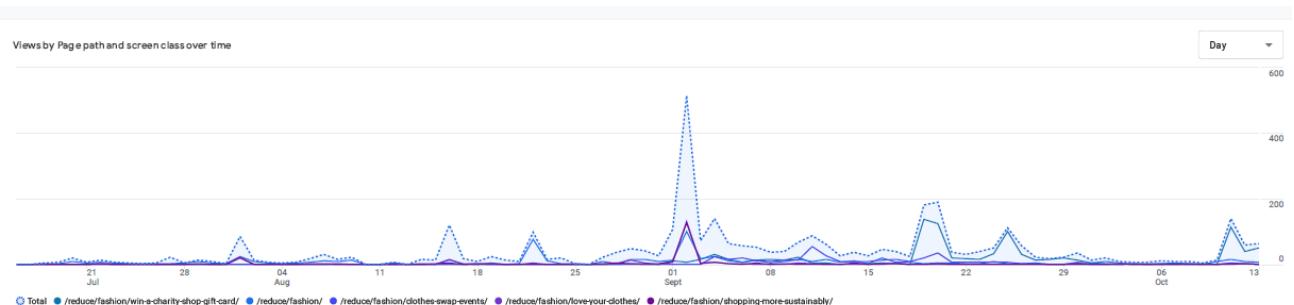
- Reach: 107,243
- Total spend £100
- Impressions: 110,028
- Cost per 1,000 people reached: £0.93
- Total clicks: 81
- Post engagements: 12
- Cost per click £1.23
- Used the designed and branded image which Comms have said doesn't work as well as videos and photos – in future look to use videos and photos instead.

Advertising reach

- 283,000 circulation for the magazine adverts
- 149 scans of the QR code in the Local Answer and the posters

Website

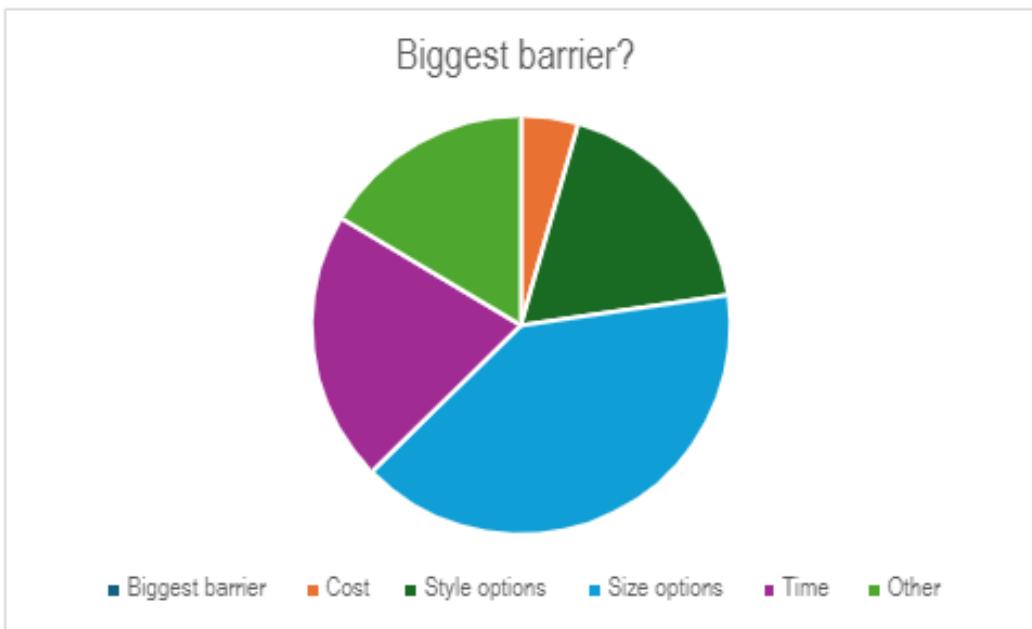
- 3,495 views 16th July – 13th October
- 1,925 active users
- 943 visits to prize draw pages
- 707 visits to homepage (/reduce/fashion)
- 355 views to clothes swap events page
- Views during the campaign were highest on the campaign launch day (2nd September at around 500 views and second highest around the 17th September at 200 views.



Competition entries

- 372 on the 11/10/2024
- 498 competition entries.
- Summary of the questionnaire answers:





Some other barriers listed were quality, cleanliness, lack of ability to try things on, stigma and attitudes, convenience and smell (of charity shops in particular).

We promoted the scheme in newsletters:

- ‘Wear Not Waste’ 19/09/2024 10,267 subscribers 51% Open Rate 7% Click Rate
- Top click 263 <https://www.glocestershirerecycles.com/reduce/fashion/win-a-charity-shop-gift-card/>
- ‘Launch’ 02/09/2024 10,252 subscribers 53% Open Rate 6% Click Rate
- Top click 82 <https://www.glocestershirerecycles.com/reduce/fashion/shopping-more-sustainably/>
- ‘Preparing to launch’ 10,211 subscribers 47% Open Rate 3% Click Rate
- Top click 57 <https://www.oxfam.org.uk/get-involved/second-hand-september/>

Climate Newsletters

- An article about the campaign was included in the August newsletter. The GCC fashion webpage got 380 click throughs.
- An article was included about Wear Not Waste and the prize draw got 11 click throughs.

YouTube video

822 views for the recycling clothes video as of the 18/10/2024.

<https://www.youtube.com/watch?v=UwsyKA1KEUA>

982 views on 10/12/2024

What were the results compared to the last campaign?

- Compared to 2022 textiles campaign
- 0.14p per link click compared to 0.59p for this campaign
- 0.005p per link click last time, 0.0009p this time
- 4% of people were clicking on links and this time 0.16%
- Advert fatigue is common so make sure the adverts get refreshed and run for a shorter amount of time.

What was the budget spend?

This campaign was relatively low cost with a focus on digital adverts and in person events.

- Existing magazine advert subscription (£2,200)
- Paid for social media adverts (£400)
- Clothing rails and hooks for kit (£100)
- Prize (£100)
- Total £2,700

What was the cost per engagement?

- For print magazines it cost £0.0077 per printed advert (less than a penny)
- Clothes swap kit - For the clothes swap kit the overall cost was just under £100 and so far people have attended events and 442 items have been swapped, the cost per item is £0.22
- Competition – The overall cost of the competition was £200, £100 in prizes and £100 in digital adverts. We had a total of 498 entries so the cost per entry was £0.40.
- Click throughs on social media – we had 506 advert click throughs from advertising at a cost of £0.79 per click.
- Reach on social media for paid ads was 360,290, cost £0.0011 per reach.

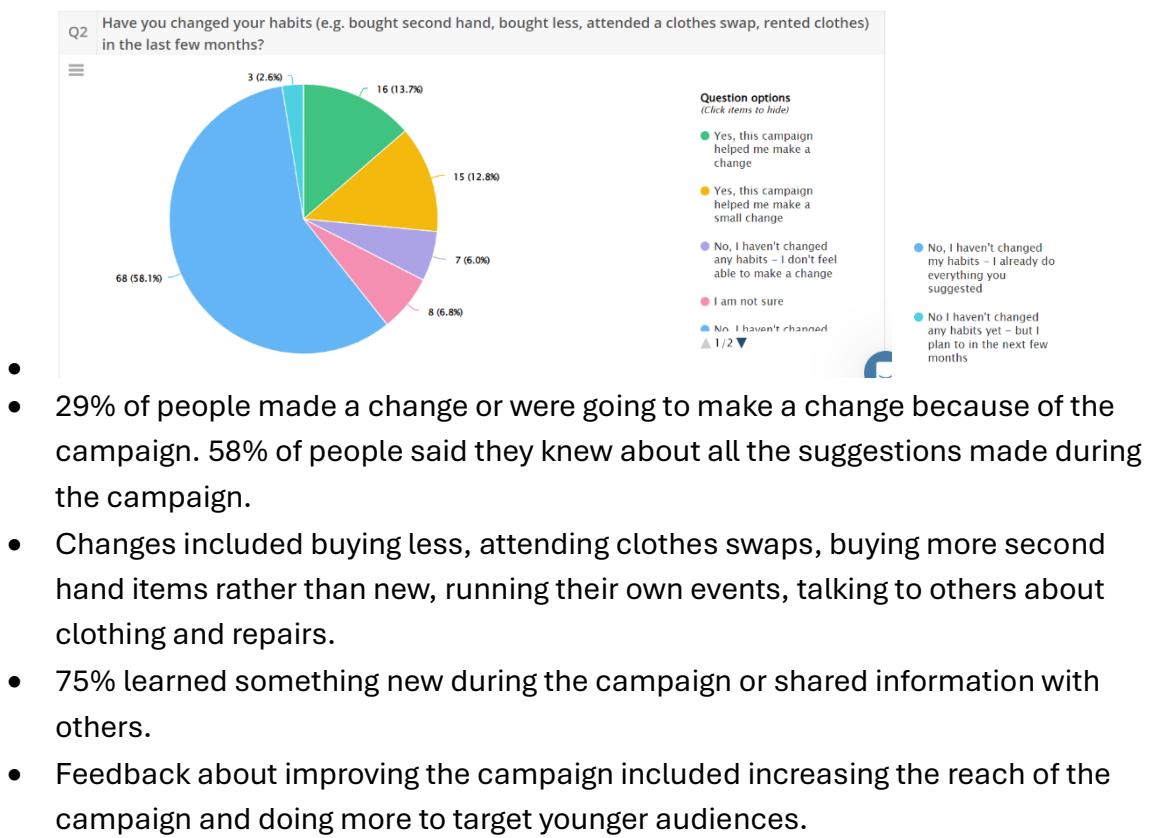
Carbon savings

- There are various ways to work out carbon savings.
- We will assume that the clothing swapped will replace a new purchase.
- A newly purchased item will have a highly variable carbon footprint depending on material, weight etc. but we can use an average figure.
- Using Carbonfootprint.com a new £40 garment has an estimated carbon footprint of 0.03 tonnes <https://www.carbonfootprint.com/calculator.aspx>
- Using the Repair café Farnham calculator they estimate one new garment weighing 0.5kg will have a carbon footprint of 0.014 tonnes.

- Using a mean of both of these figures we can assume a carbon footprint of 0.023 tonnes of carbon per item.
- So for the GCC clothes swap could estimate 1.725 tonnes of carbon saved.

Results from the end of campaign survey.

- A post campaign survey was launched to encourage people to tell us if they changed their habits.
- 50 % of people said they had learned something from the campaign.



- 29% of people made a change or were going to make a change because of the campaign. 58% of people said they knew about all the suggestions made during the campaign.
- Changes included buying less, attending clothes swaps, buying more second hand items rather than new, running their own events, talking to others about clothing and repairs.
- 75% learned something new during the campaign or shared information with others.
- Feedback about improving the campaign included increasing the reach of the campaign and doing more to target younger audiences.

Cost benefit compared to other projects and engagement methods

- This topic relied heavily on staff time to increase face to face engagement at swaps, the cost of which hasn't been included. (staff time estimates could be included?)

Further pros and cons

- It would be good to promote and run more events to reduce the costs of the clothes swap kit.

Suggestions for running the campaign again

Textiles remains an important material to focus on due to the scale of the waste and the carbon emissions associated with it.

What went well....

- Good community group involvement
- Staff clothes swap, good engagement with staff about raising the awareness and profile of the team.
- Textiles visit and reel was really useful for GCC's Instagram had a high reach. Had queries come through.
- Good understanding of what the core messages are for the public.

What shall we build on...

- Do more swaps for Christmas jumper season – mid November?
- Ask people at events where they heard about it
- Can put video content on YouTube shorts if we can't put them on the main socials.
- Make the clothes swap more focussed, say if we want men's items or sequins and Christmas jumpers or interview clothes. Keep a theme.
- Collect the clothes swap kit – can we get a better location.